Photo: Mohamed Hassan

If you're generating content to gain leads, expand your brand reach, or engage followers, here are some metrics to help you determine how successful your content creation efforts are.

Measure Wherever and Whenever
Here are four measurement infographics you can download and reference whenever you're considering a content campaign, including User Behavior, Engagement, SEO Outcomes, and Revenue. Each provides you with the data that should be tracked based on the campaign goal.

For example, if your goal is to increase revenue through the use of content and advertising, you'd view the:

- number of people who interacted with the content (e.g., clicks),
- number of new leads (form completions),
- return on investment (what was the increase in sales/services vs. the cost to create the content),
- cost per acquisition, and
- conversion rate for the content, e.g., click, register, download, view, listen, etc.

Get the Numbers

Where do you get all these numbers? If your website has Google Analytics or another tracking code, view the information in your account. You may need to view a few things to gain all the information.

Here are some Google Analytics User Behavior content metrics by page that you would want to track, including pageviews, unique visitors, pages per session, new & returning users, traffic sources, bounce rate, and average time on page.

Landing Page		Pageviews ⬇	Users	Pages / Session	Bounce Rate	Avg. Time on Page
		198 % of Total: 100.00% (198)	68 % of Total: 100.00% (68)	2.57 Avg for View: 2.57 (0.00%)	2.60% Avg for View: 2.60% (0.00%)	00:00:56 Avg for View: 00:00:56 (0.00%)
1.	/	40 (20.20%)	9 (13.04%)	3.33	0.00%	00:00:08
2.	/2018/12-b2b-marketing-ideas-for-2019/	15 (7.58%)	3 (4.35%)	3.00	20.00%	00:05:29
3.	/2018/standardized-email-format-increases-client-engagement/	8 (4.04%)	4 (5.80%)	2.00	0.00%	00:00:02
4.	/2020/how-to-create-video-email-with-tools-you-already-have/	8 (4.04%)	4 (5.80%)	2.00	0.00%	00:00:35
5.	/2020/this-simple-call-to-action-formula-drives-clicks/	8 (4.04%)	1 (1.45%)	2.67	0.00%	00:01:28
6.	/2017/a-game-of-thrones-approach-to-marketing-your-business/	6 (3.03%)	1 (1.45%)	6.00	0.00%	00:00:06
7.	/2018/5-ways-pillar-pages-boost-your-seo-ranking/	6 (3.03%)	3 (4.35%)	2.00	0.00%	00:00:03
8.	/2018/when-is-the-best-time-to-launch-my-website/	6 (3.03%)	3 (4.35%)	2.00	0.00%	00:00:01
9.	/2020/5-simple-st-patricks-day-content-ideas-for-cpas/	6 (3.03%)	2 (2.90%)	3.00	0.00%	00:00:13
10.	/2020/why-website-image-file-names-and-alt-tags-matter-for-seo/	6 (3.03%)	1 (1.45%)	3.00	0.00%	00:00:16

Google Analytics User Behavior Content Metrics

Default Channel Grouping	Acquisition			Behavior		
	Users ⬇	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Traffic Source	68 % of Total: 100.00% (68)	61 % of Total: 100.00% (61)	77 % of Total: 100.00% (77)	2.60% Avg for View: 2.60% (0.00%)	2.57 Avg for View: 2.57 (0.00%)	00:01:28 Avg for View: 00:01:28 (0.00%)
1. Direct	27 (39.71%)	25 (40.98%)	28 (36.36%)	0.00%	2.21	00:00:08
2. Organic Search	23 (33.82%)	20 (32.79%)	27 (35.06%)	0.00%	2.89	00:01:33
3. (Other)	15 (22.06%)	14 (22.95%)	19 (24.68%)	5.26%	2.68	00:03:28
4. Referral	2 (2.94%)	1 (1.64%)	2 (2.60%)	50.00%	1.50	00:00:01
5. Social	1 (1.47%)	1 (1.64%)	1 (1.30%)	0.00%	4.00	00:01:42

New Visitor 87.1% / Returning Visitor 12.9%
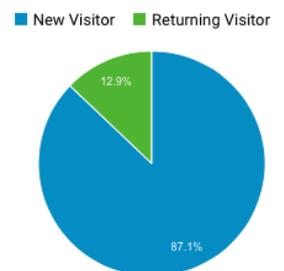
Source and Returning Visitor Data

Successful Benchmarks

These numbers are all fine and good. But, what does it mean for your stuff? Is the content performing well or not? Here are some benchmarks to help you gauge the effectiveness of your numbers.

New vs. Returning Users: The benchmark to consider here is if you're trying to reach new visitors or engage with existing visitors. The number in each area helps you determine your success.

Bounce Rate: UpsideBusiness.com states, "Generally speaking, a low Bounce Rate means you are doing well and a high Bounce rate means there could be an issue with your website's design, usability, SEO/content or functionality."

Time On Page: RankMonsters claims, "Anything under 20 seconds is a major red flag, as that's barely enough time for a visitor to look at the webpage, much less read its content. 40-50 seconds is a great start, as it means you have their attention. In general, anything over 2 minutes is the accepted standard for websites."

Pageviews: If your website is information based, a single pageview could mean your website is doing exactly what it's supposed to do: provide everything in one place. Ecommerce businesses, on the other hand, may want more than a single page view to show people are looking at more products. But, if you're doing advertising for a specific product, viewing more than one page is a red flag.

Average Session Duration: Databox's research states, "A reasonable benchmark for average session duration is between 2-3 minutes."

With all this data, you can now tell how effective your content activities are. If they are not performing well, then something needs to be adjusted. Below are some additional resources to help you beef up your content.

Additional Resources
- 10 Easy Ways to Overcome Content Development Challenges
- This Simple Call-To-Action Formula Drives Clicks
- Content Marketing Tips From Mom
- Is Your Content SEO Friendly?
- Easily Increase Email Leads Using Content Upgrades