

Monthly Analytics To Be Checked

Content Marketing Analytics Checklist



1 Traffic Metrics

- Organic traffic to content pages/posts.
- Total number of blogs published.



2 Behavioral Metrics

- Bounce rate for content pages/posts.
- Average time spent on content pages/posts.



4 Business Goal Metrics (based on KPIs)

- Revenue generated from content leads.
- Pipeline generated from content.
- Number of qualified trials from content.



3 Email and Newsletter Metrics

- Newsletter open rate.
- Newsletter click rate.



5 Lead Generation and Conversion Metrics

- Trial signups from content pages/posts.
- Content assisted signups/demos.
- Demos booked from content pages/posts.
- Leads collected per individual content piece.
- Leads collected from content pages/posts.



6 Content Strategy and Role Alignment Metrics

- Metrics specific to content writers
- Metrics specific to content marketers
- Metrics specific to designers
- Metrics specific to SEO executives
- Metrics specific to growth marketers
- Personal career growth metrics



7 Miscellaneous Metrics

- Effectiveness of marketing sprints
- Correlation between content type and conversion volatility (e.g. educational content vs BoFU topics)