The University Of Sheffield.

SSiD

Content Audit Evaluation Sheet

Part 1: Page Content

Element	Measurement
Page Title	Descriptive of the page content, using site visitors keywords
Page subject / topic	The page relates to a single subject rather than trying to deal with multiple issues
Page summary	• 30 words or fewer • Sell: encourage the reader to read more • Quickly cover who, what, when, where, how
Sub headings	• Put your headings in order • Have a good heading style (e.g. questions, statements, etc.)
Target audience, Conversational style and Voice and tone	• Writing in the active voice • Engaging with the audience - use "you" and "we" • Be positive • Use of plain English
Word count (page and paragraph)	Words on page / reading speed compared to google analytics time on page
Chunking (length of paragraphs)	• Sentence: 20 words or fewer • One point per sentence • Paragraphs: 70 words (roughly 4 sentences) • Start sentences with keywords • Start paragraphs with strongest sentence • Start paragraph by setting the context

Part 2: Page Navigation

Audit Factor	Measurement
Primary and secondary	• Break up pages into clearly defined areas • Ensure that labels are descriptive of their destination • Use conventions – e.g. alphabetical order, popular order
Links (total)	Too many can cause confusion; too few and the user may not get to the information they really need.
External links	• Use if the add value to your content • Name the site the link will lead to • List the best quality external sites
Link descriptions	• Use keywords in links • Start with a verb • Don't use URls e.g. www.sheffield.ac.uk/history • Avoid links with similar names • Launch and land on same name
Broken links	Any broken links on the page

Part 3: Page Performance

Audit Factor	Measurement
URL	Accessible to search engines and descriptive of the page content
Page views	Google analytics annual page views
PDFs	Single version documents published on the site
Page size (load speed)	Google analytics
Images use and count	• Limit the use of images • Use images only when they are critical to the success of a web page
Image format / size	• Photograph of people are good (if they're real people) • Feel-good images are largely ignored • Make sure images do not severely decrease download speeds
Date last updated	CMS update stamp