

## Content Tracking and Measuring Checklist

Print off this checklist and tick off each step as you go through the [‘Measure to Master: A Small Business Guide to Content Tracking’](#) guide on our Talk About Digital Podcast website.

### Setting Up for Success

- Set up Google Analytics for your website
- Set up Google Search Console to monitor search performance
- Access social media analytics tools for each platform
- Set up email marketing software with tracking enabled
- Use URL shorteners (e.g., Bitly) to track link clicks
- Establish your content goals (e.g., increase website traffic, boost engagement)
- Create a simple tracking plan
  - Identify key metrics for each content type
  - Set up tracking tools
  - Create a regular tracking schedule
  - Record your data in a spreadsheet or dashboard
  - Analyse and adjust based on the data

### Tracking Your Website and Blog Content

- Track website traffic using Google Analytics

- Monitor key website metrics: visitors, bounce rate, conversion rates
- Track blog performance: page views, time on page, social shares
- Identify popular blog posts and content gaps
- Review and adjust your blog content based on performance data

## **Measuring Written Content Effectiveness**

- Track engagement with written content: page views, time on page, clicks
- Use readability tools to assess and improve content accessibility
- Analyse content performance: bounce rate, average time on page, conversion rate, scroll depth
- Adjust written content based on insights and performance metrics

## **Monitoring Visual Content Impact**

- Track the reach of images and infographics views, clicks, social shares
- Use tools like Google Analytics, heatmap tools, and social media analytics to monitor visual content
- Understand and analyse data to identify high-engagement visuals
- Improve or replicate successful visual content

- Identify and address any visual content that isn't performing well

## **Evaluating Audio Content Success**

- Track podcast and audio content engagement: downloads, streams, subscribers
- Measure listener retention and identify drop-off points
- Experiment with content structure to improve listener retention
- Compare episode performance and adjust future content accordingly
- Gather and respond to listener feedback

## **Assessing Video Content Performance**

- Track video views and engagement on platforms like YouTube, Facebook, Instagram
- Monitor watch time and identify key moments in videos
- Measure social media shares and interaction with video content
- Use tools like YouTube Analytics, Facebook Insights, and Google Analytics to monitor video success
- Adjust video content strategy based on viewer behaviour and performance metrics

## **Tracking Interactive Content**

- Encourage user interaction with quizzes, polls, interactive infographics, calculators, contests
- Track clicks, responses, and time spent on interactive content
- Identify and analyse drop-off points in interactive content
- Use feedback from interactive content to improve future content
- Measure the success of interactive content and make data-driven adjustments

## **Monitoring Social Media Content**

- Track social media engagement on each platform: Facebook, Instagram, X (Twitter), LinkedIn, Pinterest
- Focus on key social media analytics: engagement rate, reach, impressions, CTR, follower growth
- Turn social media engagement (likes, shares) into business growth by creating actionable content
- Use social proof from UGC and social media engagement to build trust
- Regularly review and adjust your social media strategy based on performance metrics

## **Measuring User-Generated Content**

- Encourage user-generated content: reviews, testimonials, photos, videos
- Track the creation and spread of UGC using social media monitoring tools
- Measure the impact of customer reviews and testimonials using tools like Google Business Profile (formally Google My Business), Trustpilot
- Showcase UGC across marketing channels to build trust
- Use UGC to influence buying decisions and drive sales
- Measure the impact of UGC on sales and conversions

## **Evaluating Email Content Effectiveness**

- Track email open rates and click-through rates
- Monitor email campaign success: conversion rate, bounce rate, unsubscribe rate, list growth rate
- Improve emails based on metrics: subject lines, CTAs, content relevance
- Segment your audience for targeted email campaigns
- Analyse email timing and frequency and adjust accordingly
- Regularly clean your email list to maintain deliverability

## **Bringing It All Together**

- Consolidate your data into a simple dashboard using tools like Google Sheets, Excel, or Google Data Studio
- Review key metrics monthly using your dashboard
- Compare performance against your goals and adjust strategy as needed
- Identify content gaps and opportunities for improvement
- Gather and act on audience feedback
- Plan and adjust your content strategy for the next month based on insights
- Focus on successful content and replicate it for future success
- Experiment with new ideas and track their impact
- Align content efforts with business goals
- Stay agile and adapt your strategy regularly for continuous growth

By using this checklist and following the related guide on the TAD website you will understand how to track and measure your various content types which will allow you to make informed business decisions when it comes to your marketing strategy, help you to build your positive brand awareness and generate new customers. Those customers that you 'want' to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.