STEP SEVEN: DATA HABITS CHECKLIST

Consistently measuring content and site performance is key to keeping your team on track for achieving your goals. Use the checklist below to establish healthy data habits that will help you track your progress.

☐ Ensure your entire team understands how to use your content analytics tool. The more people making data-driven content strategy decisions, the higher impact your content has.

☐ Set up automatic reports based on your KPIs/metrics for the entire team. Suggested Parse.ly reports: Bottom Listings, Top Listings, Stats Over Time

☐ Schedule regular meetings with content stakeholders to discuss goal performance. These can be weekly, monthly, or quarterly—whatever makes the most sense.

    ☐ Assign pre-meeting preparation expectations.

    ☐ Establish recurring, KPI-related questions for each meeting. What pieces are underperforming in conversions? How can we repurpose top-performing pieces?
        How are current campaigns progressing?

    ☐ Leave time to talk about next steps.

☐ Enable alerts for site performance spikes.

☐ Set up a Slack bot or regular reminder for your team to check content performance. If you don't use Slack or other collaboration tools, schedule a recurring calendar event.

☐ Review your goals at the end of each quarter. Where has performance improved, stayed stagnant, or fallen flat? This step is important for quarterly and yearly reporting.

☐ Do it all again next year!