

Content Performance Analysis

3 hours

Strategy

Intermediate

Let data show you which content works instead of guessing based on opinions. Content performance analysis measures how content performs against goals -...

H HOW TO RUN

1 Define Success Metrics 30 min

- For your content, what does success mean? Time on page, completion rate, conversion, shares, return visits? Different content types have different goals. Blog post might optimize for reading time; product page for purchase; support doc for problem resolution. Define metrics per content type.

2 Gather Performance Data 45 min

- Pull analytics for all content in scope. Views, engagement, conversion, bounce, time, scroll depth - whatever metrics matter. Get 3-6 months of data minimum. One-week spikes don't reveal patterns. Organize data by content type for comparison.

3 Identify Top and Bottom Performers 40 min

- Sort content by performance metrics. What's in top 10%? Bottom 10%? Don't just look at totals - look at performance relative to traffic. A page with 100 views and 80% engagement might be more successful than page with 10,000 views and 5% engagement.

4 Analyze Patterns 40 min

- Look for commonalities in high performers: topics, formats, length, structure, style. Look for patterns in low performers. Is short content better than long? Do how-to articles beat opinion pieces? Does video outperform text? Data reveals what works for YOUR audience, not generic best practices.

KEY TIP

*Vanity Metrics vs. Success Metrics**

O OBJECTIVES

- > Measure content performance against defined success metrics
- > Identify high-performing and low-performing content patterns
- > Make evidence-based decisions about content investment
- > Understand what actually drives user behavior with content

M MATERIALS

- Analytics access (Google Analytics, etc.)
- Content inventory
- Success metrics definitions
- Spreadsheet for analysis
- At least 3-6 months of performance data

P PARTICIPANTS

3-5

F FACILITATOR NOTES

REMEMBER

- Page views aren't success unless views are your goal.
- High traffic with zero engagement or conversion is failure, not success.
- Measure what actually matters to your business and users.
- *Correlation Not Causation**