

MANSFIELD CHAMBER

# GROWTH GUIDES

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## Content Audit Overview

*A simple guide to cleaning up your website content so it works harder for search, trust, and sales.*



### **MARKETING & VISIBILITY**

The Mansfield Area Chamber of Commerce

# Mastering Content Audits

## A Practical Guide to Cleaning Up Your Website, Improving SEO, and Turning Content Into Customers

Most businesses are busy creating new content.

New posts.

New pages.

New offers.

New emails.

New videos.

New social captions.

But here is the problem:

If your old content is outdated, confusing, duplicated, buried, broken, or no longer useful, adding more content is like putting fresh paint on a house with a cracked foundation.

It may look better for a minute.

But the real problem is still there.

That is why content audits matter.

A content audit is simply a structured review of what is already on your website so you can decide what to keep, improve, combine, remove, or repurpose.

For Mansfield-area businesses, this is not just an SEO exercise.

It is a visibility exercise.

A trust exercise.

A sales exercise.

A customer experience exercise.

Because when someone finds your website, they are asking a few quiet questions:

Is this business still active?

Do they understand my problem?

Can I trust them?

Do they serve Mansfield or my area?

What should I do next?

Your content needs to answer those questions quickly.

### **What Is a Content Audit?**

The original guide defines a content audit as a review and optimization of existing website content to improve performance in search results, increase traffic, improve engagement, evaluate strengths and weaknesses, and understand audience preferences.

That is the technical version.

Here is the practical version:

A content audit is spring cleaning for your website.

You open every closet.

You check what still fits.

You throw away what is broken.

You organize what matters.

You fix what still has value.

You make room for what comes next.

Most websites collect clutter over time.

Old blog posts.

Outdated service pages.

Expired event announcements.

Staff bios for people who no longer work there.

Old offers.

Duplicate pages.

Broken links.

Pages with no clear call to action.

Pages written for an audience you no longer serve.

Content that was created years ago and never touched again.

That clutter sends signals.

To customers, it can make your business look inactive.

To search engines, it can make your site harder to understand.

To your team, it creates confusion about what message to use.

A content audit clears the fog.

## **Why Content Audits Matter Now**

Search has changed.

Customers have changed.

AI has changed how people find information.

Google has changed how it evaluates helpful content.

Google's guidance says content should be created primarily for people, not search engines, and should be helpful, reliable, and useful.

That means old content written only to "rank" may not help you much anymore.

Today, your content has to do more than contain keywords.

It has to answer real questions.

It has to show experience.

It has to build trust.

It has to be easy to use on a phone.

It has to move people toward action.

For a Mansfield business, that could mean the difference between someone calling you or clicking back to a competitor.

## **The Content Audit Mindset**

Do not think of a content audit as a punishment.

Think of it as finding money in the walls.

You may already have pages that could perform better with a stronger headline, updated information, better local keywords, clearer calls to action, stronger photos, improved internal links, or a better answer to a customer question.

You may not need 50 new blog posts.

You may need to fix the 12 pages that already matter.

That is good news.

Because improving what you already have is often faster, cheaper, and more effective than constantly starting from zero.

## **The Five-Step Content Audit Process**

The original guide lays out a five-step process: set goals, eliminate ROT content, assess your inventory, analyze performance, and spot improvement opportunities.

Here is that process rewritten as a practical tool.

### **Step 1: Set a Clear Goal**

Do not start by opening every page and randomly editing.

That is how audits turn into rabbit holes.

Start with the goal.

What are you trying to improve?

More traffic?

More calls?

More form submissions?

Better local search visibility?

Better rankings for a service?

Cleaner navigation?

Updated messaging?

Better conversion from website visitors?

Stronger credibility?

A better Chamber profile or campaign landing page?

Your goal decides what you measure.

### **Example Goals**

A roofing company may want more traffic for “roof repair Mansfield TX.”

A CPA may want more consultation requests from small business owners.

A restaurant may want more catering inquiries.

A nonprofit may want more event registrations or donations.

A Chamber member may want their website to explain services more clearly.

A retailer may want more people to visit the store after finding products online.

## **Action Tool: Audit Goal Statement**

Use this sentence:

**We are auditing our content so we can improve [goal] for [audience] by making our website more [clear/helpful/current/searchable/actionable].**

Example:

We are auditing our content so we can increase consultation requests from Mansfield small business owners by making our website more clear, helpful, current, and action-oriented.

That one sentence keeps the audit from wandering.

## **Step 2: Build Your Content Inventory**

Before you can fix your content, you need to know what you have.

Make a list of your important pages.

