



# Template: Predictive Analytics Content Strategy Checklist

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Based on Article: "Using Predictive Analytics to Inform Your Content Strategy"

A practical checklist for utilizing predictive analytics to inform and enhance your content strategy.

## Checklist Items:

### 1. Define Primary Content Goals

Identify 2-3 main goals for your content strategy such as Awareness, Engagement, and Conversion. This will guide your forecasting efforts.

Reference Section: Practical alignment of forecasts to business goals

### 2. Establish Forecastable Metrics

Map each content goal to specific metrics that can be forecasted. For instance, correlate Awareness with organic sessions and Engagement with time on page.

Reference Section: Provide a starter metrics map linking goals to forecastable indicators

### 3. Collect Historical Performance Data

Gather data on past traffic, conversions, and engagement metrics to identify patterns and inform your predictive models.

Reference Section: Essential data signals for forecasting content success

### 4. Identify Topic Signals

Analyze keyword volumes, search trends, and audience intent to predict discoverability and relevance of topics.

Reference Section: Essential data signals for forecasting content success

### 5. Account for Seasonal Trends

Evaluate historical data to identify seasonal patterns that can affect demand and topic performance throughout the year.

Reference Section: Essential data signals for forecasting content success

### 6. Validate Forecasts Against Live Performance

Continuously compare predicted outcomes with actual results to refine and improve your predictive models.

Reference Section: Ways to validate forecasts against live performance

### 7. Avoid Common Pitfalls

Be mindful of the limitations of relying solely on historical data and ensure you account for external factors that may disrupt trends.

Reference Section: Common pitfalls when relying on historical data alone

## **8. Allocate Resources Strategically**

Distribute your resources based on forecasted results, prioritizing high-confidence, low-effort content first.

Reference Section: Practical alignment of forecasts to business goals

## **9. Utilize Tools for Automation**

Consider using predictive analytics tools like Scaleblogger to streamline data collection and forecasting processes.

Reference Section: Start forecasting with Scaleblogger