

2022 Content Audit from Angela Myers Creative

As you work your way through each section, you should feel more clarity about where your marketing currently is and where it needs to go. Feel free to write your answers in a notebook or create a copy of this document to use.

Reach out to [my Instagram](#) or [email me](#) with any questions.

Assumptions

List five things you think are going well:

- 1.
- 2.
- 3.
- 4.
- 5.

List five things you think you could improve:

- 1.
- 2.
- 3.
- 4.
- 5.

List what you think are your top 4 content umbrellas:

- 1.
- 2.
- 3.
- 4.

List every platform you have and write if it brings you joy and if you think you are being successful on it--why or why not?

Demographics

List all platforms with your gender, age, location, and other key demographics. If you have a blog, youtube, or a more content based platform, look into rank where your traffic is coming from (Pinterest, Instagram, Google, etc.).

Top Performing Posts

1. For each platform, rank your top performing posts (how this is decided might differ per platform but could usually be judged by views or engagement).
2. Label each post under the content umbrella genre type (example motivational IG post, book recommendations, book review, writing vlog, etc.)
3. Compare and contrast the most successful and least successful posts to your assumptions

Qualitative Analysis

1. Search back through your comments and see what people are commenting about--you can write down general trends and any comments/DMs/etc which might give more insight
2. Write down which content umbrella each comment is about
3. Optional: have an Instagram survey asking some questions about what type of content people prefer on your platform--maybe even ask about what content people watch from you (when I did this in September, I realized no one from my Instagram followed me on Youtube or TikTok, meaning these are 3 separate audiences?!?)

Grading yourself

If you have statistics, goals, etc from throughout the year, look back on them and reflect on times with more or less growth--are there any trends or practices which might have caused this growth?

For the entire year (and possibly for each quarter or month), grade yourself based on how well you did--what could you have done better and what did you do well?