



Template: Content Measurement Checklist

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Based on Article: "Measuring Success: Key Metrics for Evaluating Multi-Modal Content Effectiveness"

A practical checklist for measuring the effectiveness of multi-modal content across various formats.

Checklist Items:

- ☐ **1. Prepare Access and Permissions**
Ensure you have the necessary permissions for all platforms you will be using and verify account levels (Admin/Editor).
Reference Section: Prerequisites & What You'll Need
- ☐ **2. Export Historical Metrics**
Collect the last 90 days of traffic, engagement, and conversion metrics for 3-5 representative content assets.
Reference Section: Prerequisites & What You'll Need
- ☐ **3. Set Up UTM Tagging**
Create a consistent UTM tagging template to track the source, medium, campaign, and term for all content.
Reference Section: Prerequisites & What You'll Need
- ☐ **4. Define Measurement Goals**
Identify the business outcomes you expect from content and choose modality-specific goals and KPIs that align with those outcomes.
Reference Section: Step 1: Define Success — Objectives & KPIs for Each Modality
- ☐ **5. Instrument Analytics**
Install and verify analytics tools, tag pages/events, and set custom dimensions to ensure accurate data tracking.
Reference Section: Step-by-Step Measurement Framework (Overview)
- ☐ **6. Collect Baseline Data**
Gather raw performance data for 2–4 weeks and perform sanity checks to compute baseline statistics.
Reference Section: Step-by-Step Measurement Framework (Overview)
- ☐ **7. Design Testing Framework**
Create A/B and other controlled content testing strategies to measure the effectiveness of changes made.
Reference Section: Step-by-Step Measurement Framework (Overview)
- ☐ **8. Scale Winning Approaches**
Develop content templates and automate the rollout of successful strategies while monitoring for performance regressions.

- ☐ **9. Establish Governance and Reporting**
Set up documentation for metrics, alerting systems, and regular reviews to maintain data integrity and provide transparency.
Reference Section: Step-by-Step Measurement Framework (Overview)