



Template: KPI Dashboard for Content Success Checklist

Generated: 12/5/2025

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

A step-by-step checklist to create an effective KPI dashboard to track content performance and drive business outcomes.

Checklist Items:

- ☐ **1. Define Content Objectives**
Identify clear objectives that link content activities directly to measurable business outcomes, avoiding vanity metrics. Use a template phrase like: 'Create [content type] for [target audience] to achieve [specific behavior or KPI] by [timeframe].'
Reference Section: Define Objectives and Mapping to Business Goals
- ☐ **2. Select Primary and Supporting KPIs**
Choose up to 3 primary KPIs that are high-signal and directly related to business objectives, along with 3-5 supporting metrics to gauge engagement and quality.
Reference Section: Select the Right Metrics: What to Track and Why
- ☐ **3. Establish Baselines and Stretch Targets**
Gather data from the trailing 90 days to establish performance baselines. Set realistic stretch targets based on benchmarks to ensure measurable growth.
Reference Section: Define Objectives and Mapping to Business Goals
- ☐ **4. Design the Dashboard Layout**
Create a readable dashboard layout that is suitable for both executives and editors. Use visualizations that make it easy to identify trends and actionable insights.
Reference Section: Designing the Dashboard: Layouts, Visualizations, and UX
- ☐ **5. Implement Data Sources and Tracking**
Ensure all relevant data sources are connected and tracked consistently. Apply UTM tagging and maintain consistent attribution windows for accurate measurement.
Reference Section: Data Sources and Tracking Implementation
- ☐ **6. Automate Data Collection**
Set up automation for data collection and reporting to reduce manual workload and increase efficiency. Consider using analytics platforms for seamless integration.
Reference Section: Automation, Reporting Cadence, and Governance
- ☐ **7. Analyze and Interpret Data**
Regularly analyze the collected data to identify trends and insights that can inform editorial decisions. Convert findings into actionable strategies.
Reference Section: Analyze, Interpret, and Act: Turning Dashboard Data into Strategy

8. Review and Adjust KPIs Regularly

Monitor leading and lagging KPIs continuously. Adjust your strategies and tactics based on performance data to enhance content effectiveness.

Reference Section: [Select the Right Metrics: What to Track and Why](#)