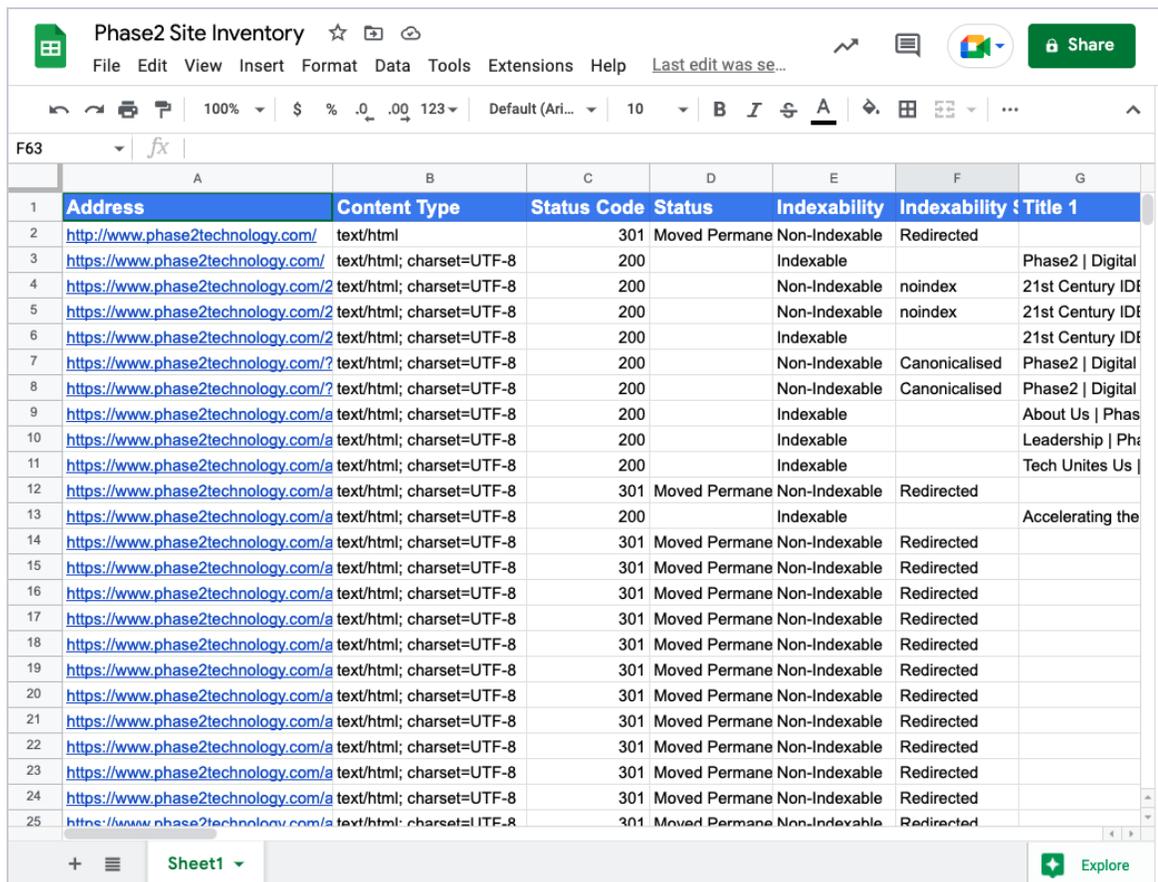


How to Create a Simple MRA Spreadsheet

Updated June 2022

1. Download

Download your site's content inventory spreadsheet by using crawl software, such as Screaming Frog. Increase the font size and add a background color to Row 1. Rename the Sheet1 tab to 'Inventory.'



Address	Content Type	Status Code	Status	Indexability	Indexability Title
http://www.phase2technology.com/	text/html	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/	text/html; charset=UTF-8	200		Indexable	Phase2 Digital
https://www.phase2technology.com/21st-century-id/	text/html; charset=UTF-8	200		Non-Indexable	noindex
https://www.phase2technology.com/21st-century-id/	text/html; charset=UTF-8	200		Non-Indexable	noindex
https://www.phase2technology.com/21st-century-id/	text/html; charset=UTF-8	200		Indexable	21st Century ID
https://www.phase2technology.com/?	text/html; charset=UTF-8	200		Non-Indexable	Canonicalised
https://www.phase2technology.com/?	text/html; charset=UTF-8	200		Non-Indexable	Canonicalised
https://www.phase2technology.com/about-us/	text/html; charset=UTF-8	200		Indexable	About Us Phase2
https://www.phase2technology.com/leadership/	text/html; charset=UTF-8	200		Indexable	Leadership Phase2
https://www.phase2technology.com/tech-unites-us/	text/html; charset=UTF-8	200		Indexable	Tech Unites Us Phase2
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	200		Indexable	Accelerating the
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected
https://www.phase2technology.com/accelerating-the-future/	text/html; charset=UTF-8	301	Moved Permanently	Non-Indexable	Redirected

