ToTheWeb Content Audit Scenario Workflow

Keep - No Change →

Mark as Complete in Inventory
Hide from View

Keep + Refresh →

Schedule for full review:
Content, Brand, Messaging, Design, Brand, Legal
→
Yes – **Necessary**
Schedule for full review: Content, Brand, Messaging, Design, Legal – update inventory and schedule reviews. Consider repurposing.

Unsure →

Does the page drive visitors & is it necessary?

Yes – **Necessary**
Schedule for full review: Content, Brand, Messaging, Design, Legal – update inventory and schedule reviews. Consider repurposing.

No – **No Longer Relevant**
Remove or Remove & 301 then follow appropriate path. Update Inventory.

Remove →

Map URLs to Relevant Page
Create an Excel file with URLs to be removed and map to the most relevant alternate URL.
→
Mark as Complete in Inventory
After redirects, run a ScreamingFrog crawl and spot check that URLs are removed.

Remove - Resolve to a 404
Schedule page for removal + archive content if necessary
→
Mark as Complete in Inventory
After removal, run a ScreamingFrog crawl and spot check that URLs are removed.

Learn More