

IS YOUR CONTENT CUTTING IT?

10

EASY WAYS TO MEASURE THE EFFECTIVENESS OF YOUR CONTENT

Most online marketers do content marketing, but far too many neglect analytics and deprive themselves of the insights they need to improve results. While calculating ROI can be complex, there are multiple ways to measure effectiveness easily and with basic tools, many of them free.



LET'S STICK THE CALCULATORS IN THE DESK DRAWER AND LOOK AT 10 EASY WAYS TO DETECT IF YOUR CONTENT IS CUTTING IT.

1.



WEBSITE TRAFFIC

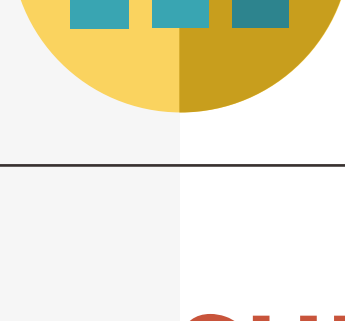
Measure website traffic on a regular basis with **Google Analytics**.

Select any timeframe you like:

YEARS, QUARTERS, MONTHS OR WEEKS.

TIP:

Use Google Analytics to compare traffic results to the previous year to remove seasonality as a factor.



2.

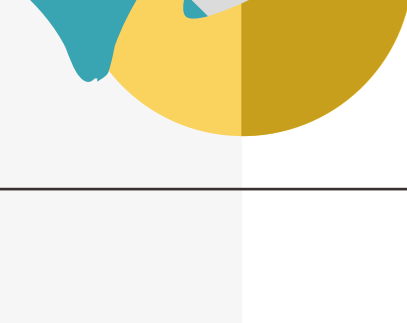


SUBSCRIBER GROWTH

Monitor the growth of your email subscriber list. **Start by recording at least one subscriber headcount** (probably total subscribers) and focus on accelerating its growth.

TIP:

A simple formula for measuring list growth rate is: $\frac{\text{New subscribers} - \text{Loss (unsubscribes)}}{\text{total list size of your email list}}$



3.



SEARCH RANKINGS

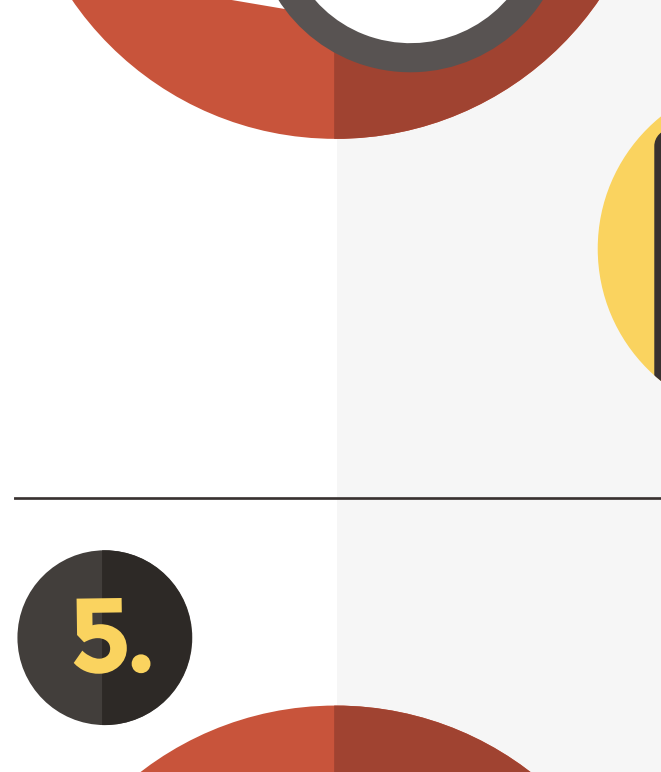
All glory goes to the brands that achieve page one rankings, which makes search rankings a key way to measure your efforts.

TOOLS:

Subscribe to **Moz**, **SEMRush** or **Ahrefs** to continually monitor your rankings. Or track your rankings on the cheap with **Google Search Console**.



4.



