Content audits

Make sure your content is meeting you and your audience's needs

Sticky is a creative content agency of curious, challenging minds for inquisitive brands who want to connect with their ever-changing audience.

We're a team of editors, strategists, creatives and data scientists – the thinkers, the doers, the challengers. And we're unique, in being part of PA Media Group and a trusted network of content specialists that no other agency can match.

Working with Sticky

Got lots of content but not sure it's working as hard as it could be? Our expert team will conduct an independent evaluation of your content based on best practice principles. We'll look at both good and bad, what is and isn't working and produce a series of recommendations to help take your content to the next level.

We've worked on content audits for Compare the Market, Lloyds Business Bank, Sony Europe and Nestlé.

What challenges can a content audit help with?

An audit is a good way to benchmark your content – particularly at the start of a large project such as site redesign and migration. It provides an intelligent assessment of content that can:

- Offer external independent expert advice to support managers/teams wanting change
- Help support a business case for content
- Create a roadmap
- Identify priorities
- Pinpoint potential quick wins
- Identify content gaps and consider how well content is meeting audience needs

Our process

We typically work on two types of audit:

- **Qualitative** – we'll review a selection of pages and evaluate them against strategic goals and best practice principles and make a series of recommendations for both short-and long-term improvements to your site.
- **Quantitative** – we'll focus on a collated inventory of website pages and make a very brief assessment about which to keep, kill or improve – perfect if you are migrating your website

Or you may wish to combine elements of both of you are doing a major website overhaul.

Costs

From £2,499 + VAT

Other services you may find useful

We offer a range of other audit services including:

- SEO audits
- Competitor audits
- Email audits
- User journey audits

Get in touch to discuss your brand's requirements.

Interested?

To find out more about working with Sticky, get in touch:

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Want to know more about Sticky? →

Sticky