

CONTENT AUDIT CHECKLIST

Client name	
Client industry	
Website URL	
HubSpot license	

Scorri ogni sezione in tutto l'elenco e segna ogni campo come completato una volta che hai identificato rispetto a quella sezione.

SALES	COMPLETE
CALL SCRIPTS	
BROCHURES	
PROPOSALS	
QUOTES	
PRESENTATIONS	
PRICE LISTS	
OTHER	

WEBSITE	COMPLETE
WEBSITE MESSAGING	
WEBSITE COPY	
CALL TO ACTIONS	
CONVERSION ASSETS	
LANDING PAGES	
FORMS	
BLOG	
RESOURCES	
VIDEOS	
INFOGRAPHICS	
PODCASTS	
MULTIMEDIA CONTENT	
OTHER	

MARKETING	COMPLETE
REPORTS	
PRESENTATIONS	
ADVERTISING	
PRINTED COLLATERAL	
VIDEOS	
INFOGRAPHICS	
PODCASTS	
TRAINING	
NEWSLETTERS	
EMAILERS	
LEAD NURTURING	
INTERNAL COMMUNICATION	
OTHER	