



CONTENT MARKETING METRICS

WHAT DRIVES SUCCESSFUL CAMPAIGNS AND HOW TO MEASURE SUCCESS?



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INTRODUCTION

We all know the importance of content marketing and the effectiveness of including it as a major part of your search and digital marketing strategy. One area where people struggle however is when it comes to the metrics behind content marketing campaigns, what they can teach us and the impact that they can have on your future workload.

Here at Click Consult we produce a huge amount of material surrounding both content marketing and analytics and we are going to merge them over the coming pages of this interactive checklist to help you build a strategy and get the most from your future efforts.

Let's begin...



WHAT IS CONTENT MARKETING?

In essence, content marketing is a strategic approach involving the creation and sharing of materials – both online and offline – including blogs, videos, reports, whitepapers and social media posts (among other things) with the intention of earning digital coverage, leads, exposure and building consumer relationships.

WHAT METRICS SHOULD YOU LOOK TO MEASURE?

When it comes to understanding the metrics that you need to track, it is vital that you consider the end goal for your content. Results bring results, and we need to break our metrics down into four key groups. We need to think about user metrics, engagement metrics, those that consider SEO performance and those that improve revenue.

There are metrics to be measured everywhere you look when it comes to content, and these are the ones that we believe are crucial for you to track and, more importantly, use in your future efforts. See our interactive checklist below.



USER METRICS

Page views

As far as metrics are concerned one of the most important is the pageviews metric. This allows you to see exactly how many people are visiting a webpage/ your content at any given time. If you see that there are pages that outperform others then ask yourself why. Is the copy the right length, is it engaging and does it answer the user query?

Time on page

Once a user lands on your page, how long are they sticking around? The time on page metric shows whether or not your page is worth staying one. The longer the time on page, the better engaged your audience is.

Unique visitors

Some sites and pages get multiple views by the same user and whilst this is important in terms of re-engagement the number of unique visitors shows you the actual size of your audience.

Page depth

Page depth shows the number of pages that a given user visits. The reason that this is so important is that it shows both progression through the site or the sales funnel and the fact that users are engaged or curious.

Bounce rate

Opposite to page depth this is the number of people who have left a page without continuing their journey. This could tell you that your content isn't useful or engaging. If you see a page that has a low engagement rate or high bounce rate then this should be the first piece of content that you update or rewrite.

Pages per session

Internal linking is crucial if you want to take users from the top of the funnel to the conversion stage and for that reason looking at the pages per session metric is a must. When you produce your content then consider all of the relevant content that might help the user to reach their goal.

New vs returning visitors

Simple really. This shows if your content is attracting new members to your audience and if it is bringing the old ones back. That being said it is important to make sure that you are writing new content all of the time and that you are keeping engagement high.

Traffic source

Where is your audience coming from and what channels do you need to target in the future. If you see that there is a large number of people coming to your site via content posted on social media, especially certain channels, then it makes sense to continue sharing or increase sharing on this platform.

ENGAGEMENT METRICS

Likes

This is a bit of positive reinforcement as it shows that a user hasn't just seen your content but that they like it also. This act of liking a post adds to your reputation and credibility and is a vital metric to track and learn from.

Mentions

Like likes, mentions are a good way for you to see who appreciates your content but it also gives you the opportunity to generate a larger audience. In terms of social media, many users mention not only you as a brand or business to their audience but they sometimes mention you to an individual that could be looking for your products or services.

Shares

Shareability is essential the golden ticket when it comes to content. You want users to point others in the direction of your content. Low scores on this metric means that you need to change either your channels or your tone of voice/content character to make it more accessible.

Comments

The number of comments that your content generates is an idea of how many people are interacting at a deeper level. Make sure that you moderate comments and reply to build brand authority regardless of whether the nature of the comment is good or bad. This metric highlights things that spark conversation and allows you to build your future content plan around it. If you are savvy you can write follow up posts or refresh your content based on the comments received.

Republications

This metric shows that your content has been picked up by others, if it's a low scoring metric then you need to ask what would make it more shareable. Are you saying something new or unique?



SEO METRICS

Digital coverage

A pivotal part of SEO success is in the acquisition of backlinks to your site. If you look at how many links a piece of content has generated organically then you can target the linking sites with similar content in the future and build your site authority.

Organic traffic

Arguably the most important metric to track and one that if you get it right has a huge impact on overall performance. Organic traffic indicates the number of visits that your content receives from search engines and shows the SEO potential of your work.

Dwell time

This factor highlights to you the amount of time a user spends on your page before returning to the search engine. If the time on page is low then it could mean that you are appearing for irrelevant search terms or that you are not satisfying the users request.

Keyword rankings

Every brand or business should be tracking where their content ranks for the target keywords. If a piece of content is important enough that you want it to rank highly, then a low ranking is an indication that copy edits and the addition of things such as schema markup are required.



FINANCIAL METRICS

Conversion rate

This shows you the total number of people who met the goal of the content. If it was just for awareness then visitors will suffice as a performance indicator but in truth you want to understand how many people clicked, downloaded or bought something based on the content you produce.

Lead generation (new and existing)

This is the number of people who shared information with you in order to access more information to complete a transaction and who ultimately become part of your engaged audience. Looking at the existing audience it shows how many people are reengaging and who are being nurtured.

Cost per acquisition

This measures the cost of a lead based on a given content marketing campaign. For effective campaigns you want this number to go down as the number of people interested in your products and services goes up.

Return on investment

The ultimate goal is to generate the largest possible ROI from you content and although it is hard to accurately measure some of the movements through the funnel consumers make it is always worth noting the end returns.



FINAL THOUGHTS

Attributing success to any campaign is always a tricky subject to cover and by looking at the points above it should be possible to see which areas have the greatest impact. Good content marketing is all about making the right considerations and asking the right questions. Constantly changing and challenging your content production methods gives you the best chance of returning profitable campaigns, with high engagement, shareability and ultimately which ranks highly in SERPs.



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ABOUT US

Click Consult is a multi award-winning search & digital marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, social media and analytics. We can also offer training and consultation to support your teams or existing strategy.

Click was named both SEO Agency of the Year and Organic Search (SEO) Team of the Year 2020; ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, and a Microsoft Advertising Select Agency Partner.

HOW CAN WE HELP YOU?

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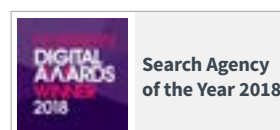
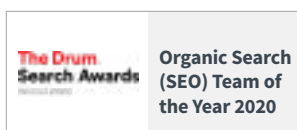
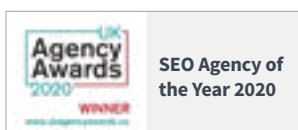
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