# Template: Repurposed Content Measurement Checklist

Generated: 1/15/2026

Based on Article: "Measuring Success: Key Metrics for Evaluating Repurposed Content"
Website: https://scaleblogger.com

A practical checklist for effectively measuring the success of your repurposed content through key metrics and proper analysis.

## Checklist Items:

☐ **1. Define Goals and KPIs**
Identify the primary and secondary key performance indicators (KPIs) for each repurposed asset to align with overall business outcomes.
Reference Section: Step-by-Step Framework to Measure Repurposed Content

☐ **2. Set Up Measurement Tools**
Ensure you have access to necessary tools such as Google Analytics 4, social platform analytics, UTM builders, and a content inventory spreadsheet.
Reference Section: What You'll Need (Prerequisites)

☐ **3. Instrument Tracking**
Implement standardized UTM tagging for your content to facilitate attribution tracking. Use patterns like `utm_source`, `utm_medium`, and `utm_campaign`.
Reference Section: Step-by-Step Framework to Measure Repurposed Content

☐ **4. Collect Baseline Performance Data**
Gather baseline metrics for traffic, engagement, and conversions before launching your repurposed content to measure future changes accurately.
Reference Section: Step-by-Step Framework to Measure Repurposed Content

☐ **5. Implement Tracking for Events and Conversions**
Configure GA4 events and other analytics tools to track various user interactions and conversions linked to your repurposed content.
Reference Section: Step-by-Step Framework to Measure Repurposed Content

☐ **6. Analyze Data Post-Launch**
After a defined measurement period (ideally 4-8 weeks), analyze the collected data to understand performance against the KPIs set initially.
Reference Section: Step-by-Step Framework to Measure Repurposed Content

☐ **7. Report Findings and Insights**
Create comprehensive reports to communicate findings to stakeholders, highlighting successes, areas for improvement, and proposed optimizations.
Reference Section: Step-by-Step Framework to Measure Repurposed Content

☐ **8. Iterate Based on Results**

Use the insights gained from analysis to iterate on your content strategy, making adjustments based on what worked and what did not.

Reference Section: Step-by-Step Framework to Measure Repurposed Content

☐ **9. Expand Measurement Practices**

Once the initial repurposed content is successfully measured, apply the learnings to future content repurposing efforts to enhance clarity and scalability.

Reference Section: Step-by-Step Framework to Measure Repurposed Content