2. **Sort and Cut**

Sort by Status Code, cut all urls with status code 300 and 400 and paste them on a separate tab and title that tab '300s/400s'. These urls are either non-indexable or redirects.

3. **Delete**

Delete any columns you do not find useful. For example, the H2 length might not be particularly useful to the content team.

4. **Add MRA Column**

To the right of the Address column, add another column and title it MRA. Use the Date Validation feature to add a drop down with options Migrate, Revise, Archive and/or Consolidate.

5. **Add Blank Columns**

Add 8 columns to the right of the Address column. Title each column Level 1, Level 2, Level 3, etc. We will populate these columns with section titles (levels) by taking the following steps.

6. **Capitalize**

Copy and paste the Address to a new tab and title it 'Worksheet.' Use the following formula to capitalize the first word in each phrase of the url.

- a. =PROPER(A1)

7. **Copy Values Only**

Copy the new Capitalized column and paste 'values only' into a separate column in the Worksheet tab.

8. **Split to Columns**

Use Split to Columns with a / differentiator to separate out each section of the URL. Your worksheet will look something like this:

https://www.phase2technology.com/about-us/leadership	https:	www.phase2tec	About-Us	Leadership	
https://www.phase2technology.com/about-us/tech-unites-us	https:	www.phase2tec	About-Us	Tech-Unites-Us	

9. **Copy and Paste**

Now copy and paste the section column titles (levels) such as 'About-Us' and

'Leadership' into the Level 1, Level 2 columns in the Inventory tab.

10. Group

You can further define your spreadsheet by using the 'group' feature to clump sections together. This will enable you and your team to find content quickly and easily!

Once these simple 10 steps are taken, your MRA spreadsheet will be easier to navigate and analyze your site's content!

	A	B	C	D	E
1	Level 1	Level 2	Level 3	MRA	Address
2	About-Us				https://www.phase2technology.com/2
5	Announcement	Accelerating-The-Governments-Digital-Platform			https://www.phase2technology.com/a
6	Blog	10-Things-Horror			https://www.phase2technology.com/a
332	Careers				https://www.phase2technology.com/b
349	Case-Study	Adventhealth			https://www.phase2technology.com/c
382	Connected-Patient-Experiences-Checklist				https://www.phase2technology.com/c
383	Contact-Us				https://www.phase2technology.com/c
384	Drupal-Architectures-Whitepaper				https://www.phase2technology.com/c
385	Event	Acquia-Engage-2020			https://www.phase2technology.com/d
386	Financial-Services				https://www.phase2technology.com/e
387	Finserv-Digital-Maturity-Checklist				https://www.phase2technology.com/fi
388	Finserv-Digital-Maturity-Checklist-Thank-Yo				https://www.phase2technology.com/fi
389	Global-Impact				https://www.phase2technology.com/fi
390	Government-Landing-Page				https://www.phase2technology.com/g
391	Health-And-Wellness				https://www.phase2technology.com/g
392	Industry	Consumer-Brands			https://www.phase2technology.com/h
403	Insights				https://www.phase2technology.com/ir
404	Media	Oembed?Uri=Https%3A			https://www.phase2technology.com/ir
432	Offering	Accessibility-Inclusive-Design			https://www.phase2technology.com/n
453	Person	Adam-Picker			https://www.phase2technology.com/c
579	Press-Release	Kcts-9-Launches-App-On-The-Roku-Platform			https://www.phase2technology.com/p
580	Press-Release	Phase2-Wins-10-Year-Webmobile-Services-Con			https://www.phase2technology.com/p
581	Privacy-Policy				https://www.phase2technology.com/p
582	Technology	Acquia			https://www.phase2technology.com/p