A Step-by-Step Guide

CONTENT MARKETING MEASUREMENT

from A Z *to*

enilon

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The Content King Has Been Dethroned

Concept was once the mighty King. Recently, Content took over the royal duties. Both are still incredibly important, but they've been dethroned and we have a new King in Marketing—**Measurement**. More specifically, the **measurement of viable** data that will help make an even greater impact on your business' bottom line and make you Marketing royalty in the eyes of the C-suite.

The measurement we're focused on in this guide is the measurement of your Content Marketing, an essential element of any marketing plan. There's no shortage of great information out there about the value of building a long-term relationship with people through strategic content building. The challenge for most content creators, Marketers, and CEOs, however, lies in harvesting good data that proves when and where content is doing its job properly. And that starts with setting up good measurements.

Everyone will tell you *why* you need to measure Content Marketing effectiveness, but we've never found a comprehensive guide on *how* to measure it. That's why we've put together this best practice guide to setting up valuable Content Marketing goals, measuring them, and analyzing the results—all using the free and simple-to-use tool we love and cherish: Google Analytics (GA).

Hopefully, this arms you with what you need to rally the C-suite troops to support you on your long journey through Content Marketing.

Here's to results!

-The Enilon Team

Welcome! We're glad you are here.

Before you dive in, here are a few things you should know. This guide is for anyone—beginner or expert—who wants to know more about measuring content performance. We're assuming you have some understanding of Content Marketing and Google Analytics.

Thinking & DOING

Throughout this guide, we'll block out time for **THINKING & DOING** where we recommend you stop and take some time to work through the activities. But feel free to read straight through, or take it a chapter at a time if you prefer.

Awesome RESOURCES

Be sure to click through to the **AWESOME RESOURCES** we point out along the way. You'll find links to some of the brightest minds in the business who are leading the charge in Content Marketing. These resources are especially helpful if you want a refresher or want to dive deeper into a specific subject.

Quick TIPS

We've also included a few **QUICK TIPS** that will help make life a little easier as you undertake the arduous task of Content Marketing.

We'll be using examples from work here at Enilon that we've done for our clients and our own Marketing, but, of course, we won't include any names.

Let's begin.

The All-Important First Step: Identifying Your Business Goals, Content Goals, and Targets

The SMART model we use all the time. CA

You gotta have a goal. Just like anything else in your business, it's important to pick goals that impact your bottom line. Content Marketing is no different. Before we dive into the details of measurement, let's think about both your business goals and content goals, which can look like two very different things.

Here at Enilon, we often go through a full discovery process with our clients no matter what the channel or project. The discovery process for content is just as robust as one for building a website—content and websites are the most extensive types of engagement. The reason is that content, much like a website, touches almost every aspect of your business.

For that reason, it's important to *first* focus not on your content goals, but on **business goals** that you'll support with your content.

1.1 WHAT ARE YOUR BUSINESS GOALS?

The best place to start is to list three of your most important business goals. (Easier said than done, we know.) We don't have the time here to go into great detail on identifying business goals, but we want to make sure you do it right. One of our favorite models is the SMART model. We use it with clients to help us focus on what is most impactful to their businesses. Feel free to read all about it here on its WIKI page.

The SMART framework will help you identify business goals that are:

Specific and Significant
Measurable and Meaningful
Agreed Upon and Action-Oriented
Realistic and Reasonable
Time based and Trackable

Make sure the business goals you choose will contribute directly to your bottom line. So a goal like "be profitable" won't help you much. It must be as specific and drilled-down as you can get it. Take one of our own agency goals, for example:

"Increase the number of pitches by 15% to our target client base."

It's easy to see how doing more pitches to our potential clients will directly affect our profit for the next year.

Thinking & DOING

YOUR BUSINESS GOALS
Take a few minutes (or hours) as a team and map out your top three business goals using the SMART model. Give it a try. We love it.

Now that you have your goals, it's time to think about who you really want to impress.

1.2 WHO IS YOUR TARGET?

Chances are that the target market for your business will match your content market as well. Without breaking down all the different people you can look for online, it's safe to say there are two main camps to focus on.

1. Your Best Customer
   If you think about this guide (which is a key part of Enilon's Content Marketing plan), our best customer or client is a **professional marketer with a good marketing IQ looking for full 360° digital marketing programs.**

2. Online Influencers
   The best way, by far, to get your content seen is to stand on the shoulders of the online giants. For us here at Enilon, we want to be recognized and shared by a number of experts in each of the fields in which we offer services. We want people like Jay Baer for online marketing programs, Joe Pulizzi from the Content Marketing Institute, and Larry Kim for paid advertising, among others, to share our content and reference it.

Awesome RESOURCES

BLOGGER OUTREACH HOW-TO
It seems like a daunting task to get a hold of expert bloggers in your business' space, but while it takes a good deal of work, it's not impossible. Here's a very helpful how-to on getting the attention of well-known bloggers.

http://marketingland.com/blogger-outreach-119253

Thinking & DOING

FINDING THE RIGHT PEOPLE
Identify who your "best customer" is and compile a list of all the online "giants" in your business' space.

1.3 MAPPING YOUR CONTENT TO THE PURCHASE PATH

Now that you know your business goals and the people you want to reach, it's time to examine your content and map them to the purchase path. In other words: identify the pieces of content that people will encounter at each stage of their journey to choosing your business. This step will make a world of difference when you begin to identify the major content goals and metrics that will define your success.

A solid Content Marketing plan highlights what type of content addresses your target audience at each stage of the purchase path. Eloqua has a really nice graphic to help you think about this for your business.

Eloqua's Content Grid gives the following standard online metrics to measure each stage of the Content Marketing process. Your own content goals may be more specific to your target, but this is a great place to start.

Awareness – People are just learning about your business.
Traffic, Page Views, Time Onsite, Inbound Links, Page Rank, Referral Traffic

Consideration – People are giving your business some serious thought.
Email Subscribes, Content Downloads, Online Event Sign-ups

Close – People love your business and have chosen you.
Form Fill Inquiries, Phone Call Inquiries, Database Growth, Funnel Conversion Rate

Thinking & DOING

MAPPING CONTENT
Look at a few of your content pieces and map each one to the appropriate stage of the purchase path: Awareness, Consideration, and Close. Revisit the Eloqua Content Grid if you need a little help. Try to choose at least one content piece from each stage in the purchase path.

