



Template: Content Performance Benchmarking Checklist

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Based on Article: "Integrating SEO Metrics into Your Content Performance Benchmarking"

Website: <https://scaleblogger.com>

A practical checklist to guide teams through the process of integrating SEO metrics into content performance benchmarking.

Checklist Items:

- ☐ **1. Set Up Core Tools**
Ensure you have access to Google Analytics 4, Google Search Console, and a keyword research tool. This forms the backbone of your data analysis.
Reference Section: What You'll Need (Prerequisites)
- ☐ **2. Collect Historical Data**
Gather a minimum of 6 months of historical data, ideally 12 months, to establish a baseline for performance metrics and trends.
Reference Section: Establishing Baseline Content Performance Metrics
- ☐ **3. Export Current Content KPIs**
Log into GA4 and Google Search Console to export a clean snapshot of key metrics like sessions, organic sessions, avg CTR, impressions, and conversions.
Reference Section: Establishing Baseline Content Performance Metrics
- ☐ **4. Combine Metrics into a Spreadsheet**
Merge the exported CSV files from GA4 and Search Console in a spreadsheet, matching them on normalized page paths to create a comprehensive overview.
Reference Section: Establishing Baseline Content Performance Metrics
- ☐ **5. Label Your Data File**
Clearly label your combined data file with the export date, date range, and tool used. For example, use 'content_baseline_GA4_SCC_2025-11-01_12mo.csv'.
Reference Section: Establishing Baseline Content Performance Metrics
- ☐ **6. Analyze SEO Metrics**
Interpret the SEO metrics like impressions, CTR, and organic sessions to understand what drives traffic and engagement to your content.
Reference Section: Selecting the Right SEO Metrics for Benchmarking
- ☐ **7. Identify Key Performance Indicators**
Define KPIs based on the initial data collected that align with business goals. Focus on metrics that signify engagement and conversions.
Reference Section: Selecting the Right SEO Metrics for Benchmarking

☐ **8. Implement Tracking and Reporting Workflow**

Set up regular tracking & reporting protocols to monitor benchmarks. Ensure that the data is accessible and easy to interpret for team members.

Reference Section: Tracking, Automation, and Re-benchmarking Cadence

☐ **9. Prioritize Actions Based on Benchmark Results**

Use the insights gained from your benchmarks to prioritize content optimizations and experiments that can have the most impact.

Reference Section: Interpreting Benchmark Results and Prioritizing Actions

☐ **10. Schedule Regular Re-benchmarking**

Determine a cadence for re-benchmarking your content performance metrics to stay updated with changes and improvements over time.

Reference Section: Tracking, Automation, and Re-benchmarking Cadence