

# How to Do A Content Inventory



# 60–70% of B2B content created goes unused

## What exactly is a content inventory?

It's the cataloging of all the assets in your website. In tandem with a **content audit**, which is the process of evaluating those assets, content inventorying is an essential part of any successful marketing strategy.

## Content inventories and audits cannot be one-time processes.

## How do I conduct a content inventory?

A thorough inventory will include text, graphics, applications, and assets. You'll need to be able to answer the following questions, at a minimum, to put together your first audit:

- What is the total number of pages on your site?
- How many forms of content assets do you have?
- On what pages are these assets located?
- How are you identifying these pages in their URLs?
- How do the URLs indicate what kinds of content is displayed on the page?
- How do your pages interlink with one another?

65% of online readers describe web content as “hit or miss” or “unreliable.”

# As a marketer, you should also know:

- **Your best converting sources of traffic**
- **Your content that drives the most leads**
- **Keywords that drive people to your website**
- **Your landing pages with the highest conversion rate**



It's your job to get the right message to the right people at the right time. Sales happen when you drive people to a website that resonates with them.

Your web copy, social presence, content marketing, and product development should reflect what your customers tell you about themselves, what they want, and what they aren't yet seeing in the marketplace.

**Your customer can't be everyone.** Identify your target audience and engage them where they like to hang out online.

**Did you  
get all that?**

Phew. That's a lot to keep up with just to get some customers. And that's on top of running your business, keeping up with administrative tasks, inventory, loyalty programs, invoicing, content production, promotion...

**Don't worry, you just have to do this continually throughout the entirety of your time as a business.**

**You  
have  
time  
for  
this,  
right?**





There's  
another way.  
**Automate it!**





Spend **less time.**

Spend **less money.**

Make **fewer human mistakes.**

**Track your competitors.**

**Convert more leads.**

## Identify your audience\*.

Find where  
customers  
spend their  
time

Track their  
habits and  
preferences

Deliver  
impactful  
content

## Do more with less\*.

Maximize the  
most valuable  
resource  
(You)

Save time on  
research  
and data  
crunching

Streamline  
budget spend

## Finally, get some results\*.

Get people to  
read your  
content

Automate your  
nurture  
touchpoints

Become an  
authority in  
your industry

*\*Automagically*

# Meet your marketing sidekick, *Software.*



Ready to supercharge your campaigns?  
**Schedule a demo** to learn how Audienti  
can take your campaigns to the next level.

Let software do the heavy lifting with research, content ideas, audience analysis, and competitor tracking so you can spend your time doing what you love: being the marketing rockstar.



# About Us.

What started as a successful consulting agency turned into a software company because we recognized the need for an effective, time-saving way to drive sales in the digital space.

Our goal is simple: To help your business get your unique message heard in a noisy market.

Our marketing solutions mean less human error, better quality, and increased knowledge-driven best practices for you.

Less research, more rock star. That's you with Audienti.