1.4 YOUR CONTENT GOALS AND WHAT YOU WANT TO MEASURE

Once you've categorized your content pieces in terms of where they'll have the most punch in the purchase path, now it's time to create a list of specific items you want to measure for each piece of content, every time it goes live. These are your content goals.

Awesome RESOURCES

CONTENT MARKETING GOALS
This is not the time to reinvent the wheel! There are plenty of resources that can help you determine what you need to measure, which eliminates the guesswork when it comes time to setting up measurements in Google Analytics (GA).

Here are a couple great resources to dig into:
Smart Insights - KPIs for content marketing ROI
Social Media Today - Expert Roundup
10 Content Marketing Goals Worth Pursuing

Awareness Stage Goals

Let's use an article from the Enilon blog as an example. It's called: Top 10 Reports You Aren't Looking at in Google (but should be). Blog articles like this are squarely in the "**Awareness**" phase of a Content Marketing plan and we want to be sure to measure:

- **Traffic** generated
- Number of **Page Views**
- Number of **Inbound Links**

Quick **TIPS**

ENCOURAGING ACTION

Somewhere, in every piece of content, you must always give people something else to do. Always include a Call-to-Action (CTA), where people can find more information about your next piece of content or connect with you directly. Notice that we've included a link at the end of this guide to give you more opportunities to engage with us.

Consideration Stage Goals

The next step in the purchase path is the Consideration stage. Let's say a potential Enilon client reads our blog article and now they are *aware* of Enilon's services. Now it's time to use good content to move them along the path. As a sidebar in the blog article, we placed a live thumbnail of the guide you are reading and labeled it "Featured Resource" to encourage action.

If they download the guide, the potential client now may be *considering* Enilon, and we are interested in the following content metrics, or goals:

- Number of **Downloads**
- Number of **Clicks on links in content**
- Number of people who take our call to action from this content piece (funnel progression)

Close Stage Goals

To help move people into the Close stage, we'll offer an interactive webinar walking individuals through everyday issues that Enilon can help them solve. This normally requires a person to give us an email and some additional contact or demographic info. An interactive webinar is a much more individualized piece of content and, therefore, has a higher perceived value; so in this case, we are measuring more direct actions:

- Phone calls
- Quote requests
- Form Inquiries
- RFP Opportunities*
- New Business Closes*

These last two are very important content goals for Enilon, but they can't be tracked inside GA; instead, they'll be monitored in our Lead Tracking System and directly attributed to our content.

Thinking &DOING

WHAT TO MEASURE
Using this guide and the other resources mentioned here, block out some time and determine what you want to measure for each of the content pieces you mapped to the purchase path earlier.

What's Next

It's time to jump into Google Analytics—where all the magic happens—and we'll show you how goal completions set up up correctly can effectively measure your content performance.

How to Setup Meaningful Content Goals in Google Analytics

It's time to dig into Google Analytics (GA). Now that you know what goals you want to measure, we have to set them up inside GA so you can start gathering data. Have your list of content goals from the last chapter ready—we'll use the examples from the Enilon blog article we mentioned in Chapter One. Setting up goals inside GA is what will lead you to brilliant dashboards that tell a clear *content effectiveness story*, which is precisely the story you want to tell your higher ups.

via: www.outbrain.com

2.1 DEFAULT GOALS IN GA

Some of the content metrics we want to measure plug right into GA as default items, but others take a little more time to work in.

The Built-in Metrics (Defaults):

- Traffic
- Page Views
- Bounce Rate
- User flow

The Metrics That Need a Little Extra Work:

- Goal Completions (downloads, sign-ups, form inquiries)
- Phone Calls
- Inbound Links
- Custom Reports

Awesome RESOURCES

MORE ON CONTENT GOALS

Still struggling with what content goals to measure? Here are two additional guides to help pick out the goals that matter to your business.

4 Types of Content Goals That Matter
The Content Marketing Institute Framework

Now it's time to fire up Google Analytics. Open up GA for the website and content you want to work with. If you haven't set up GA on your website, then stop everything and do that now! After you've installed GA, login to your dashboard, and pick a profile to work with.

Awesome RESOURCES

FIRST TIME IN GOOGLE ANALYTICS?

If you've never used GA before and this is your first time then start there.

2.2 YOUR GOOGLE ANALYTICS PROFILE

Typically, we set up a GA account (Profile) for each of our clients with a few different views, which are like folders. The main view is what to use for monthly reporting, daily insight, and any reporting engines you may hook into. We also prefer to use this view for our API hookups.

2.3 WHY PROPER GOAL SETUP IS KEY

Marketers often overlook the value in setting up goals inside of GA. But since you're a savvy Marketer and you've been a diligent student of this guide so far, you know the importance of measuring your content properly.

Here's an easy way to determine what you should be plugging into GA as a **Goal Completion:**

If a person's action on your website *directly* contributes to increasing leads or purchases, then it belongs in **Goals**. These are the things you eventually want people to do. (Everything else people do on your site that isn't directly tied to leads, and falls into the Awareness and Consideration stages, will be tracked in the main built-in reporting areas or **Events**, which we'll cover in Chapter Three.)

In most cases, these are the Goals we're looking for:

- Form Fills Inquiries
- Phone Calls
- Purchases

You may ask, "Why don't we measure content downloads, or webinar signups here?" Good question. Let's look at an example of how that skews your true content ROI in GA.

2.4 GOING GOAL CRAZY AND SHOWING RESTRAINT

It's pretty simple to add Goals into GA, but don't get carried away. GA only allows you 20 Goals per profile view out of the box. If you want to add more than 20 Goals, you have to open another profile. We recommend setting up only your biggest hitting revenue contributors as Goals, because it will make life easier for you and your higher ups when it's time for dashboards and reporting.

Rather than have a ton of less important goals show up, it makes the most sense to limit them to the items mentioned above that directly impact revenue. In the screenshot below, we see a graph showing Goal Completions by Landing Page. This shows that the Home Page (blue) is driving most of the traffic, and the rest is evenly split between the Thank You Page, Contact Page and paid searches.

Below is an example from one of Enilon's healthcare clients. In their GA profile, they initially had content downloads being counted as Goals.

Based on the way the client set up their analytics profile, they measure a big health quiz they offer as a goal completion. On the surface this make sense, due to the fact that it drives a lot of traffic, and they do have people book appointments after going through the quiz.

