



# Template: User Feedback Collection and Implementation Checklist

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Based on Article: "Leveraging User Feedback for Enhancing Content Performance Metrics"

A practical checklist to leverage user feedback for improving content performance metrics.

## Checklist Items:

- ☐ **1. Capture User Feedback**  
Add a micro-survey with 1-3 questions on high-exit pages to gather insights on user satisfaction and content comprehension.  
Reference Section: Practical examples and measurable outcomes
- ☐ **2. Prioritize Feedback by Impact**  
Score each feedback issue based on the potential traffic and conversion improvements they can provide to focus efforts effectively.  
Reference Section: Practical examples and measurable outcomes
- ☐ **3. Conduct A/B Testing**  
Implement a focused edit or A/B test (e.g., changing a headline or CTA) and measure the lift in conversions over a 4-week period.  
Reference Section: Practical examples and measurable outcomes
- ☐ **4. Select Appropriate Feedback Channels**  
Match feedback channels (e.g., on-page surveys, email surveys) to the strategic decision you need to make, considering response quality and reach.  
Reference Section: Designing a Feedback Collection Strategy
- ☐ **5. Implement Event-Driven Surveys**  
Trigger surveys on key user interactions (e.g., exit intent, post-signup) to gather relevant feedback at critical moments.  
Reference Section: Selecting Channels and Timing — practical rules
- ☐ **6. Analyze Support Tickets**  
Review support tickets to identify recurring issues and misunderstandings, which can inform content clarity and reduce support volume.  
Reference Section: How feedback connects to metrics
- ☐ **7. Map Feedback to KPIs**  
Create a mapping of different feedback types (e.g., comments, surveys) to specific performance metrics, so you can prioritize actions objectively.  
Reference Section: Side-by-side mapping of feedback types to specific content performance metrics and suggested actions

## ☐ **8. Build ROI Model**

Estimate incremental revenue per visitor and forecast improvements post-feedback implementation to measure potential financial impact.

Reference Section: Business case: ROI of acting on feedback

## ☐ **9. Present Findings to Stakeholders**

Frame the ROI in dollars and emphasize qualitative benefits like enhanced brand perception or reduced support queries when communicating to stakeholders.

Reference Section: How to present ROI to stakeholders