

distancelearning.uk.com - CONTENT AUDIT (Last Updated 08 April 2013)

Instructions for Use

A content audit captures each piece of content present in a Website design. The captured content should include all text, images, data, content modules, widgets and anything else used within the website. This audit will help to catalog and identify each piece of unique content, any rules of use including personalisation and character lengths, and references to the appropriate sitemap location and the corresponding wireframes to be used. Doing this will assist with tracing content to its origin and associated rules that dictate its characteristics. A content audit is a living document; regard it as **the definitive source for all content on your Website**.

This template provides several different fields. It can be used as a reference point and customize it accordingly, as per the needs of the project.

Definition of Terms Used

- 1: ID # - Unique identifier of each piece of content used.
- 2: CREATION DATE - The date the content was created (if known).
- 3: REVIEW/EXPIRATION DATE - The date the content should next be reviewed to ensure it is still useful and relevant. If it is possible to define an expiration date this can also be put here (if known).
- 4: SITEMAP - The location of the page where the content is contained as it resides within the sitemap hierarchy.
- 5: WIREFRAME ID - ID number and/or title of the wireframe that corresponds to the content.
- 6: PAGE / DOC TITLE- Name of the specific page or document which houses the content. (e.g. "About Us", "Press Releases", "Contact", etc.)
- 7: CMS TEMPLATE - Name of the template used in the CMS in which the content is populated. Note: for reusable content objects or modules, you may want to create an additional column that calls out module name.
- 8: LOCATION LEVEL 1 - The specific location of each content asset within the page. Location Level 1 describes the main area that contains the content. Subsequent levels are used to further specify the exact location. In the example of a press release, Level 1 might be "Main content", Level 2 could be an article ID or class, Level 3 could then be a description such as "call to action", "feature picture" or "main story text". You may develop as many levels that are necessary to represent the content.
- 9: LOCATION LEVEL 2 - The specific location of each content asset within the page. Location Level 1 describes the main area that contains the content. Subsequent levels are used to further specify the exact location. In the example of a press release, Level 1 might be "Main content", Level 2 could be an article ID or class, Level 3 could then be a description such as "call to action", "feature picture" or "main story text". You may develop as many levels that are necessary to represent the content.
- 10: LOCATION LEVEL 3 - The specific location of each content asset within the page. Location Level 1 describes the main area that contains the content. Subsequent levels are used to further specify the exact location. In the example of a press release, Level 1 might be "Main content", Level 2 could be an article ID or class, Level 3 could then be a description such as "call to action", "feature picture" or "main story text". You may develop as many levels that are necessary to represent the content.
- 11: CREATOR - Describes the author/creator and can optionally include some indication of the status of the content, such as "Authenticated", "User Post", "Approved", etc. This could also be the field where personalization instances are captured. This also includes user entitlement, such as 'Superuser,' Admin, etc.
- 12: TRANSLATIONS - Provide details of any alternative language versions of the content.
- 13: FORMAT - The document type or format, e.g.: HTML, PDF, JPG, etc.
- 14: ASSET - The file name of the asset, if an image, PDF, or document is used.
- 15: CHARS - The maximum number of characters. This field is not necessary unless a character length is stipulated.
- 16: DIMENSIONS - The dimensions of the original asset. In the case of the photo, this would be natural dimensions of the picture when displayed before any adjustments carried out in the image.
- 17: RULES - Business rules or logic of use, this includes anything involving a decision tree.
- 18: DESCRIPTION - A brief description of the content to help avoid confusion with other similar content.
- 19: NOTES - Does this content need altering or is it outdated? Alternatively is it performing well and needs expanding or repeating? Any additional comments relating to the content should be noted here.
- 20: TAGS - Add keywords to the content here to assist with finding it again in the future. This could include the names of people mentioned in the text, the subject, etc.