Acquisition			Behavior			Conversions All Goals ▾	
Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
481,803 % of Total: 100.00% (481,803)	58.58% Avg for View: 58.56% (0.04%)	282,230 % of Total: 100.04% (282,128)	64.78% Avg for View: 64.78% (0.00%)	2.78 Avg for View: 2.78 (0.00%)	00:01:39 Avg for View: 00:01:39 (0.00%)	4.59% Avg for View: 4.59% (0.00%)	22,13(% of Total: 100.00 (22,13(

However, as we discussed – Goals should be based on direct inquiries by a user that are potential leads. So a quiz would not qualify. You can see here 27,330 "leads" that in the eyes of most people would be ridiculously amazing. (Unbelievable, actually.)

This is why we save these type of measurements for a different area in GA.

2.5 IDENTIFYING YOUR CONTENT HEROES

Now that we understand how to set up the right Goals in GA, we can look at how they show up in your GA Overviews. When we want to examine our metrics, we typically start with the Landing Page Behavior report. This gives you a list of the pages that get the most "landing" traffic where people start viewing your website.

By default, the report will have info on Sessions, Bounce Rate, Time on Page, and lastly, Goal Completions.

Below, you'll see an example of a Landing Page Behavior report for a client website we monitor in the healthcare industry.

Landing Page	Acquisition			Behavior			Conversions All Goals	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	255,227 % of Total: 100.00% (255,227)	59.09% Avg for View: 59.07% (0.03%)	150,825 % of Total: 100.03% (150,775)	64.73% Avg for View: 64.73% (0.00%)	2.78 Avg for View: 2.78 (0.00%)	00:01:37 Avg for View: 00:01:37 (0.00%)	5.08% Avg for View: 5.08% (0.00%)	12,977 % of Total: 100.00% (12,977)
1. /pages/home.aspx	34,442 (13.49%)	66.84%	23,020 (15.26%)	57.01%	3.42	00:01:41	2.54%	874 (6.73%)
2. /dallas/pages/default.aspx	28,156 (11.03%)	54.77%	15,421 (10.22%)	81.06%	2.06	00:01:01	2.16%	607 (4.68%)
3. /plano/pages/default.aspx	15,292 (5.99%)	50.71%	7,755 (5.14%)	78.68%	2.27	00:01:03	2.90%	443 (3.41%)
4. /well-being/pages/your-well-being-score.aspx	11,579 (4.54%)	83.77%	9,700 (6.43%)	50.60%	1.77	00:02:09	36.40%	4,215 (32.48%)
5. /women/pages/breast-care.aspx	10,102 (3.96%)	82.12%	8,296 (5.50%)	68.49%	1.84	00:01:26	1.26%	127 (0.98%)
6. /arlington/pages/default.aspx	8,902 (3.49%)	51.62%	4,595 (3.05%)	78.07%	2.32	00:01:03	1.62%	144 (1.11%)
7. /denton/pages/default.aspx	8,643 (3.39%)	33.36%	2,883 (1.91%)	76.88%	2.38	00:01:04	1.60%	138 (1.06%)
8. /heb/pages/default.aspx	7,755 (3.04%)	48.45%	3,757 (2.49%)	79.55%	2.03	00:01:01	2.02%	157 (1.21%)
9. /southwestfw/pages/default.aspx	7,233 (2.83%)	56.86%	4,113 (2.73%)	78.07%	2.18	00:01:05	2.36%	171 (1.32%)
10. /careers/pages/default.aspx	6,988 (2.74%)	41.99%	2,934 (1.95%)	17.47%	10.16	00:02:17	0.06%	4 (0.03%)

You can see that our client's **/resources/health-quiz** content resource is a leader on the website for generating people who eventually turn into Goal Completions, with a little over 1,100.

Quick TIPS

CONTENT THAT GETS COMPLETIONS
In our experience, the content that tends to be the most effective at turning into Goal Completions are videos, quizzes, tools, and interactive demos, to name a few

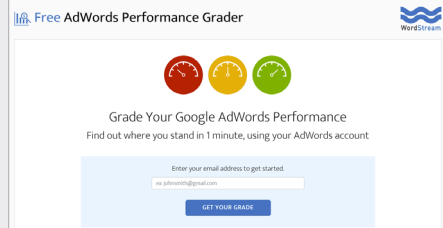Want to know what some more of these great content pieces look like online?

Awesome RESOURCES

CONTENT EXAMPLES THAT DRIVE LEADS
If you've never used GA before and this is your first time then start there.

Awesome RESOURCES

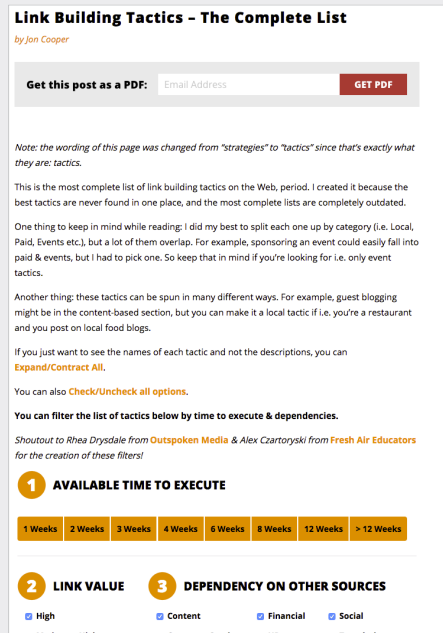**CONTENT EXAMPLES THAT DRIVE LEADS**


via: wordstream.com

via: pointblankseo.com

Here is an example of a PPC Analysis tool that performed very well. It tells us exactly what we will accomplish, asks some good questions that makes it feel like the output will be worthwhile, and, best of all, it doesn't take long to fill out.

Next is a particularly unique piece of content, because of it offers a very high utility value. Any marketer from any vertical can answer three-four questions and have a list of link-building and outreach ideas in less than 10 seconds.
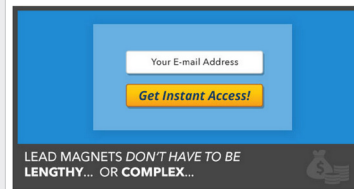
via: digitalmarketer.com

Quick TIPS

In industries where content is heavy on technical knowledge or specific expertise, an in-depth tool or guide is usually a winner for traffic and conversions. Outside of the highly technical industries, a much longer content nurturing process is typically involved. Gregory Ciotti has a great explanation on how industries outside of tech treat nurturing in their content plans.