You do not have to start with every single URL. Start with the pages that matter most.

### **Include These Pages First**

Homepage.

Main service pages.

Product pages.

About page.

Contact page.

Blog posts that still get traffic.

Landing pages.

FAQ pages.

Event pages.

Location pages.

Case studies or customer stories.

Pages linked from your Chamber profile.

Pages used in ads or emails.

Your inventory should include:

Page title.

URL.

Page type.

Target audience.

Main keyword or topic.

Call to action.

Last updated date.

Owner or person responsible.

Performance notes.

### **Action Tool: Simple Content Inventory Table**

Use these columns:

**URL**

**Page Title**

**Audience**

**Purpose**

**Main Topic or Keyword**

**Current Call to Action**

**Keep / Update / Combine / Remove**

**Notes**

You can do this in a spreadsheet.

Do not overcomplicate it.

The goal is to see the whole closet before deciding what to clean.

### **Step 3: Remove ROT Content**

The original guide uses the term ROT content, which means Redundant, Obsolete, or Trivial.

That is a perfect way to think about website clutter.

ROT content is content that no longer helps your customer or your business.

## **Redundant Content**

This is content that repeats the same thing in multiple places.

Examples:

Three blog posts saying basically the same thing.

Multiple service pages targeting the same keyword.

Old event pages with similar content.

Duplicate location pages with only a city name swapped out.

Redundant content can confuse customers and dilute your SEO.

Fix it by combining the best parts into one stronger page.

## **Obsolete Content**

This is content that is outdated.

Examples:

Old pricing.

Old team members.

Old hours.

Old COVID-era updates.

Expired promotions.

Outdated industry statistics.

Old event announcements.

Services you no longer offer.

Obsolete content makes people wonder whether the business is still paying attention.

Fix it by updating, redirecting, archiving, or removing it.

## **Trivial Content**

This is content that does not serve a real purpose.

Examples:

Thin blog posts with no helpful information.

Pages created only for keywords.

Announcements with no current value.

Generic content that could belong to any business in any city.

If it does not help your customer, build trust, answer a question, or support a business goal, ask why it is there.

### **Action Tool: ROT Test**

For each page, ask:

Is this still accurate?

Is this still useful?

Is this different from other pages?

Would a customer care?

Does this support a business goal?

Does this make us look credible?

Does this need to exist?

If the answer is no, it may be ROT.

### **Step 4: Analyze Performance**

Now look at the numbers.

This is where many businesses get stuck because they think they need to become data analysts.

You do not.

You just need to understand whether your content is helping people find you and take action.

Google Search Console's Performance report shows clicks, impressions, click-through rate, and average position for search results.

That means you can see which pages are showing up in Google, which pages people click, and which search queries connect to your site.

### **Metrics Worth Reviewing**

**Clicks:** Are people clicking from search results to your site?

**Impressions:** Is your content showing up in search results?

**Click-through rate:** Are people choosing your result when they see it?

**Average position:** Where does your site tend to appear?

**Website traffic:** Are people visiting the page?

**Engagement:** Are they staying, scrolling, clicking, or leaving quickly?

**Conversions:** Are they calling, booking, filling out forms, or requesting quotes?

**Inbound links:** Are credible websites linking to the page?

**Local relevance:** Does the page clearly connect to Mansfield or your service area when appropriate?

Google Search Console also offers reports that summarize performance, including clicks, impressions, top content, trending content, search queries, countries, and traffic sources from Google Search.

The numbers help you see what customers are already responding to.

### **Action Tool: Four Content Buckets**

Put each important page into one of these buckets:

#### **1. Keep**

The page is current, useful, and performing well.

Do not mess it up.

Just monitor it.

#### **2. Improve**

The page has value but needs updates.

Maybe it gets impressions but not clicks.

Maybe it gets traffic but no conversions.

Maybe the information is good but the call to action is weak.

#### **3. Combine**

The page overlaps with another page.

Merge them into one stronger resource.

#### **4. Remove or Redirect**

The page is outdated, irrelevant, thin, or no longer needed.

Remove it carefully and redirect when appropriate.

This is where a content audit becomes useful.

You are not just looking.

You are deciding.

#### **Step 5: Find Improvement Opportunities**

Once you know what is working and what is not, look for simple ways to make pages stronger.

##### **Common Problems to Fix**

Weak page titles.

Missing or dull meta descriptions.

No clear call to action.

Outdated statistics.

Old photos.

Thin content.

Too much jargon.

Broken links.

No internal links.

No local references.

No customer proof.

Duplicate topics.

Poor mobile experience.

Pages that answer the wrong question.