Additional Considerations

Localization/Translations - You can capture translations for content for each row of content. To do so, place a separate column for language after each of the following columns: PAGE TITLE, MODAL LEVEL 1, MODAL LEVEL 2, MODAL LEVEL 3. For Example: After Page Title in Column D, insert Page Title (German) in column E. You may need to create one worksheet per each

ID #	CREATION DATE	REVIEW/EXPIRATION DATE	SITEMAP	WIREFRAME ID	PAGE/DOC TITLE	CMS TEMPLATE	LOCATION LEVEL 1	LOCATION LEVEL 2	LOCATION LEVEL 3	LOCATION LEVEL 4	CREATOR	FORMAT	ASSET	CHARS	DIMENSIONS	DESCRIPTION	RULES	NOTES	TAGS
1.01			All pages		University of Greenwich - School of Architecture Design & Construction		Header					HTML				Main consistent branding for the entire site.	Client has suggested that the branding must contain reference to distance learning, the school or architecture and construction and the university of Greenwich.	Client has suggested that the branding must contain reference to distance learning, the school or architecture and construction and the university of Greenwich.	main branding
1.02			All pages		University of Greenwich - School of Architecture Design & Construction		Header	image, logo				PNG	uog_logo.png		220 x 120	University of Greenwich logo in white. Consists of circular compass image with text to the right.	The university has strict guidelines that should be followed when using their branding. Rules not available at time of writing.	Client has indicated that this use of the logo probably does not adhere to the current rules on using the university branding	Main branding, logo
1.03			All pages		University of Greenwich - School of Architecture Design & Construction		Menu					HTML				Main consistent navigation for the entire site. In-line list in a tab browsing style.		Could the number of options be reduced or made more concise and understandable? Improved language or fewer choices could be considered.	main navigation
1.04			Home		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content heading		HTML				The top heading for the central main content section.		"Welcome to distance learning". Different language should be considered here. h3 currently being used for this.	Main content, heading, home
1.05			Home		University of Greenwich - School of Architecture Design & Construction		Container	primecontainer	primarycontent	Main content right margin image		JPEG	graduation.jpeg		120 x 441	Image of stone building with people in coloured gowns walking past large ornate door.		Image shows for of the ceremony involved in graduation by showing academics in gowns. Old building hints at the history of the institution.	Main content, picture, image, graduation, history, ceremony, stone, gown
1.06			Home		University of Greenwich - School of Architecture Design & Construction		Container	primecontainer	primarycontent	Main content, distance learning		HTML				Main body of text giving a broad description of the school of distance learning.		Text gives some history of the department and discusses global locations. Text could be rewritten with more SEO consideration.	main content, history
1.07			All pages		University of Greenwich - School of Architecture Design & Construction		container	secondarycontent	Secondary navigation list of available courses			HTML				List of links taking the user to a page containing a description of all the courses available. List is replicated on every page of the site.		List appears to be unstyled. It provides a quick link to the courses but is this the right location for this?	Secondary navigation, nav, navigation, courses, links
1.08			All pages		University of Greenwich - School of Architecture Design & Construction		Footer	image, logo				PNG	logo.png		200 x 100	University of Greenwich logo. Consists of circular compass image in blue with text to the right in black. Image is also a link to the main University of Greenwich website.	The university has strict guidelines that should be followed when using their branding. Rules not available at time of writing.	Client has indicated that this use of the logo may not adhere to the current rules on using the university branding.	Footer, logo
1.09			All pages		University of Greenwich - School of Architecture Design & Construction		Footer					HTML				Copyright information	Needs to be kept up to date	Is this done with PHP or updated manually?	copyright, footer
2.01			Home > Distance learning		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, distance learning		HTML				Description of what the distance learning concept is. Gives information on the history of the course, the global locations where it is delivered and a summary of the facilities available.		The information is not very SEO friendly. The value of some of the information to users needs to be considered. Does this content serve a purpose?	Distance learning, history, locations, facilities
2.02			Home > Distance learning		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, distance learning		JPEG	computer.jpg		800 x 316	Image of people using a computer room		Is an image of university facilities necessary on a distance learning site?	Computer room
3.01			Home > Built Environment		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, built environment		HTML				Description of the built environment section of the department. Gives information on the history of the courses, and some information on the global locations where these courses are delivered.		The information is not very SEO friendly. The value of some of the information to users needs to be considered. Some of the information is replicated on other pages.	Built environment, history, locations