The important thing to remember from the examples above is that, based on your Goal Completions, you will come to understand what content on your website is doing the heavy lifting right before people decide to purchase or commit, i.e., move into the Close stage.

2.6 IDENTIFYING YOUR CONTENT UNDERPERFORMERS

Now, let's examine which type of content isn't doing its fair share to help move people from the Consideration phase into the Close phase, but still brings lots of traffic to the website.

Using the same Landing Page Behavior report from above, you can click on the New Users column (the third one) to see which page is bringing in new users.

Landing Page	Acquisition			Behavior			Conversions — Goal 10: Newcomers Registrations	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Newcomers Registrations (Goal 10 Conversion Rate)	Newcomers Registrations (Goal 10 Completions)
	107,731 % of Total: 100.00% (107,731)	59.00% Avg for View: 58.97% (0.04%)	63,559 % of Total: 100.04% (63,533)	65.06% Avg for View: 65.06% (0.00%)	2.74 Avg for View: 2.74 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)	0.11% Avg for View: 0.11% (0.00%)	117 % of Total: 100.00% (117)
1. /primary-care/healthy-summer-eating	14,484 (13.44%)	65.76%	9,524 (14.98%)	56.28%	3.52	00:01:56	0.03%	5 (4.27%)
2. /primary-care/fasting-for-health	12,118 (11.25%)	55.35%	6,707 (10.55%)	81.81%	1.97	00:01:01	0.02%	2 (1.71%)
3. /primary-care/women's-health-you-forget-to-schedule	6,254 (5.81%)	81.42%	5,092 (8.01%)	52.54%	1.71	00:02:05	0.02%	1 (0.85%)
4. /primary-care/concussion-care	6,673 (6.19%)	51.58%	3,442 (5.42%)	80.28%	2.17	00:01:02	0.01%	1 (0.85%)
5. /primary-care/natural-cures-vs-otc	3,764 (3.49%)	76.89%	2,894 (4.55%)	72.82%	1.66	00:01:13	0.00%	0 (0.00%)

The pages that drive a lot of traffic are often the first pages users visit before they engage further with your more meaty or complex content resources. Other times, you'll create a really killer content idea that goes viral and gets tons of interest but never show up in a conversion path. (We'll show you how to observe this with Behavior Flows in Chapter Five.) These pages should be pruned out of your site, or refined with a better angle on the subject to get people engaged and moving forward down your content path.

The exception to that viewpoint is if you are looking to gain awareness and exposure in the market, and have a plan to eventually turn those people into a lead to be nurtured.

As we all know, there are tons of tire-kickers out there not ready to buy, but a portion of those people are potential leads that we want to be top of mind with when the time comes for them to get engaged.

WHAT'S NEXT

Now that we know how to identify which pieces of content are working well and which are working not-so-well, let's see how we follow customer progress through the purchase path.

Measuring Customer Progress with Events

via: placester.com

Goals in GA tell us if our website traffic turned into leads. But what if you want to know how much of that blog article people actually read? Or how far they got in your newest video? We can take our customer insight even deeper by using **Events** in GA.

You can think about the analytics process like a dating relationship. If the endgame for a relationship is marriage, then there are many smaller milestones to achieve before the big day arrives. A first kiss, meeting the parents, the engagement—these are all smaller events that have to happen first.

Just like in dating, the objects of your affection (in this case, your customers) are doing things on your website that will tell you how they feel about your business. By creating **Events** in GA, you will collect data that you can analyze (or, as in the case of dating—overanalyze) to see where your customer is on their journey to choosing you.

The Goals we set up earlier will help you understand what content *directly* lead to a purchase, or Close, whereas Events will help you track how well content does during the Awareness and Consideration stages of a user's online journey.

The key is how you look at Events.

3.1 GETTING UP TO SPEED WITH EVENTS LINGO

Starting off, it helps to know what the Events terminology is inside of GA. Here is the breakdown straight from the Google Developer Events page:

Event Label
1. submit
2. reportPDF
3. newsletter
4. Start Quiz
5. callToAction

"Category" is what type of Event you want to track—like a piece of content, web pages, area of a page, etc.

An **"Action"** is what you want people to do when on your webpage. This is often a button click, a video view, depth of scroll on the page, and so on.

"Label" works like an extra descriptor when you have multiple Actions on the page that are the same, like button clicks. You can specify which Action GA is to track.

On this particular web page, there are multiple "button clicks," so we need to give them each a label to differentiate them as they are tracked in GA.

3.2 SETTING UP EVENTS IN GA

Setting up Events is the most technically complex step in setting up measurements in GA, and this guide. If you are comfortable with placing code on websites, then you should be able to do this pretty easily. If you've never played with code before, you may need help from a developer to get this done. Below are some great resources for you, or your developer, when working with Events inside GA.

Awesome RESOURCES

CRASH COURSE IN EVENT TRACKING

Need a crash course in Event Tracking, setting up Events, and how to utilize them? This is the best resource we've found out there from the genius people at Seer Interactive.

Awesome RESOURCES

SETTING UP SINGLE EVENTS IN GA

Here's a good guide that will walk you through the basic setup for a single event in analytics: https://developers.google.com/analytics/devguides/collection/gajs/eventTrackerGuide

It requires dropping code onto pages you want to track, naming the parameters properly, then testing and tweaking the output.

Thinking &DOING

SETTING UP YOUR EVENTS

Select one of your most important web pages. Determine what Events you want to track on that page and enter each one into GA (or have your developer do it). Then apply the Category, Action, and Labels features in GA to help you track the events.

Now that GA is set up to measure your Events, give it about 24 hours, then hop back into your dashboard. On your sidebar in GA, click the "Behavior" tab, and then click "Events." Then click the second option: "Top Events." This will give you a rundown of the top Event categories.

We like to add a secondary dimension that lets us view what the event "label" is and adds a second filter to your data to expand the context of what you are looking at.

See the example from our healthcare client below:

Event Category	Event Label	Total Events	Unique Events
		4,803 % of Total: 100.00% (4,803)	2,562 % of Total: 2.38% (107,731)
1. Allergens-blog	Full Scroll	4,642 (96.65%)	2,424 (94.25%)
2. Allergens-blog	Video: 30+ sec view	62 (1.29%)	53 (2.06%)
3. Allergens-blog	Click Quiz link	45 (0.94%)	42 (1.63%)
4. Allergens-blog	Video: 60+ sec view	10 (0.21%)	10 (0.39%)
5. Allergens-blog	Appointment	10 (0.21%)	9 (0.35%)

Now that we have our Event data dropping into GA in a helpful format, it's time to start building your content effectiveness story by looking at measurements and reporting.