Content that talks too much about the business and not enough about the customer.

Google Search Console recommends looking at relevant queries and, when a site does not appear as often as expected, improving SEO for the topics the site should rank for.

That is a practical clue.

If people are searching for something you offer, but your page is weak, unclear, or missing, that is an opportunity.

### **Action Tool: Page Improvement Checklist**

For each page you update, ask:

Does the headline clearly say what this page is about?

Does the first paragraph speak to the customer's problem?

Is the content current?

Is the page useful?

Does it include the service area when relevant?

Does it answer common questions?

Does it include proof, such as reviews or examples?

Does it have a clear next step?

Are there internal links to related pages?

Is the page easy to read on a phone?

Would I trust this business after reading this page?

That last question matters most.

### **What Makes Content "Good" Today?**

Good content is not just long.

Good content is useful.

A 600-word page that clearly answers the customer's question can outperform a 2,500-word page that wanders around like it got lost in the woods.

Good content should be:

Clear.

Current.

Specific.

Helpful.

Easy to scan.

Written for people.

Connected to a business goal.

Supported by proof.

Optimized for search without sounding robotic.

Focused on the customer's problem.

A strong page should help a visitor think:

"They understand what I need."

"They serve my area."

"They seem credible."

"I know what to do next."

That is the target.

### **The Mansfield Local Content Advantage**

Local businesses have something national competitors often do not have:

Local context.

Use it.

Your website should show that you understand Mansfield-area customers.

That does not mean stuffing "Mansfield TX" into every sentence.

It means being naturally relevant.

### **Local Content Ideas**

A contractor could write about preparing Mansfield homes for storm season.

A realtor could write about moving to Mansfield.

A restaurant could create a guide to private dining or local events.

A CPA could write about financial cleanup for local small businesses.

A fitness studio could create a guide for busy Mansfield parents.

A Chamber member could write about lessons from local business growth.

A nonprofit could share stories of local impact.

A home services company could create seasonal maintenance checklists for North Texas weather.

Local content works when it is actually useful to local people.

### **Using AI and ChatGPT in a Content Audit**

The original guide includes a step-by-step process for conducting a content audit with ChatGPT: define goals, gather content data, analyze quality, identify gaps, optimize content, develop strategy, implement changes, monitor performance, keep learning, and repeat the process.

That approach is even more useful now.

But there is one important rule:

Do not let AI make final decisions without human review.

AI can help you see patterns, rewrite copy, organize ideas, and create drafts.

But you still know your customers, your offers, your community, your brand, and your business goals better than any tool.

### **Smart Ways to Use ChatGPT**

Ask it to summarize a page.

Ask it to identify unclear language.

Ask it to rewrite content in a more customer-focused tone.

Ask it to create meta description options.

Ask it to turn a blog post into social posts.

Ask it to identify missing FAQs.

Ask it to compare two pages for overlap.

Ask it to suggest internal links.

Ask it to create a content calendar.

Ask it to simplify jargon.

### **Useful Prompts**

#### **Prompt 1: Audit a Page**

“Review this webpage copy for clarity, customer focus, and SEO. Tell me what is confusing, what is missing, and what should be improved.”

#### **Prompt 2: Create a Better Headline**

“Write 10 clear homepage headline options for a Mansfield, Texas business that helps [audience] solve [problem]. Keep the language simple and customer-focused.”

#### **Prompt 3: Find FAQs**

“Based on this service page, list 10 questions customers are likely to ask before buying.”

#### **Prompt 4: Improve Local Relevance**

“Rewrite this page to make it more relevant to Mansfield-area customers without keyword stuffing.”

#### **Prompt 5: Create a Content Plan**

“Using these customer questions, create a 30-day content plan with blog, email, and social media ideas.”

AI can speed up the work.

It cannot replace caring about the customer.

### **The Content Audit Scorecard**

Use this simple scorecard to evaluate each important page.

Rate each item from 1 to 5.

1 means weak.

5 means strong.

#### **Page Scorecard**

**Clarity:** Can a visitor quickly understand the page?

**Customer Focus:** Does the page speak to the customer's problem?

**Accuracy:** Is the information current?

**Usefulness:** Does it answer real questions?

**SEO Basics:** Is the topic clear to search engines?

**Local Relevance:** Does it connect to the service area when appropriate?

**Proof:** Does it include testimonials, examples, photos, or results?

**Call to Action:** Is the next step obvious?

**Readability:** Is it easy to scan on mobile?

**Business Value:** Does this page support leads, sales, trust, or retention?

### **Scoring**

40–50: Keep and monitor.

