

How to use KPIs to inform your content

It's essential to know which business goals each piece of content supports and use analytics to understand what's working and what's not. Key performance indicators (KPIs) like traffic, click-through rates, time on page, bounce rates, and reach can provide valuable insight into which topics and content types appeal to the target audience.

Reach

How many people see your post. It is largely controlled by each channel's algorithm. Each channel's rules of engagement are different and change often, but most channels give preference to content creators who publish frequently to the platform or have paid accounts.

Click-Through Rate (CTR)

The % of users who clicked on the article's link compared to how many saw the article link. It helps you understand how interesting the topic or headline is to the reader. CTR can also be used to measure engagement with the links within your content in order to understand which calls-to-action or follow-up resources you provided were interesting to the reader.

Channel CTR

The % of users who clicked after viewing your content, broken down by channel. It gives insight on which channels your audience prefers to engage with when consuming your content.

Engagement

The response a content piece receives on each channel, including likes, comments, and shares. Positive or negative engagements can tell you which topics your audience cares about. While not all high-intent customers will engage online, content with high engagement usually increases your favor in the channel's algorithm.

Time on Page

Time spent on a webpage. Readers are more likely to find useful pages whose expected read time aligns with the actual read time. When the actual read time is less than the expected read time by a minute or two, that means the page likely didn't offer the information the user needed.

User Flows

What the reader does next after consuming popular content. It indicates which content types are most helpful throughout each stage of the funnel. You can measure user flows by providing your reader with multiple options of where to go next. In addition to asking for the sale, you should assume that your buyer might not be ready to purchase or make contact yet. Keep them in your ecosystem by providing other valuable resources such as other content pieces and pricing calculators.

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