TIME

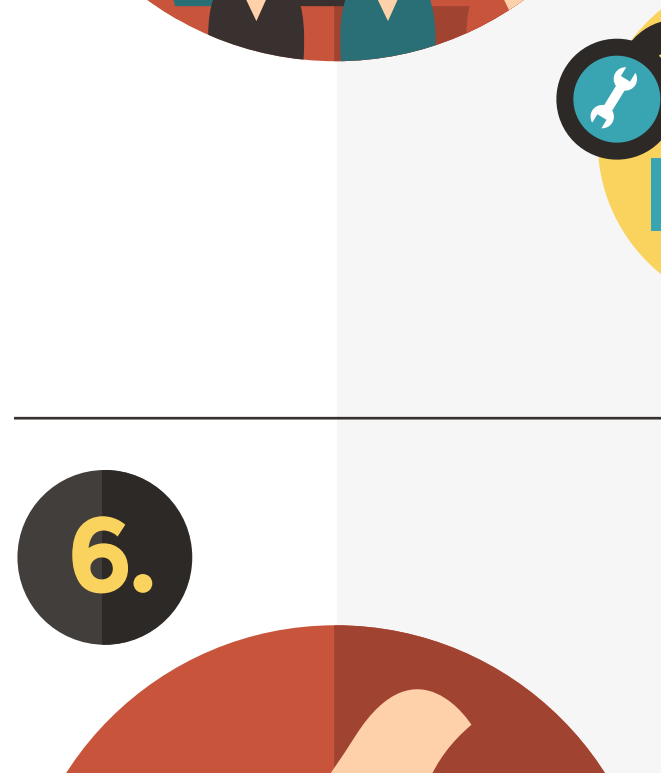
Use Google Analytics to examine how individual pages perform based on **"Ave. Time on Page."** Consider the page's content. You'll need to evaluate time-on-page differently for a 60-second video than for a 2,000 word blog post.

DATA:

More than half of website visitors spend less than 15 seconds on a website. Source: **HubSpot**.



5.

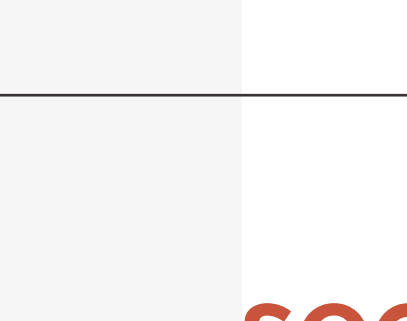


SOCIAL MEDIA FOLLOWERS

A steady rise in your social media follower count indicates the content you share on social channels appeals to people.

TIP:

A number of social media management and monitoring tools can help you aggregate social media follower data easily and more efficiently.



6.



SOCIAL MEDIA SHARES

Social media shares help you determine what content resonates with your audience. Consider tracking overall social shares, shares by channel, the shares each piece of content earns, and website traffic generated per channel.

TIP:

Buzzsumo is a powerful and easy tool that reveals social media share counts and number of links. A Chrome extension enables instant access to the data from any web page.



7.

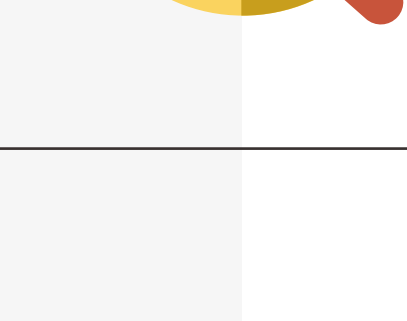


LINKS AND AUTHORITY

An inbound link is an indicator you created strong content and a traditional measure of SEO progress. It's also helpful to watch your "Domain Authority," which tracks your link popularity and search ranking potential.

TOOLS:

Free tools from **Moz**, including the **Mozbar Chrome extension** and **Open Site Explorer**, enable you to monitor the domain authority of any website.



8.



CLICKTHROUGH RATE (CTR)

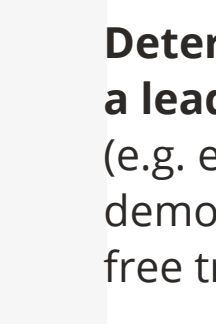
A key success factor, **CTR is the metric that rules them all.** Measure CTR for SEO, social and email marketing.