30–39: Improve.

20–29: Rewrite or combine.

Under 20: Remove, redirect, or rebuild.

This turns opinion into action.

### **The 90-Minute Content Audit**

You do not need to audit your whole website in one sitting.

Start small.

#### **First 15 Minutes: Pick Your Goal**

Choose one goal.

More calls.

More consultation requests.

Better local rankings.

Clearer service pages.

More event registrations.

Better lead quality.

#### **Next 20 Minutes: List Your Top Pages**

Write down your homepage, top service pages, contact page, and five most important blog posts or landing pages.

### **Next 20 Minutes: Score Each Page**

Use the scorecard.

Be honest.

Do not defend weak content just because you wrote it.

### **Next 20 Minutes: Choose Actions**

Mark each page:

Keep.

Improve.

Combine.

Remove.

Repurpose.

### **Final 15 Minutes: Assign Next Steps**

For each page, decide:

Who owns it?

What needs to change?

When will it be done?

How will success be measured?

A content audit without action is just a tour of your problems.

Assign the work.

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### **What to Update First**

Start with the pages closest to revenue.

Do not begin with an old blog post from 2018 unless it is still bringing traffic or leads.

Start here:

Homepage.

Top service page.

Contact page.

Google-linked landing page.

Most-visited blog post.

Highest-impression page with low clicks.

Page with traffic but no conversions.

Page you use in sales follow-up.

Page linked from your Chamber profile.

Your best opportunities are usually hiding in plain sight.

### **How Often Should You Audit Content?**

Not every day.

Not once every five years.

A good rhythm is:

#### **Monthly**

Check your top pages, leads, broken links, and reviews.

#### **Quarterly**

Audit key pages, top blog posts, and content tied to campaigns or events.

#### **Annually**

Do a deeper audit of all major website content.

The original guide recommends repeating the audit process periodically to maintain and improve content quality.

That matters because your business changes.

Your customers change.

Your services change.

Your market changes.

Your website should not be a museum.

It should be a living sales and trust tool.

## **Content Audit Checklist for Mansfield Businesses**

Use this checklist as your working tool.

### **Business Basics**

Is the business name correct?

Is the phone number correct?

Are hours current?

Is the address or service area accurate?

Are staff and leadership pages current?

Are old promotions removed?

Are service descriptions accurate?

### **SEO Basics**

Does each important page have a clear topic?

Does each page have a unique title?

Are important keywords used naturally?

Are local terms used where appropriate?

Are meta descriptions written for humans?

Are images named and described well?

Are internal links included?

Are broken links fixed?

### **Customer Trust**

Are reviews or testimonials included?

Are real photos used?

Are customer stories available?

Are credentials current?

Are awards or affiliations accurate?

Is the Chamber membership visible where appropriate?

Are guarantees or process details clear?

### **Conversion**

Is there a clear call to action?

Is the phone number clickable?

Is the contact form working?

Is the booking link working?

Is there a transitional offer, such as a guide or checklist?

Is the next step obvious on mobile?

### **Content Quality**

Is the content easy to read?

Does it answer real customer questions?

Is the information current?

Is anything duplicated?

Is anything too thin to be useful?

Does the page sound human?

Does it reflect your current brand message?

### **Turning Old Content Into New Marketing**

One of the best parts of a content audit is discovering content you can reuse.

A strong blog post can become:

Five social posts.

A short video.

An email newsletter.

A handout.

A workshop topic.

A checklist.

A sales follow-up resource.

A Chamber presentation.

A downloadable guide.

A customer FAQ.

You do not always need more ideas.

Sometimes you need to squeeze more value out of the ideas you already have.

### **Example**

An old blog post titled:

“Five Ways to Prepare Your Home for North Texas Storm Season”

Can become:

A spring maintenance checklist.

A 60-second video.

A Facebook post series.

An email to past customers.

A printable handout.

A Google Business Profile post.

A Chamber lunch-and-learn topic.

That is not recycling.

That is smart marketing.

### **Final Word**

Content audits are not glamorous.

Nobody throws a party because you cleaned up your meta descriptions.

But this work matters.

Because every outdated page, broken link, weak headline, missing call to action, and confusing paragraph creates friction.

And friction costs business.

Your website should not be a junk drawer.

It should be a well-lit path.

A path that helps customers find you, understand you, trust you, and take the next step.

So do not just keep adding more.

Audit what you already have.

Clean out what no longer belongs.

Improve what still has value.

Use data to guide your decisions.

Use AI to work faster.

Use human judgment to make it better.

That is how your content becomes more than words on a website.

That is how it becomes a business tool.