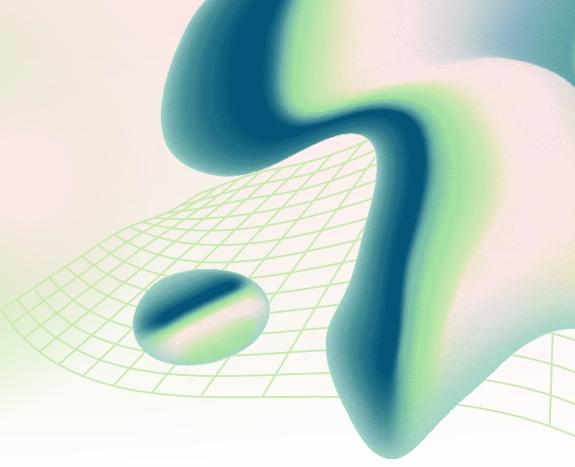


CMS HEALTH AUDIT WORKBOOK

For Premium Media NG



Introduction

This workbook is designed to guide you through a comprehensive health audit of your Content Management System (CMS). By completing this audit, you will gain valuable insights into the performance, security, and overall effectiveness of your CMS. This will enable Premium Media NG to optimise your digital presence and drive better results.

Why perform a CMS Health Audit?

- Improved Performance:** Identify and resolve bottlenecks that slow down your website.
- Enhanced Security:** Protect your website from vulnerabilities and cyber threats.
- Optimised Content:** Ensure your content is well-structured, engaging, and search engine friendly.
- Increased Efficiency:** Streamline your content management processes and workflows.

Key Benefits of a CMS Health Audit:

- Uncover hidden issues affecting your website's performance.
- Gain a clear understanding of your CMS's strengths and weaknesses.
- Develop a roadmap for optimising your CMS and improving your digital strategy.
- Ensure compliance with industry best practices and security standards.

How to Use This Workbook:

This workbook is divided into several sections, each focusing on a specific aspect of your CMS. Each section contains:

- Checklists of items to review.
- Dotted fillable lines for notes and answers.
- Score boxes to track progress.
- Priority action lines to highlight critical tasks.

Complete each section thoroughly and honestly to obtain the most accurate assessment of your CMS's health.

Section 1: Performance Audit

This section focuses on evaluating the performance of your CMS. Slow loading times and performance issues can negatively impact user experience and SEO rankings. Identify and address areas for improvement.

Instructions: For each item, check the box if the statement is true. Provide additional details and notes in the provided space. Assign a score based on the severity of the issue.

- Website loading speed is less than 3 seconds.

Notes:

Score (1-5):

- Database is optimised and regularly maintained.

Notes:

Score (1-5):

- Image sizes are optimised for web.

- Code is clean and well-structured.

Notes:

Notes:

Score (1-5):

Score (1-5):

- Caching is properly configured.

- CDN (Content Delivery Network) is implemented.

Notes:

Notes:

Score (1-5):

Score (1-5):

Priority Action:

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Section 2: Security Audit

Security is paramount. This section evaluates your CMS's security posture, identifying potential vulnerabilities and areas for improvement. Protecting your website from cyber threats is crucial for maintaining trust and data integrity.

Instructions: For each item, check the box if the statement is true. Provide additional details and notes in the provided space. Assign a score based on the severity of the issue.

- CMS is updated to the latest version.

Notes:

Score (1-5):

- Regular security scans are performed.

Notes:

Score (1-5):

- Strong passwords are enforced for all users.

Notes:

Score (1-5):

Notes:

Score (1-5):

- SSL certificate is valid and properly configured.

Notes:

Score (1-5):

Notes:

Score (1-5):

- Two-factor authentication (2FA) is enabled.

Notes:

Score (1-5):

Priority Action:

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Section 3: Content Audit

High-quality content is essential for attracting and engaging your target audience. This section evaluates the quality, structure, and SEO-friendliness of your website's content.

Instructions: For each item, check the box if the statement is true. Provide additional details and notes in the provided space. Assign a score based on the severity of the issue.

- Content is accurate, up-to-date, and relevant.

Notes:

Score (1-5):

- Content is optimised for relevant keywords.

Notes:

Score (1-5):

- Content is well-structured and easy to read.

Notes:

Score (1-5):

- Meta descriptions and title tags are optimised.

Notes:

Score (1-5):

- Content is free of grammatical errors and typos.

Notes:

Score (1-5):

- Internal and external links are properly used.

Notes:

Score (1-5):

Priority Action:

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Section 4: Usability Audit

A user-friendly website is crucial for attracting and retaining visitors. This section evaluates the usability of your CMS and website, identifying areas where you can improve the user experience.

Instructions: For each item, check the box if the statement is true. Provide additional details and notes in the provided space. Assign a score based on the severity of the issue.

- Website navigation is intuitive and easy to use.

Notes:

Score (1-5):

- Website is mobile-friendly and responsive.

Notes:

Score (1-5):

- Forms are easy to fill out and submit.

Notes:

Score (1-5):

Priority Action:

.....
.....

- Website search functionality is effective.

Notes:

Score (1-5):

- Call-to-actions are clear and prominent.

Notes:

Score (1-5):

- Website is accessible to users with disabilities.

Notes:

Score (1-5):

Scoring and Recommendations

Use the following scoring system to evaluate the overall health of your CMS. Based on your scores, prioritise the recommendations to improve your CMS and website.

Scoring System:

- **1-2 (Red):** Critical issues requiring immediate attention.
- **3 (Yellow):** Moderate issues that should be addressed soon.
- **4-5 (Green):** Minor issues or areas where performance is good.

Recommendations:

Based on your scores, develop a list of actionable recommendations to improve your CMS and website. Prioritise the recommendations based on their potential impact and the resources required to implement them.

Call to Action:

Contact Premium Media NG to discuss your CMS health audit results and develop a comprehensive plan for optimising your digital presence.

Next Steps

1. Review the completed workbook and identify areas for improvement.

2. Prioritise the recommendations based on your business goals and resources.
3. Implement the recommendations or contact Premium Media NG for assistance.
4. Regularly monitor your CMS's health and performance to ensure continued success.

By taking these steps, you can ensure that your CMS is optimised for performance, security, and content effectiveness.

Premium Media NG

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