



Template: Content Measurement Checklist

Generated: 11/27/2025

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)