3.3 BUILDING YOUR STORY THROUGH EVENTS

You've got to start creating a story around your data, one that tells people which pieces of content are performing well and why. As you start to put together this story, one of the most valuable areas that Events assist in is looking at is what **content pieces people are actively engaging in**.

In our experience with Events, we've found that users who more actively engage with your content have a much higher likelihood of becoming leads in the future. That may mean downloading a meaty piece of content (something like this guide), or viewing a series of videos for which giving up information is required, like signing up for newsletter. So building a story of attribution—a narrative that tells us which piece of content did what—around these Events on your website is important for supporting the bottom line.

Without a Marketing Automation platform in place like Marketo or Hubspot, at this point it becomes extremely complex to connect the dots between Events and Goals in GA. We can, however, make some assumptions by looking at **traffic flow through the site**, which we'll cover in the last section of this chapter.

We've zoomed into the Eloqua Content Grid to focus on the end of the user's online buying decision process.

In this example, Interactive Demos, Case Studies, and Reference Checklists all show a high likelihood that people are nearing a final decision. These are typically items that require a download or email submission prior to access, so they can be measured in Events.

	Event Label	Event Action	Total Events
			11,781 % of Total: 100.00% (11,781)
☐	1. submit	click	**11,370** (96.51%)
☐	2. reportPDF	viewFullReport	**307** (2.61%)
☐	3. newsletter	signupForNewsletter	**33** (0.28%)
☐	4. Start Quiz	Click	**33** (0.28%)

In this screenshot, the Event Label tab shows us that the "Download PDF" form submission Event is getting the most traction in content. The Event Label tab is a great place to see and measure what items in the consideration stage are doing the most heavy lifting for you, and will help you answer some fairly common questions:

- *Do I have a particular download that is performing above the rest?*
- *Is it featured on the website prominently?*
- *Does it get better referral traffic than the others?*

Once we know the answers to these questions, we can figure out which of our content pieces need to be given more exposure, time, and budget to improve the close rate.

<table>
<tr><td>**Awesome** RESOURCES</td><td>**MAKING POSITIVE CONTENT CHANGES**
To get more guidance on how to make positive changes based on data, take some time to read some Neil Patel on his website QuickSprout.com. This is where he'll share his success and lots of his experimental results.</td></tr>
</table>

3.4 USING EVENTS TO SEE YOUR TRAFFIC DRIVERS

Let's take a step back in the purchase process. We've talked about setting up Goals that will show you what content directly leads to Closes, or purchases. But we need to be able to understand what content is moving people along during the Awareness and Consideration stages, too.

We know that before people consider your service or product, they are typically researching the root problem your business can solve. For our healthcare client, that often means self-diagnosis of pain, at home treatments, or finding out when it's time to see the doctor.
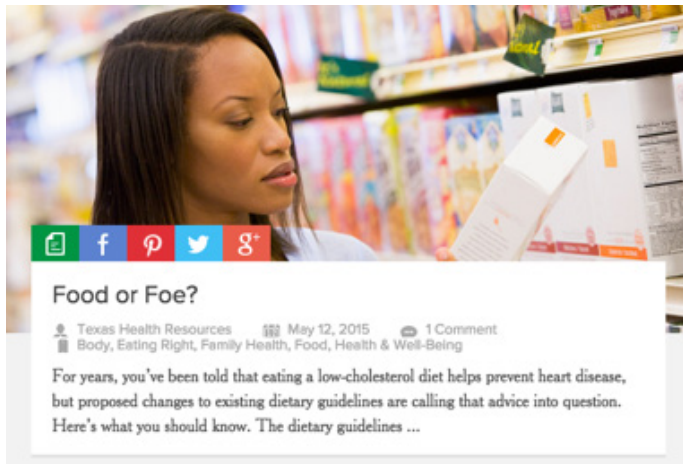
So how are you getting these people to really engage with your website? If you look back at the Eloqua Content Grid, you'll see that the content pieces shown there are all great examples of what people are looking for on websites.

It's one thing to drive a lot of traffic, it's another to get that first commitment or purchase. Often, this is an email series in which someone signs up to receive a webinar signup. This is typically measured with a third party tool, like MailChimp, Aweber or Constant Contact. Since email and webinar tools like these already do a nice job integrating with websites, we recommend you find a GA plugin and save yourself some work.

There is an argument for making an email or webinar signup a Goal Completion instead of an Event. The problem, as we mentioned in Chapter Two, is that if you have a really popular email series that gets a ton of signups, that can skew your aggregate return on spend totals.

<table>
<tr><td>**Quick** TIPS</td><td>**SETTING UP A PAGE VIEW AS AN EVENT**
Setting up a Page View as an Event allows you to get better reports and pinpoint insights inside of GA. Instead of muddying up your true conversion metrics, try Page View Events to see if your really important pages are in most peoples' search path.

Here's a quick lesson in how to set up a Page View as an Event in Google.</td></tr>
</table>