4.01			Home > Health and safety		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, health and safety		HTML				Description of the health and safety section of the department. Gives information on the history of the courses, and some information on the global locations where these courses are delivered. Some information about the course accreditations is given and a link to bursary information is included.		The information is not very SEO friendly. The value of some of the information to users needs to be considered. Also, some of the information is replicated on other pages. The information on accreditations is useful, as is the link to the bursary page. However, the bursary link is broken.	health and safety, history, locations, accreditation, bursary
4.02			Home > Health and safety		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Image, scaffolding		JPEG	bamboo3.jpg		250 x 188	Image of a bamboo scaffolding structure in silhouette. In the background the sea and a ship can be seen.		It's not immediately clear what the image is showing or how it specifically relates to health and safety. Is the image necessary?	health and safety, photo, bamboo, sea, ship
5.01			Home > How to apply		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, how to apply		HTML				Description of the application process and links to the sites where an application can be made as it is not contained within this site. Includes information on the application deadlines and contact information for the department should users have any questions.		The information on application deadlines and where to apply for certain nationalities is useful. The information about the application process is less useful. A more detailed explanation aimed at international students that may not understand the UK system could be of benefit. User testing would help determine what information should be included here. If there was a page of team/department members, links to the correct contact might be useful.	applications, locations, contact
6.01			Home > FAQs		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, heading, frequently asked questions		HTML				Heading for the frequently asked questions main content		See notes from the main navigation. "FAQ" is not a very accessible way to describe the content.	heading, FAQ, frequently asked questions
6.02			Home > FAQs		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, List of questions/links to answers		HTML				A list of frequently asked questions, which are also links to the answers that can be found below the list within the same page.		List would benefit from additional styling. Client has indicated that an up to date list of the questions that are actually frequently asked could be produced.	FAQ, frequently asked questions
6.03			Home > FAQs		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, List answers to FAQs		HTML				A list of answers to the frequently asked questions, which are listed above within the same page.		Client has indicated that some of the answers might be out of date. Different, more engaging, ways could be considered for displaying this information.	FAQ, frequently asked questions
7.01			Home > Links		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, List of partners		HTML				A list of global education partners that offer the distance learning courses at their locations		The styling present on this page is inconsistent with the rest of the site. The information is presented as a list with brief descriptions only. It is not clear what users are supposed to do with the information or how it is linked to distance learning.	FAQ, frequently asked questions
7.02			Home > Links		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, List of professional and membership organisations		HTML				A list of professional and membership organisations relating to the subjects taught within the distance learning department		The styling present on this page is inconsistent with the rest of the site. The information is presented as a list with brief descriptions only. It is not clear what users are supposed to do with the information or how it is linked to distance learning.	FAQ, frequently asked questions
8.01			Home > Contact Us		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, Contact details		HTML				The address, phone number and email address for the distance learning department		The client has indicated that the email address is in need of updating. Would a map be of benefit here? The page has a mailto link but users may be using a shared computer. Perhaps a contact form would be better? No social links	FAQ, frequently asked questions
9.01			Home > MSc safety health and environment		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, Safety Health and the environment introduction		HTML				Text introducing the course by giving some basic information and history.		The information is not very SEO friendly and focuses on the history of the course. History info is used for content in other areas too. The useful information contained could probably be provided in less text. Some errors found.	health, safety, environment, history, programme, introduction
9.02			Home > MSc safety health and environment		University of Greenwich - School of Architecture Design & Construction		container	primecontainer	primarycontent	Main content, Safety Health and the environment programme structure		HTML				A table illustrating the courses that form the programme, which year of the course they are studied and the credits allocated to each course.		The table has no explanation or guidance with it. Course credits may be unfamiliar to people new to this system of education.	health, safety, environment, course, structure, credits

