



Template: KPI Dashboard Checklist for Content Success

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Based on Article: "Building a KPI Dashboard for Content Success: Metrics that Matter"

A practical checklist to guide the building of a KPI dashboard focused on measuring content success and linking it to business objectives.

Checklist Items:

- 1. Define Clear Business Objective**
Write a single-sentence objective using the template: 'For [audience], produce [content type] to [desired outcome] by [timeframe].' This will drive your campaign's focus.
Reference Section: Define Objectives and Mapping to Business Goals
- 2. Map Objectives to KPIs**
Select 3 primary KPIs plus 1-2 supporting metrics. Use leading KPIs for early indicators and lagging KPIs to measure outcomes.
Reference Section: Define Objectives and Mapping to Business Goals
- 3. Establish Baselines and Targets**
Pull averages from the last 90 days, set conservative targets (+10-20%) and stretch targets (+30-50%) to measure improvements against your KPIs.
Reference Section: Define Objectives and Mapping to Business Goals
- 4. Select the Right Metrics to Track**
Focus on metrics that align with business outcomes rather than vanity metrics. Prioritize reach, engagement, and conversion metrics.
Reference Section: Select the Right Metrics: What to Track and Why
- 5. Implement Consistent Tracking**
Instrument all pages with UTM parameters and relevant GA4 events. Establish a 30-day attribution window for effective tracking of conversions.
Reference Section: Data Sources and Tracking Implementation
- 6. Build and Update Content Scorecard**
Create a content scorecard to rate accuracy, relevance, uniqueness, shareability, and traffic potential. Update it weekly and review with your team monthly.
Reference Section: Select the Right Metrics: What to Track and Why
- 7. Automate Reporting Processes**
Utilize tools and platforms to automate the reporting of your selected KPIs, reducing manual reporting time significantly.
Reference Section: Design Patterns and Automations Overview

8. Review and Adjust Metrics Regularly

Conduct weekly reviews for leading indicators and monthly reports on lagging KPIs to ensure alignment with objectives and business goals.

Reference Section: Define Objectives and Mapping to Business Goals

9. Avoid Common Pitfalls

Be mindful of misinterpretations such as conflating time on page with user intent. Seek contextual understanding behind conversion rates to refine approaches.

Reference Section: Select the Right Metrics: What to Track and Why