

Content KPIs

Checklist

Tracking the right key performance indicators (KPIs) can help optimize the production process, create more engaging content, and increase conversions. These indicators are a starting point, and should be adjusted towards your own goals and workflows.

Content Creation KPIs

Measure how effective and efficient your content production process is. Add your own benchmarks based on industry standards, past performance, and optimization trends such as AI.

- Time to create content (by type)
- The number of revision rounds
- Does the content match brief?
- Production efficiency and output
- Cost to create content, including indirect expensesv

Content Engagement KPIs

These KPIs show how well your content is performing once it is published.

- Ranking
- Quality score
- Time on page
- Pages per session
- Bounce rate
- The number of social interactions
- The number of backlinks
- Engagement through comments

Content Conversion KPIs

Learn how the content adds to achieving marketing or sales results.

- Visits to customers ratio
- Path to purchase
- Sales conversion rate
- Unsubscribe rate

About Intentful:

Human and Artificial Intelligence, combined. Our approach is built on a unique combination of human expertise, the use of data insights, artificial intelligence, and a deep understanding of engagement metrics that drive performance.

Learn more about Content KPIs:

www.intentful.ai/blog/content-kpis-2023