



Template: Content Automation Audit Checklist

Generated: 11/30/2025

Based on Article: "Common Pitfalls in Content Automation and How to Avoid Them"

A practical checklist to help marketing teams assess and optimize their content automation setup, ensuring efficiency and quality.

Checklist Items:

1. Inventory Current Automation Pipelines

Document each automation pipeline, including content ingest, enrichment, and publishing. Assign ownership and SLAs.

Reference Section: Step-by-Step: Audit Your Current Automation Setup

2. Map Data Flow

Create visual diagrams showing how data moves from source (CMS or API) to final destinations (published posts or analytics). Identify any transformations applied.

Reference Section: Step-by-Step: Audit Your Current Automation Setup

3. Verify Templates and Content Contracts

Check that CMS templates and schemas match expected structures. Ensure all necessary fields, character limits, and data sanitization rules are enforced.

Reference Section: Step-by-Step: Audit Your Current Automation Setup

4. Check Logs and Alerting Mechanisms

Review logs for warnings and errors, contrasting successful and failed runs. Validate that alerts trigger correctly without being drowned out by noise.

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5. Prepare Spreadsheet Inventory

Compile findings from the audit into a single spreadsheet that lists each pipeline, trigger, owner, and last-run timestamp for easy reference.

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6. Assess Analytics Setup

Ensure that analytics account is correctly measuring traffic, conversions, and content ROI, making adjustments to event tracking as needed.

Reference Section: Prerequisites and What You'll Need

7. Review Editorial Calendar

Ensure the editorial calendar is properly coordinating publishing cadence and approvals, adjusting workflows as necessary.

Reference Section: Prerequisites and What You'll Need

8. Confirm Automation Platform Access

Verify that team members have the appropriate access level to the automation platform, enabling effective orchestration of processes.

Reference Section: Prerequisites and What You'll Need