

CONTENT AUDIT

SURFACE LEVEL

Prepared for:  **CIVICPLUS**[®]

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INTRODUCTION

The following content audit was prepared as a way to demonstrate my knowledge of content marketing and the data that drives decisions within the practice.

There are two sections in this audit: [On-Page](#) and [SEO](#).

When compiling this audit, I also had two goals in mind:

Goal #1: Identify content that is performing well. (Difficult without access to metrics, but doable.)

Goal #2: Identify content that could be optimized to increase performance.

As a surface content audit, this is not comprehensive and does not dive deep into the weeds. A more thorough audit would no doubt show even more ways CivicPlus is excelling with its content marketing, as well as identify areas of opportunity to further optimize its content.

The metrics I collected while conducting this audit can be found in [this spreadsheet](#).

This audit also raised some questions about CivicPlus's approach to content and the results they generate:

1. What types of content typically generate more leads/conversions?
2. How is content distributed or shared with the target audiences?
3. How much organic traffic does civicplus.com receive and how much of that is attributed to content? Is there a goal in mind for how much traffic is generated?
4. How is content deemed successful?

WHAT CAN YOU EXPECT UNDER TIM WEIDEMAN'S CONTENT LEADERSHIP?

Proven results! For example, after assisting in designing and crafting copy for a search-optimized, customer-focused website in my first year at Midwest Barrel Co., the company generated \$3MM in annual revenue. When I left in 2024 – after implementing content marketing, email marketing and SEO strategies that I developed – the company was doing \$10MM in annual revenue.

What could I accomplish at CivicPlus? Let's find out!





ON-PAGE REVIEW

This first portion of the audit will be brief, as it is not possible to draw many conclusions about content performance with no access to metrics, such as user acquisition and behavior.

I took [inventory of all content](#) currently published on civicplus.com.

MOST COMMON CONTENT ASSETS

After taking an inventory of the content assets currently published on civicplus.com, it became clear that there are three types of content that are created more often than others.

Leading content assets

1. Blogs (292 assets)
2. Webinars (151)
3. Fact sheets (109)

Based on the content type, these were not surprising. However, I would recommend checking website traffic analytics to make sure the content being published the most is driving the most results, whether that be traffic, participation (webinars) or lead generation/downloads (fact sheets).

Action Item: I would recommend taking the highest-performing assets and repurposing the material for other forms of content.

MOST COMMON CONTENT CATEGORIES

The content inventory also showed that the following content categories are the most popular.

Leading content categories

1. Social Media Archiving (139 assets)
 2. Civic Experience Platform (76)
 3. Website Design & Communication (73)
 4. Parks & Recreation (72)
 5. Agendas & Meetings (71)
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Of note is that there were 53 webinars tagged under the social media archiving category. Ideally, that would mean that there is a high level of participant interest and that leads, sign-ups or other forms of funnel advancement are occurring because of these webinars.

Again, website traffic analytics should be checked to see whether these categories are producing the desired results.

Action Item: Produce follow-up content for webinar participants, such as email marketing campaigns. This could help generate more leads and move prospects along in the funnel.

OPPORTUNITIES FOR IMPROVEMENT

Auditing content categories did provide a few ideas for minor improvement.

First, content totals by type (blog, webinar, infographic, etc.) did not always match. This likely is not a major issue, but there may be a category missing from the left-side menu or a separate tagging issue.

Second, and this is really very minor, but the blog category “Citizen Request Management” is “Citizen Relationship Management” in other content types.

Finally, under videos, the categories “Parks & Recreation” and “Records Request & Management” are listed on the left-side menu, but have no content. Are there missing assets?

See the spreadsheet for more detail on these opportunities.

Action Items: Determine whether there is a missing category or tagging issue, edit the “Citizen Request Management” category name to display “Relationship” and determine whether there are missing videos or if that menu can be edited.

BLOG POST REVIEW

For this audit, I looked at the past 10 blog posts to see if I could come up with optimization recommendations. First, I believe the blog content is incredibly strong. I’m impressed by the readability and structure of the posts. The publishing cadence also feels appropriate – not too much, not too little.





