



# Template: Content Benchmarking Checklist

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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.

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### 3. Choose Measurable Goals

Map your business objectives to specific KPIs, pull baselines from the last 90 days, and set target magnitudes for improvement.

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### 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.

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## **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