TIPS:

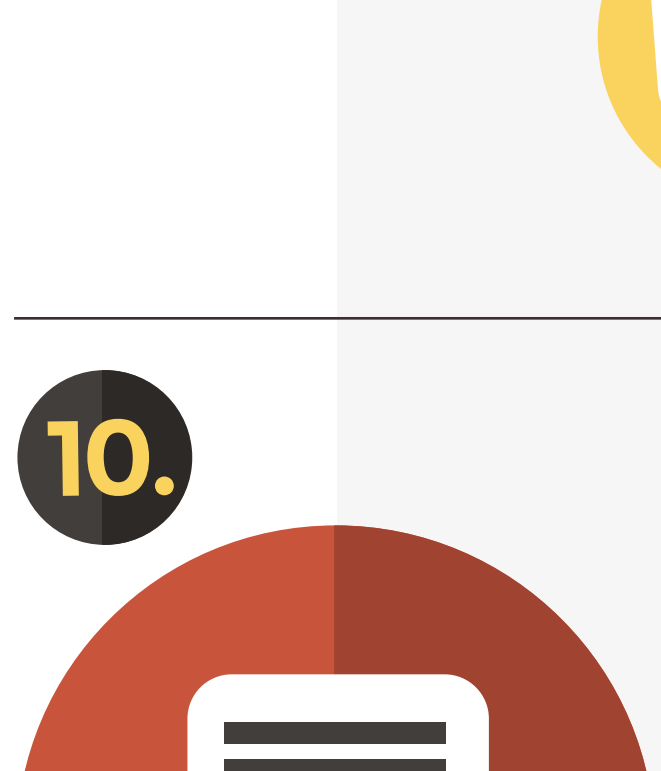
For search, find CTR in their **Google Analytics Queries report**.

For email, find CTR in the reports provided email service providers.

For social media, use the analytics provided by individual networks or rely on social media metrics platforms.



9.



LEADS

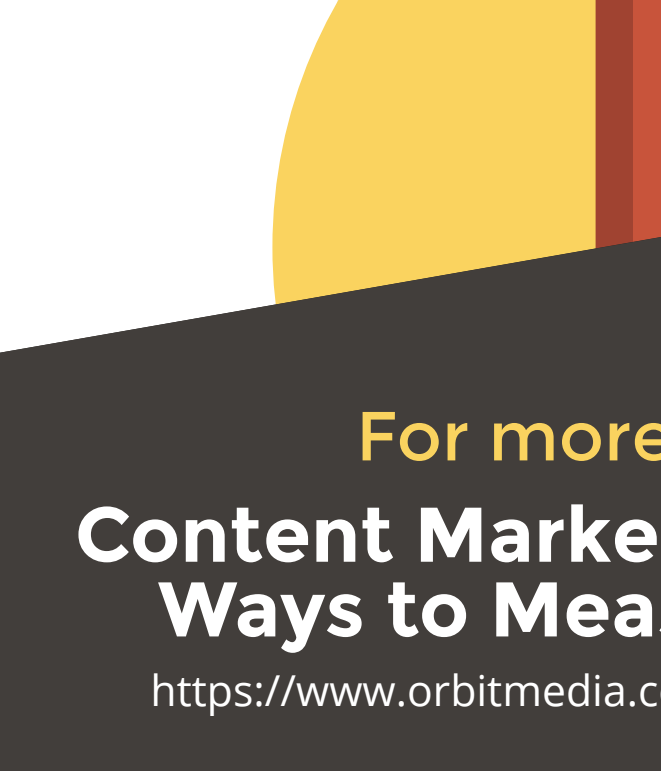
Determine what constitutes a lead for your business (e.g. event registration, demo request, consultation, free trial, coupon download, etc.)

TIPS:

Marketing automation platforms are ideal for gathering lead metrics, however you can get landing page conversion rate data from **Google Analytics** and landing page service providers.



10.



FEEDBACK

Gathering and synthesizing feedback is part of the process of **improving the quality of your content and optimizing its effectiveness.**

TIP:

Feedback can include social media updates and shares, direct messages, blog comments, email, phone calls, contact form submission, reviews, and more.



For more insights, read:

Content Marketing Metrics: 10 Easy Ways to Measure Effectiveness

<https://www.orbitmedia.com/blog/content-marketing-metrics/>