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

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

- **Does it use the right tone and style?**
    - **Background:**
        - http://www.buffalo.edu/toolbox/editorial/intro.php

- **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

- **Is it written** in a way that is sustainable?
    Background: 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

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