Content Audit: Evaluative Criteria

- **Is it useful and relevant?** Its purpose is clear and supports unit objectives

- **Is it necessary?** Can this information be merged with another page? Do we even need to have this information?

- **Is it written for the user?** Does what you say and the way you say it meet their needs and connect with their interests?
  - **Background:** [http://ubcms.buffalo.edu/training/writing_for_the_web.html](http://ubcms.buffalo.edu/training/writing_for_the_web.html)

- **Is it clearly written and logically organized?**

- **Does it use the right tone and style?**
  - **Background:**

- **Is it accurate, up to date and complete?**

- **Are the images and videos of good quality?** Do they communicate the best message?
  - **Background:** [http://ubcms.buffalo.edu/training/writing_for_the_web.html](http://ubcms.buffalo.edu/training/writing_for_the_web.html)

- **Is it written in a way that is sustainable?**
  - **Background:** [http://ubcms.buffalo.edu/training/writing_for_the_web.html](http://ubcms.buffalo.edu/training/writing_for_the_web.html)

- **Should we write it?** Is there another department who produces that information that you can link to or used as shared content?
  - **Background:** [http://ubcms.buffalo.edu/training/writing_for_the_web.html](http://ubcms.buffalo.edu/training/writing_for_the_web.html)

6/30/11