9.03		Home > MSc safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Safety Health and the environment assessment		HTML					Text explaining how the courses are assessed.	This is a very short paragraph to explain what is probably quite complex. Students might want more detail than this. This could be tested.	health, safety, environment, programme, courses, assessment, exams, coursework
9.04		Home > MSc safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Safety Health and the environment entry requirements		HTML					A list indicating what previous qualifications a potential student requires in order to be considered for a place on the programme.	The text might not be that easy to understand to a non english speaking person. The numbered list switches to bullets for no reason. Text is poorly styled.	health, safety, environment, programme, qualifications, requirements
9.05		Home > MSc safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Safety Health and the environment fee information		HTML					Text directing users to view an alternative page should the require up to date fee information.	The client has indicated that keeping fee information up to date has been a difficulty for them in the past and that the fee assessment for individual students can be complicated. However, more fee information here would be of benefit and should be raised again with the client.	health, safety, environment, programme, fees
9.06		Home > MSc safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Safety Health and the environment contact information		HTML					Text containing a link that will create an email using the user's email software, which can then be used to contact the course tutor with further questions.	Different wording could be considered and the email address is SA's. The client had indicated that a central email address would be preferred instead of enquiries being sent directly to lecturers.	health, safety, environment, programme, contact information, email
10.01		Home > MSc occupational hygiene	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational hygiene introduction		HTML					Text introducing the course by giving some basic information and history.	The information is not very SEO friendly and focuses on the history of the course. History info is used for content in other areas too. The useful information contained could probably be provided in less text. Some errors found.	Occupational, health, safety, programme, introduction
10.02		Home > MSc occupational hygiene	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational hygiene programme structure		HTML					A table illustrating the courses that form the programme, which year of the course they are studied and the credits allocated to each course.	This table is presented with no explanation or guidance. While the idea of course credits may be familiar to some, it may be confusing to people new to this system of education.	Occupational, health, safety, course, structure, credits
10.03		Home > MSc occupational hygiene	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational hygiene assessment		HTML					Text explaining how the courses are assessed.	This is a very short paragraph to explain what is probably quite complex. Students might want more detail than this. This could be tested.	Occupational, health, safety, programme, assessment, exams, coursework
10.04		Home > MSc occupational hygiene	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational hygiene entry requirements		HTML					A list indicating what previous qualifications a potential student requires in order to be considered for a place on the programme.	The text might not be that easy to understand to a non english speaking person. The numbered list switches to bullets for no reason. Text is poorly styled.	Occupational, health, safety, programme, qualifications, requirements
10.05		Home > MSc occupational hygiene	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational hygiene fee information		HTML					Text directing users to view an alternative page should the require up to date fee information.	The client has indicated that keeping fee information up to date has been a difficulty for them in the past and that the fee assessment for individual students can be complicated. However, more fee information here would be of benefit and should be raised again with the client.	Occupational, health, safety, programme, fees
10.06		Home > MSc occupational hygiene	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational hygiene contact information		HTML					Text containing a link that will create an email using the user's email software, which can then be used to contact the course tutor with further questions.	Different wording could be considered and the email address is SA's. The client had indicated that a central email address would be preferred instead of enquiries being sent directly to lecturers.	Occupational, health, safety, programme, contact information, email
11.01		Home > BSc (hon) Occupational safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational safety health and environment introduction		HTML					Text introducing the course by giving some basic information and history.	The information is not very SEO friendly and focuses on the history of the course. History info is used for content in other areas too. The useful information contained could probably be provided in less text.	health, safety, environment, history, programme, introduction
11.02		Home > BSc (hon) Occupational safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational safety health and environment programme structure		HTML					A table illustrating the courses that form the programme, which year of the course they are studied and the credits allocated to each course.	While the idea of course credits may be familiar to some, it may be confusing to people new to this system of education.	health, safety, environment, course, structure, credits
11.03		Home > BSc (hon) Occupational safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational safety health and environment entry requirements		HTML					A list indicating what previous qualifications a potential student requires in order to be considered for a place on the programme.	The text might not be that easy to understand to a non english speaking person. Some potential styling issues.	health, safety, environment, history, programme, qualifications, requirements
11.04		Home > BSc (hon) Occupational safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational safety health and environment fee information		HTML					Text directing users to view an alternative page should the require up to date fee information.	The client has indicated that keeping fee information up to date has been a difficulty for them in the past and that the fee assessment for individual students can be complicated. However, more fee information here would be of benefit and should be raised again with the client.	health, safety, environment, history, programme, fees
11.05		Home > BSc (hon) Occupational safety health and environment	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Occupational safety health and environment contact information		HTML					Text containing a link that will create an email using the user's email software, which can then be used to contact the course tutor with further questions.	Different wording could be considered and the email address is SA's. The client had indicated that a central email address would be preferred instead of enquiries being sent directly to lecturers.	health, safety, environment, history, programme, contact information, email
12.01		Home > MSc Project management MSc Real Estate MSc Facilities management	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Project management real estate and facilities management introduction		HTML					Text introducing the course and providing a basic explanation of the course structure, credit requirements and assessment process.	The information is not very SEO friendly. It is useful but assumes a base level of understanding of the credit system being used.	Project management, real estate, facilities management, programme, introduction, credits, assessment, structure
12.02		Home > MSc Project management MSc Real Estate MSc Facilities management	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Project management real estate and facilities management programme structure		HTML					A table illustrating the courses that form the programme, which year of the course they are studied and the credits allocated to each course.	The idea of course credits may be familiar to some, but it may also mean nothing to people new to this system of education. The table is well laid out but still could be confusing. More guidance might help lessen confusion.	Project management, real estate, facilities management, course, structure, credits
12.03		Home > MSc Project management MSc Real Estate MSc Facilities management	University of Greenwich - School of Architecture Design & Construction	container	primecontainer	primarycontent	Main content, Project management real estate and facilities management fee information		HTML					Text directing users to view an alternative page should the require up to date fee information.	The client has indicated that keeping fee information up to date has been a difficulty for them in the past and that the fee assessment for individual students can be complicated. However, more fee information here would be of benefit and should be raised again with the client.	Project management, real estate, facilities management, programme, fees

