

# B2B Content Audit by Buying Phase

Map your content against the five phases where B2B buyers make decisions. Find your gaps in 30 minutes.

**Instructions:** For each buying phase, list the content you have, rate its quality (1-5), and note what's missing. "We have it somewhere" doesn't count. If a rep can't find it in 30 seconds, it doesn't exist. Most teams find Phases 3-4 nearly empty. That's where your deals are dying.

## 1 Problem Recognition Usually OK

### WHAT BUYERS NEED

Pain validation blog posts, industry benchmarks, diagnostic tools/self-assessments

### WHAT WE HAVE (LIST ASSETS)

[ List your assets here ]

### GAPS / QUALITY SCORE (1-5)

[ Missing items, quality: \_/5 ]

## 2 Solution Exploration Often thin

### WHAT BUYERS NEED

Honest comparison guides, category education, use case walkthroughs, demo videos

### WHAT WE HAVE (LIST ASSETS)

[ List your assets here ]

### GAPS / QUALITY SCORE (1-5)

[ Missing items, quality: \_/5 ]

## 3 Requirements Building Almost always a gap

### WHAT BUYERS NEED

Integration docs, security/compliance material, pricing transparency, feature comparison matrices

### WHAT WE HAVE (LIST ASSETS)

[ List your assets here ]

### GAPS / QUALITY SCORE (1-5)

[ Missing items, quality: \_/5 ]

## 4 Consensus Building Critical gap

### WHAT BUYERS NEED

Stakeholder one-pagers (CFO, IT, VP), ROI frameworks, matched case studies, "why now" urgency content

### WHAT WE HAVE (LIST ASSETS)

[ List your assets here ]

### GAPS / QUALITY SCORE (1-5)

[ Missing items, quality: \_/5 ]

## 5 Decision & Validation Findability gap

### WHAT BUYERS NEED

Customer references by use case, implementation timeline, onboarding plan, contract/SLA details

### WHAT WE HAVE (LIST ASSETS)

[ List your assets here ]

### GAPS / QUALITY SCORE (1-5)

[ Missing items, quality: \_/5 ]

### Coverage Score (rate each phase 1-5)

#### RECOGNITION



Usually 4-5

#### EXPLORATION



Usually 2-3

#### REQUIREMENTS



Usually 1-2

#### CONSENSUS



Usually 0-1

#### VALIDATION



Usually 2-3

### QUICK WINS (THIS WEEK)

1. One-page executive summary
2. Security/compliance one-pager
3. Reformat best case study as forwardable PDF

### THE FINDABILITY QUESTION

Can your champion find the right content at 9pm without asking your AE? If not, creation won't help. Organize by buying stage + persona first.