

Page-level Content Audit for Social Media Integration

Step 1: Questions to consider.

- Determine the audiences and define goals for each.
- Does the existing content help the audience quickly attain the goals?
- What actions can the audience take within the existing content?

Step 2: Audit the existing content.

Page Information

URL: <http://www.metrolandscaping.com/news/>

Page title: News - Metro Landscaping

Audiences: existing and potential customers, media, employees

Goals: to provide customers with current trends and information, to provide media with ideas for stories on low-impact landscaping, to attract and retain employees.

Content Summaries (What are the objectives for each?)

Text Provide succinct tidbits of new techniques, new employees, new tools, seasonal tips, and best practices to help spread the word about our low-impact methods.

Images/graphics Show examples of our work so that more people can see that low-impact landscaping is as beautiful for their homes and businesses as traditional landscaping.

Audio Let people hear the difference between our work and traditional landscaping companies. Silence is golden.

Video Show one of our crews at work to see how our techniques do not interrupt the neighborhood and still attain the same beautiful results.

Actions (circle all that apply)

[Read](#) | [Submit](#) | [Download](#) | [Join](#) | [Comment](#) | [Watch](#) | [Listen](#) | [Send](#) | [Bookmark](#) | [Tag](#)

How well does the page attain the goals?

People have to visit the site to see the updates. Use a tool that will create RSS feeds so people can subscribe in a reader or by email. Images are only available on the page. Use a photo-sharing site and embed photos as needed. Audio and video files are currently only links for people to download. Use tools that allow them to be embedded in the page and be more widely shared.

Use a blog to drive the news site. Allow moderated comments as needed. Create online accounts for photo and video sharing sites. Create buttons for sharing.

Step 3: List the opportunities for increasing the number of actions by integrating social media into the web content strategy.