BLOG OPTIMIZATION RECOMMENDATIONS

Overall, the content here is very strong. However, I did come up with three recommendations.

Action Items:

1. Provide clearer and more frequent CTAs in the blog post copy. This is important because most readers unfortunately do not reach the end of the article. The CTA at the end of this blog post, [“Future-Proof Compliance With Social Media Archiving”](#) is a great example of a CTA, but similar CTAs could be placed higher up in the content. Most of these CTAs should be concise, clear and work to move web users along the sales funnel.
 2. The “Request Pricing” and “Online Demo” buttons are hidden on mobile. This makes more CTAs critical, but I wonder if there could be a solution to providing this button as a floating option. It would take discussion with the web development team. The chatbot does take up space on the mobile view, so that may not be the best option. Still, it’s something to discuss.
 3. Some posts, like [here](#) and [here](#), have very few or no links, internal or external. Adding links would improve the reading experience and keep more visitors on the site longer. Both outcomes may assist with conversion rates. Finally, a solid linking strategy also helps SEO.
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SEO REVIEW

For this portion of the audit, I used Moz to identify SEO strategies that have likely proved successful for CivicPlus and generate ideas for how to further strengthen SEO efforts.

AREAS OF EXCELLENCE

Overall, CivicPlus is performing well with its current SEO strategy. Here are some highlights I was able to take away from the audit.

SEARCH VISIBILITY OUTRANKS COMPETITORS

CivicPlus has a significantly higher search visibility for the keywords I targeted than its competitors. While not an extensive list of keywords, I believe this likely represents the type of keywords CivicPlus tries to target.

For this audit, I focused on Catalis, Granicus and OpenGov as competitors, though I know there are plenty more. I also noticed GovPilot appearing in many rankings for similar keywords. There is more information on GovPilot [in the spreadsheet](#).

Search visibility

1. CivicPlus - 12.64%
2. OpenGov - 6.77%
3. Granicus - 0.41%
4. Catalis - 0.13%

These results are based only on the keywords I selected, which I did after researching which keywords CivicPlus already targets and/or ranks highly for. Generally, the visibility figure for CivicPlus would be considered low, but that could also mean this space is highly competitive for those keywords (probable) or CivicPlus is currently targeting different keywords than those I selected.

HIGH DOMAIN AUTHORITY

Civicplus.com has a domain authority of 64, according to Moz. Only Granicus has a higher score of 66. This suggests that CivicPlus has done a good job of establishing itself as an authoritative source for the keywords it ranks highly for on Google.





Domain authority

- Granicus - 66
- CivicPlus - 64
- OpenGov - 55
- Catalis - 36

Action Item: Perform a closer analysis of Granicus and CivicPlus to identify potential areas of content overlap and gap. Based on that analysis, publish content that establishes authority in those overlapping or missing areas.

HIGH SERP RANKINGS IN COMPETITIVE SPACES

Of the keywords I researched, there were several that stood out as likely competitive spaces. This suggests that not only are the current content marketing efforts involving these topics performing well, but Google is noticing.

CivicPlus ranked well in search engine results pages (SERPs) for the following keywords:

- 311 CRM
- City clerk software
- City manager software
- Parks and recreation management software
- Public record
- Social media archiving

A more comprehensive audit of these specific keywords may reveal strategies that could be applied for other keywords and target audiences.

Action Item: I would recommend looking at how frequently content optimized for these keywords is published, how much traffic and leads each piece generates and how linking internally to and from content in these areas may help boost resources focused on other (but still related) topics.

HIGH-PERFORMING CONTENT

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The two pieces identified were:

- Infographic: What is a 311 CRM System? (keyword: 311 CRM) [Link](#)
- Blog: What is a Public Record? (keyword: public record) [Link](#)

Action Item: Analyze these and other high-performing content assets to determine best practices and compile a guide that will assist in following those best practices and, hopefully, recreate results.

