



Template: Content Benchmarking Checklist

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

A practical checklist to guide your content benchmarking process against competitors.

Checklist Items:

- ☐ **1. Define Your Benchmarking Goals**
Select a clear business objective and map it to measurable KPIs with defined targets and tools to measure progress.
Reference Section: Define Your Benchmarking Goals and Scope
- ☐ **2. Identify Primary KPIs**
Choose one primary KPI that links directly to revenue, such as new leads generated from content.
Reference Section: Define Your Benchmarking Goals and Scope
- ☐ **3. Pull Baseline Data**
Export the last 90 days of data from relevant sources like Google Analytics, Google Search Console, and your CRM to establish a baseline for targets.
Reference Section: Define Your Benchmarking Goals and Scope
- ☐ **4. Set Timebound Targets**
Create stretch and realistic targets with clear time horizons, such as 90-day or 180-day goals.
Reference Section: Define Your Benchmarking Goals and Scope
- ☐ **5. Collect Competitor Data**
Gather data on a small set of key metrics such as traffic, keyword rankings, and backlinks, using a mix of free and paid tools, and automate where possible.
Reference Section: Collect Competitor Data Efficiently
- ☐ **6. Normalize Data for Comparison**
Normalize competitor data to ensure fair comparisons, focusing on per-article and per-month metrics.
Reference Section: Collect Competitor Data Efficiently
- ☐ **7. Analyze Content Performance**
Evaluate collected data to identify performance gaps and strengths in your content relative to competitors.
Reference Section: Analyze Content Performance and Gaps
- ☐ **8. Craft a Competitive Content Plan**
Develop a content strategy that leverages identified opportunities and integrates the insights gained from analysis.
Reference Section: Craft a Competitive Content Plan

- ☐ **9. Measure and Report**
Regularly track the performance of your content against the defined benchmarks and report insights for iterative improvements.
Reference Section: Measure, Report, and Iterate

- ☐ **10. Automate Benchmarking Processes**
Use tools and platforms to automate the collection of data and streamline your benchmarking process for consistency.
Reference Section: Scale Benchmarking with Automation and Teams