QUALITATIVE AUDIT

distancelearning.uk.com - CONTENT AUDIT (Last Updated 08 April 2013)

ID #	USABILITY	KNOWLEDGE LEVEL	FINDABILITY	ACTIONABILITY	AUDIENCE	ACCURACY	BUSINESS VALUE	MESSAGE	BRAND/VOICE APPROPRIATENESS	TOTAL SCORE
1.01	5	5	5	5	General	5	brand awareness			25
1.02	5	5	5	5	General	3	brand awareness			23
1.03	3	3	5	3	Professional / student / prospective student	5	none			19
1.04	1	5	3	1	General	5	none			15
1.05	3	3	1	3	Professional / student / prospective student	5	none			15
1.06	3	4	3	2	Professional / student / prospective student	4	brand awareness			16
1.07	4	3	5	3	Student / prospective student	5	brand awareness / conversion			20
1.08	3	4	2	2	General	3	brand awareness			14
1.09	5	3	2	3	General	5	Intellectual property protection			18
2.01	3	3	4	3	Student / prospective student	4	brand awareness			17
2.02	3	3	1	1	General	3	none			11
3.01	3	2	4	2	Student / prospective student	4	brand awareness			15
4.01	3	3	4	2	Student / prospective student	4	brand awareness			16
4.02	3	2	1	1	General	3	none			10
5.01	4	3	4	4	General	2	conversion			17
6.01	5	5	2	3	General	5	conversion			20
6.02	3	2	2	3	Student / prospective student	5	conversion			15

6.03	3	2	2	3	Student / prospective student	2	conversion		12
7.01	3	2	2	2	Student / prospective student	2	conversion		11
7.02	3	2	2	2	Professional / student / prospective student	2	none		11
8.01	3	5	5	3	General	2	conversion		18
9.01	3	3	4	2	Professional / student / prospective student	3	brand awareness / conversion		15
9.02	2	2	3	2	Student / prospective student	5	conversion		14
9.03	5	2	3	3	Student / prospective student	5	conversion		18
9.04	1	1	3	3	Professional / student / prospective student	2	conversion		10
9.05	5	5	3	3	General	5	conversion		21
9.06	4	5	3	3	General	5	conversion		20
10.01	3	3	4	2	Professional / student / prospective student	3	brand awareness / conversion		15
10.02	2	2	3	2	Student / prospective student	5	conversion		14
10.03	5	2	3	3	Professional / student / prospective student	5	conversion		18
10.04	1	1	3	3	Professional / student / prospective student	2	conversion		10
10.05	5	5	3	3	General	5	conversion		21
10.06	4	5	3	3	General	5	conversion		20

11.01	3	3	4	2	Professional / student / prospective student	4	brand awareness / conversion			16
11.02	3	2	3	2	Student / prospective student	5	conversion			15
11.03	2	1	3	3	Professional / student / prospective student	4	conversion			13
11.04	5	5	3	3	General	5	conversion			21
11.05	4	5	3	3	General	5	conversion			20
12.01	2	2	3	2	Professional / student / prospective student	4	brand awareness / conversion			13
12.02	2	2	3	2	Student / prospective student	5	conversion			14
12.03	5	5	3	3	General	5	conversion			21