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## *Module 17, Lesson 2 Handout:*

### **Best Practices for Analyzing Content Success**

Chances are, you won't get it 100% right the first time, or even the second time, for that matter. And that's ok! The only way to get better at creating the most engaging content is to take note of where you start, pay attention to what works and what doesn't, and make changes as you go. Here are some best practices for analyzing content success:

#### **1. Set general goals.**

In order to analyze and continue improving on your results, you'll need to start with some general goals. What are you looking to achieve with your content marketing? Are you looking to increase your website traffic? Increase your leads? Increase lead conversion? All of the above? Write these down, and we'll get more specific in step 2.

#### **2. Set measurable goals.**

When setting goals, it's a good idea to first have an idea of what you want to achieve, and then you'll need to set more specific, measurable goals. For example, if you're looking to increase your website traffic, you'll need to determine how many new visitors you want each day/month/year. Or, if you're looking to increase leads, how many new leads do you want each day/month/year? Do you want to get a specific number of leads from a certain channel? Write down specific numbers, even if you don't think they're attainable. You won't know until you try.

#### **3. Set key performance indicators (KPIs)**

Once you've got a list of specific goals written down, you can begin tracking your progress by using analytics tools, like Google Analytics or a similar tool, to track key performance indicators (KPIs). For example, if you're looking to increase your website traffic by 1,000 visitors each month, you'll need to know how many visitors you are getting right now, and then you'll need to put a system in place to track changes to your monthly traffic each month.

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Some of the most important KPIs to track with regard to content marketing include:

- **Website Traffic:** As noted above, you'll want to set up a system to track website traffic over a set period of time. Using Google Analytics (or a similar tool), you can track your website traffic each day, month, quarter, year, etc.
- **Session Duration:** How long are people staying on your website, on a specific page of your site, or on a specific blog on your site? The longer they are staying, the more they are interested in the content you're providing. This is something you can measure over time with Google Analytics and similar tools.
- **Pages Per Visit:** How many pages are people visiting when they come to your website? You can track this in - you guessed it - Google Analytics. The more pages they visit, the better. The best way to increase this metric is to link your pages to each other where it is relevant.
- **Returning Visitors:** Do you have visitors coming back daily, weekly, or monthly? That means they may be considering buying something from you. This can also be tracked in Google Analytics.
- **Search Engine Rank:** It's important to know where your website and every page of your website ranks in the search engines. When someone searches for the keywords which best describe your business offerings, how many organic (not ads) search results come up before your business? You can track this manually, on a periodic basis, or you can use tools like SEMRush or MOZ to track your rankings over time.
- **Social Sharing & Traffic from Social:** These are two separate metrics, but they are both equally important to track to determine what social media content you're creating is getting the most traction.
- **Social Media Analytics** (Facebook Insights, Twitter Analytics, LinkedIn Analytics, etc.): Specific metrics to keep track of in social media analytics include engagement, and reach.
- **Email Marketing Analytics:** Regardless of what email marketing tool(s) you are using, you'll want to keep track of unique opens, clicks, hard bounces, and complaints. There's not much you can do about incorrect email addresses if they're

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entered incorrectly by a user, but if you're uploading contact information into an email marketing tool manually, you'll want to be more aware of hard bounces.

Unique opens are the most important thing to measure, specifically as a percentage of your subscriber list. If you're sending 1,000 emails and only 10 people are opening your email, then you may have an issue with the integrity of your list.

#### **4. Allow for and listen to feedback.**

Monitor all of the above KPIs regularly, and see where there's room for improvement. Listen to comments and reviews on social media platforms, to get a better idea of how your content is being received. If some of your content isn't performing well, it's important to step back and try to figure out why.

#### **5. Reassess your content strategy frequently.**

It's important to reassess your content strategy regularly, but not so often that you don't give your content time to catch on. Decide ahead of time how often you'll take a deep dive into your content analytics to make necessary adjustments.

**Here's a simple worksheet to help you get started on tracking your goals and KPIs.**

**1. What are my general content goals for my website? My blog? My social media channels? My email marketing campaigns?**

**2. What are my specific, measurable goals for all of the above?**

3. What KPIs do I want to track for all of the above?

4. How often will I/can I reassess and make changes to my content strategy?