Another area that can provide some awesome insight into what people do before and after Events is the "Behavior Flow" area. You have the ability to choose your top Events user path on the website, and look at the things people engage with or abandon.
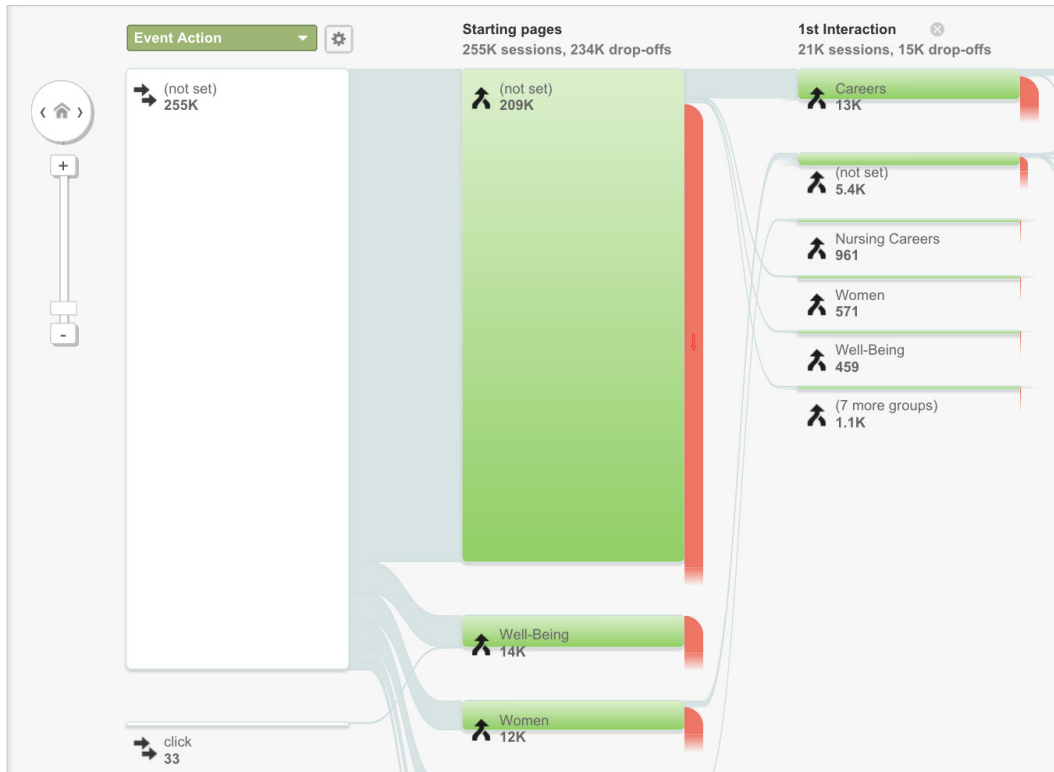
As you can see, lots of events are going on that we don't measure, and haven't labeled (not set). We are not interested in every little scroll and click people execute, but. we are very interested in certain clicks.

The Event named "click" is a link from a high traffic area of the website to a resource that requires an email subscription to obtain. That makes this click VERY important in the grand scheme of things.

- Is our copy for that link good?
- Is the landing page doing a good job selling them on why they need this content piece?
- re there too many click options on this page?

We can get a qualitative measurement for simple things like this in this nice map above. If you see something interesting, it makes your further research worth the time!

Now we know how to use our measurements to identify content that leads directly to conversions, what content is pushing users to consider you, and which content is just driving traffic or awareness.


WHAT'S NEXT

Let's find out who is consuming your content by creating Segments.

How Setting Up Segments Makes You Surgical

via: pcsaonline.org

Chances are, you'll already know a good deal about your target market when you start the content process. What you may not know is what, where, when and how they visit your site. Taking the data we've gathered above in Goals and Events, along with the built-in tools of GA, we can create informative customer segments that we can observe in the long-term.
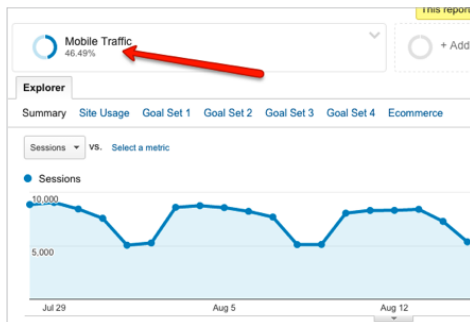
4.1 WHAT ARE SEGMENTS?

A **Segment** is a tool in GA that allows you to view all your standard and custom reports for users and sessions that match a set of specific criteria. Getting more specific is essential, since there is a massive amount of data that is pre-built into GA. One of the biggest hurdles for people who haven't spent their careers working with GA is sorting through the data avalanche.

A Segment is a powerful way to dig your way out with a pre-built tunnel! Here is an example of a "mobile traffic" segment. This means the data shown is only from people who visited the website on a mobile device.

4.2 CREATING SEGMENTS IN GA

Segments are pretty easy to put together. It's even a good idea to start with the pre-built GA segments and get a feel for what your audience looks like before you start customizing your own.

Quick TIPS

USING MULTIPLE SEGMENTS
Google only allows you to look at four segments on a set of data at a time. This is okay too, because you don't want to put too many parameters on your data. All you need to do is check the Segment you want (one at a time) and then click "Apply." We hardly ever put more than two or three parameters on Segments at a time. One example of using multiple segments is "Mobile" + "Return Visitors." Using these two Segments together gives us good insight into what types of content does well on mobile.

4.3 CHOOSING YOUR SEGMENTS

Once you get inside GA, you'll see a lot of default Segments already in place for you to try out. For content measurement purposes, we recommend using the following Segments when looking at any of your standard analytics reports:

"Converters"
This is the best Segment we can use to gain insight on what people do before they convert.

"Multi-session Users"
Anytime a user comes back to your website multiple times, it lets us know a little more about the path they take and where they typically fall off in the process.

"Performed Site Search"
If someone gets to your website and doesn't find what they need, they usually bounce back to the search results. If they don't find what they are looking for, but stay on your site and use your site search feature, they become a prime target for you! Listen to what they are asking for and make sure you give them what they want.

"Returning Users"
Similar to multi-session users, these are people who've come back. Find out what brought them back, and then use that insight to bring others back.

"Referral Traffic"
Traffic from other websites is very valuable. Not only do we figure out where else our Segment hangs out online, but we also find likeminded organizations and potential partners with whom we can guest blog, collaborate on initiatives, or just link build.

Referral sources can tell you a lot about your audience. While the traditional age, profession, and interests are required to build personas and Segments, we need to be able to pinpoint where content they like is already posted.
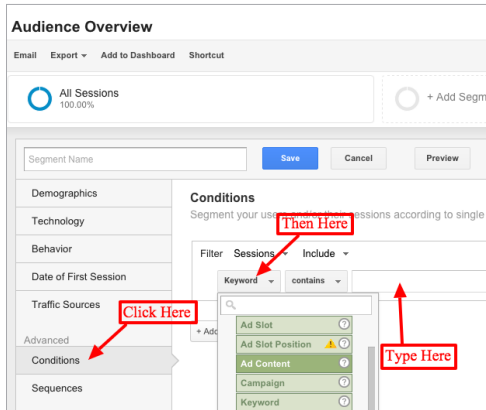
4.4 ADVANCED SEGMENTS
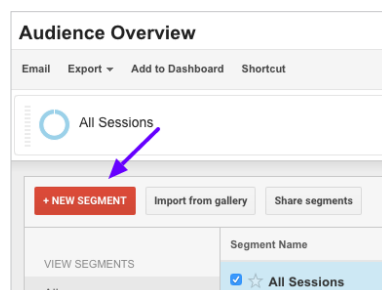
Once you have a handle on what's possible inside Segments, you can go well beyond the GA default segments and customize things for your own needs.

