



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.
Reference Section: Step-by-Step: Audit Your Current Automation Setup
- ☐ **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.
Reference Section: Step-by-Step: Audit Your Current Automation Setup
- ☐ **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