OPPORTUNITIES IDENTIFIED

Here are several opportunities I identified when looking at CivicPlus's keyword usage in performance. There are more comments about possible SEO opportunities in the [audit spreadsheet](#). That spreadsheet includes keyword rankings and other insights.

HIGH-PERFORMING CONTENT

The CivicPlus home page does not rank well for the keyword “local government software,” according to a Moz analysis. OpenGov and GovPilot home pages rank 1st and 2nd for the same keyword. Other competitors also outrank CivicPlus.

This may not be a priority or preferred keyword for CivicPlus, as there are other terms that may be preferred to “software,” such as “solution,” but a deeper dive into user intent and where in the buying process they are when reading the content could shed more light on this.

Action Items: For now, I would suggest making on-page improvements to gradually improve the ranking. Here are a few:

- Use the keyword on the page 1-3 times. The intent shouldn't be to overuse the keyword, but more than one usage, especially in a header tag, would be the most effective.
- Add the keyword to the page's meta description.
- Place the keyword in a related image's alt text.
- After edits are made, submit the page to Google for indexing.

CONTENT GAP

CivicPlus includes state governments as a target customer, though the SEO analysis indicated that the website ranks poorly for the keyword “state government software.”





Action Items: To improve this page's search performance, I would:

- Edit body and header tag text to include the keyword “state government software” in at least three prominent locations.
- Add the keyword to the meta description.
- Include the keyword in a related image's alt text.
- Submit the page to Google for indexing after edits are complete.

Additionally, OpenGov, Granicus and GovPilot each rank in the top 5 on Google SERPs for the keyword “state government software, suggesting there may be a content gap to fill.

To fill this content gap, CivicPlus could create more content that focuses on state government and uses identified keywords. Currently, there are two case studies with a state government as the focus. The key points and insights in these case studies could be repurposed as blog posts, white papers, etc.

Action Items: I would recommend the following steps:

- Repurpose the two case studies into a combination of 1-2 white papers and 2-3 blog posts.
- Optimize the white paper landing page(s) and blog posts for “state government software” and similar keywords.
- Link to the state government page within these resources.
- Link to these resources on the state government page.
- Develop an email campaign that will drive traffic.

CONTENT PERFORMANCE

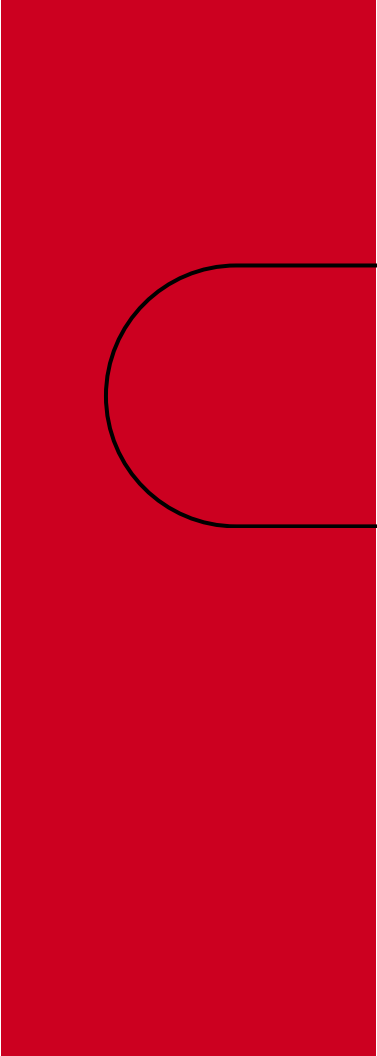
SEO data also suggested that competitors' content may be outperforming CivicPlus based on current SERPs for several keywords.

Keywords that suggested areas for performance improvements included:

- City government software
- County government software
- City manager software (highly ranked, but still outranked)

Action Items: If CivicPlus wants to target these keywords, then existing content could be edited to rank better in search results. Developing an internal linking strategy may also be helpful in building page authority.





**THANK YOU FOR
READING!**

QUESTIONS?

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