Start by clicking on the red "+New Segment" button.

Then click on the "Conditions" tab on the left side to get to all your filter options in a nice list. The list is displayed in the same directory as they are in the home of the GA dashboard. Or, they can be shown in alphabetical order if you prefer.

Next, pick out what metric you want to look for about a person's behavior on your site. In the screenshot we've chosen "keyword," and have typed in our brand name "Enilon." This Segment will now show us data for searches from any channel (paid, organic, or referral) that contains the keyword "Enilon."

SEGMENT LIBRARIES

The good news about a large and widely used tool like GA is that there countless libraries of advanced Segments out there that will save you lots of time. Spend some time with the analytics master Avinaush. He has Segments that even Google itself has adopted in its library that you can download. He also breaks down how and why he made them here.

So have no fear. With very little training you can be on your feet and breaking down data into Segments in no time—just like a seasoned pro!

Why is this important to content?

Now you know what types of people and behavior best convert on your website and can share the content in places where those people are. This has implications for content sharing, paid ads and PR.

WHAT'S NEXT

We have data that is targeted, goal oriented, and segmented. Now we can do some real damage. It's time to earn your money and find those nuggets of golden insights for your clients.

Getting More Insights from Your Measurements

via: www.tsevo.com

By now, if you've stuck with us, you're solid on the first two pillars of effective content measurement—gathering the right data through Goals and Events, and putting the right Segments in place. Now you can start harvesting the stuff your clients are always asking for: the insights. And to get the best insights, you've got to take off your Marketing hat and think like a customer, a plumber, and a CEO.

5.1 THINK LIKE THE CUSTOMER

We're all guilty of getting caught up in the numbers and losing sight of what really matters: what our customers and clients want and need. At least once a quarter here at the Enilon, we like to go through the website of one of our client's competitors with our customer hat on. We give ourselves a very real customer need or problem and see how helpful the website is.

 A great example is finding a physician. Everyone needs to visit a doctor from time to time.

What the customer is thinking (let's call him Jack):
"My shoulder has been bothering me since the company softball game last week and it's not getting any better. I want to know if this is treatable at home or not."

Despite the stabbing pain in his shoulder, Jack painfully types away in a Search Engine:
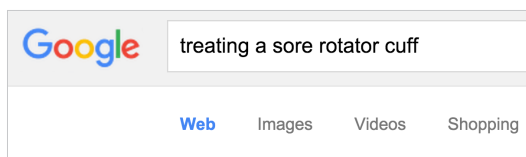
Let's assume that an article on our healthcare client's website ranks high up on Jack's search and he visits the article. A simple Page View only tells us that Jack, and other people with Jack's ailment, found the page, but since we set up additional Events in GA, we can learn a lot more about Jack and what he needs.

Did he click on the video featured in the article? According to the metrics, we see that 170 people clicked on the JW Player Video.

Event Category	Event Action	Total Events
		11,781 % of Total: 100.00% (11,781)
1. Video Play Button	click	11,337 (96.34%)

At the end of the article, there is a CTA that encourages Jack to subscribe to an email series about exercises to relieve shoulder pain and stiffness. Did he sign up for those emails? How many other people signed up? We just look at the Event Category and Label (in the example below) we set up and we can get the exact numbers we need for reporting.

2. email-series	sign-up	234 (1.31%)

You should always be using content to steer customer behavior on the site. Think about your customers and make sure you are doing two things:

1. Providing the answers they need.
2. Giving them a good reason to move to the next step.

And since you're measuring every Goal and Event properly, you can see where customers, and poor Jack, may be getting frustrated.

> **Thinking & DOING**
>
> **WALK IN YOUR CUSTOMER'S SHOES**
> Take off your Marketer hat and step into the shoes of your client. Choose a common task you expect customers to be able to perform on your website and try to complete it. Where did you get confused? Where did you want to stop? Those are the leaks. What content can help plug them up?

5.2 THINK LIKE A PLUMBER

When we start seeing activity drop off ,or a halt in content engagement, we've got to start thinking like a plumber.

"Where is the leak coming from? Where's the Blockage? Fall-off? Reversal?"

GA is perfect for this type of analysis and your data will help you "diagnose" your content issue. A good example of how you can use GA to do this is, once again, through the "Behavior Flow" section. One of our favorite things is to click the "Behavior Flow" section and turn on one of the Segments we created earlier.
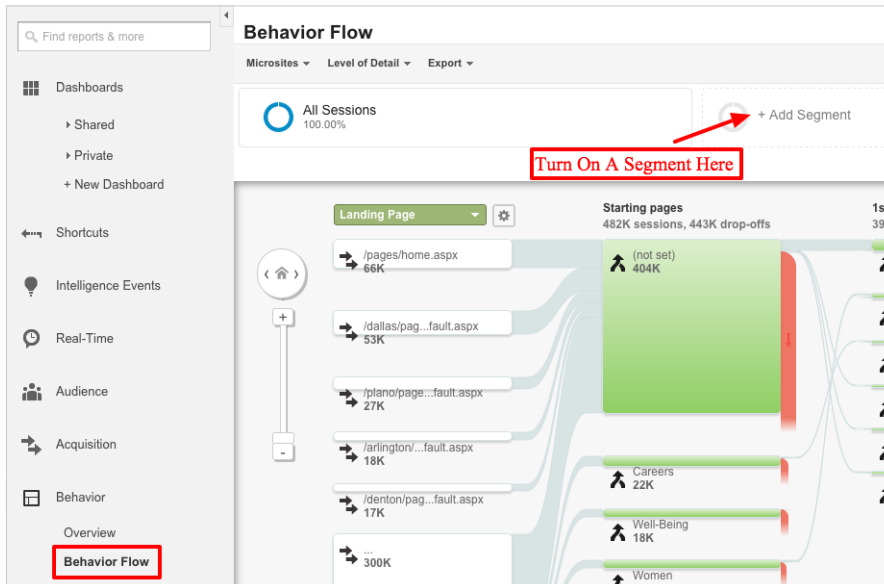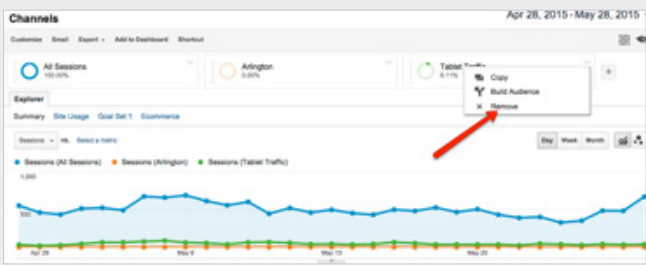
Here, we've followed the most common paths people take through our healthcare client's website and narrowed it down to the type of people we want to observe. If you apply the "Convertors" Segment to this view, you'll see the pages people visit before they decide to close. This is extremely valuable in the e-commerce space, since people often read research around a product and purchase all in the same session.

