



Template: Content Benchmarking Checklist

Generated: 11/24/2025

Based on Article: "Comparative Analysis: Benchmarking Your Content Against Competitors"

A practical checklist to benchmark your content against competitors effectively.

Checklist Items:

- ☐ **1. Define Your Benchmarking Goals**
Identify one primary KPI that directly impacts revenue, such as traffic, leads, or rankings. Set a realistic target based on current analytics.
Reference Section: Define Your Benchmarking Goals and Scope
- ☐ **2. Gather Prerequisites**
Ensure you have access to Google Analytics (GA4), Google Search Console, your CRM for leads, and a list of your competitors and existing content clusters.
Reference Section: Define Your Benchmarking Goals and Scope
- ☐ **3. Choose Measurable Goals**
Map your business objectives to specific KPIs, pull baselines from the last 90 days, and set target magnitudes for improvement.
Reference Section: Define Your Benchmarking Goals and Scope
- ☐ **4. Collect Competitor Data**
Identify the minimum set of metrics (traffic, keywords, backlinks, engagement) needed to answer your business questions and prepare for automation.
Reference Section: Collect Competitor Data Efficiently
- ☐ **5. Set Up Automation Tools**
Utilize APIs from Google Analytics, Google Search Console, and SEO platforms to automate data collection and set a regular update schedule.
Reference Section: Collect Competitor Data Efficiently
- ☐ **6. Analyze Traffic and Engagement**
Utilize Google Analytics to analyze sessions and engagement metrics. Compare with competitors using estimated domain traffic.
Reference Section: Collect Competitor Data Efficiently
- ☐ **7. Monitor Keyword Rankings**
Track the top 50 keywords per competitor, including SERP position and search volume, and export results for weekly analyses.
Reference Section: Collect Competitor Data Efficiently

- ☐ **8. Evaluate Backlink Performance**
Record metrics related to new referring domains, anchor text, and domain authority for insights on competitor backlinks.

Reference Section: Collect Competitor Data Efficiently

- ☐ **9. Review Content Format and Depth**
Assess the content depth of competitors by collecting word counts and structural metrics to understand effective content formats.

Reference Section: Collect Competitor Data Efficiently

- ☐ **10. Align Insights with Content Roadmap**
Use the insights gained from your benchmarking to inform your content strategy and prioritize updates and new content effectively.

Reference Section: Collect Competitor Data Efficiently