When it comes to lead-nurturing, looking at Behavior Flows will give you great insight into which of your materials and resources are working best for you and helping people make their final decisions.

Quick TIPS

**SWITCHING SEGMENTS**

Need more insight? Switch segments! It's simple. All you need to do is click the arrow beside the Segment you're looking at and choose "Remove." Then add the new Segment you want to view.

By using Behavior Flows, you can figure out what content is performing and what isn't. Let's look quickly at the example below and find some ways to improve content performance.
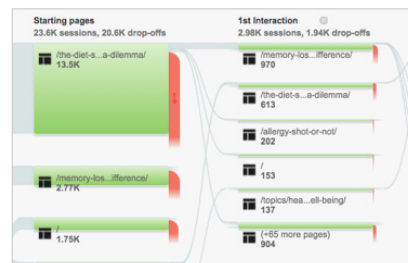
This is an overview of our healthcare client's main blog page. As you can see, in the upper left corner, there is a healthy amount of people coming in to read the blogs at 23,000+ sessions in a month, but a whopping 20,500+ of those people are leaving immediately after one blog read. What gives?

This tells us two things right away.

1. We aren't doing a good enough job of suggesting additional content that more specifically addresses their issues.

2. We aren't doing a good enough job featuring better, meatier resources to encourage action outside of the blog they came to visit.

Thinking & DOING

DIAGNOSING A CONTENT PROBLEM
Look at the Behavior Flow section for your website.

Ask yourself: Where are people leaving? What content are they ignoring?

If you've created a content plan, you have specific pieces of content for each stage in the purchase path. But why aren't they consuming it? *Why aren't they reading it? Why are they leaving?*

Give these things some thought. As a good plumber, you've found the leak. Now, think like a customer and find what you need.

5.3 Think like a CEO

No matter what our industry or what our role, we're all ultimately trying to make more money for the business—precisely what a CEO is after.

To get in the head of a CEO, let's look at some insights from Marcus Sheridan, who does an incredible job of finding gold nuggets from metrics—the kind of data nuggets that CEOs simply adore:

"As we looked at the analytics…we found that when leads viewed 30 or more pages of the website before our initial sales appointment, they would buy 80% of the time, an astronomical number in the industry. I firmly believe every business has their own 'content tipping point' when it comes to leads converting to customers."

-Marcus Sheridan
http://www.thesaleslion.com

Is Marcus a smart guy? Absolutely. Is this the main reason he can find these great insights? Nope.

He's thinking like a CEO and thinking like a CEO helps you get down to brass tacks. Are the actions we are taking around creating, deploying, measuring, and reworking content plans making us money?

While wearing your CEO hat, there are three major questions you should ask yourself in the content measurement process. These all have a direct impact on profit.

1. Are we getting the right kind of eyes on our content?
2. Are we losing potential customers on our content road?
3. Are we measuring the outcome to find content areas to leverage?

The answer lies in the data. And presenting all the data that you've worked so diligently to gather, track, and analyze through GA will arm you the ability to tell a clear and complete content effectiveness story that shows exactly how your efforts are supporting the bottom line.

WHAT'S NEXT

How do you tell your content effectiveness story? Behold, the beauty of the dashboard!

Creating Valuable Content Dashboards
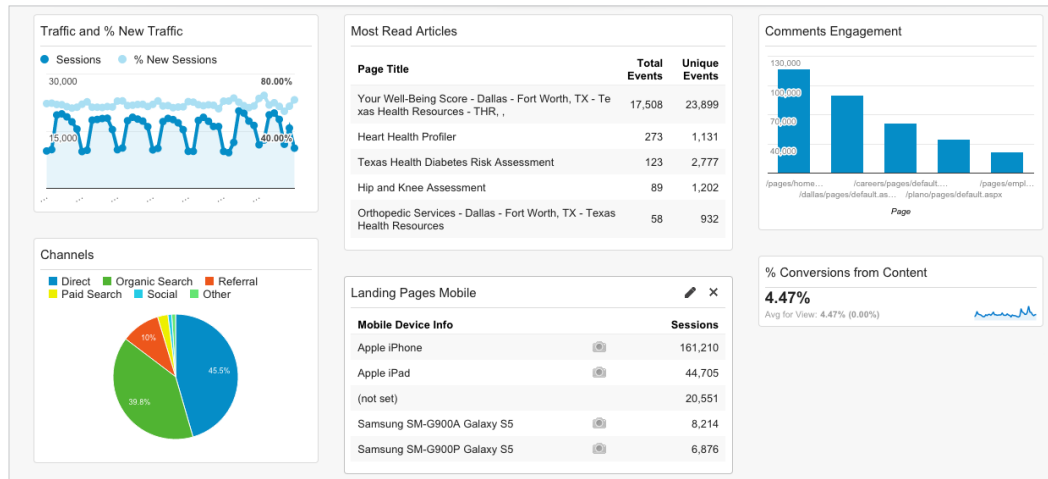
via: google.com

We ended the last chapter with money and that's where we'll start the final chapter of our guide. One of the biggest challenges for most businesses today is creating effective, good-looking, succinct reports that prove your Content Marketing is working, and therefore, making the business money. And that is what CEOs care about.

6.1 WHAT ARE DASHBOARDS?

Dashboards are visual representations of the five-10 most important metrics around your content. They are designed to be a summary and starting place to get your thoughts together, to show wins and challenges, and inspire deeper digging into the detailed report areas of GA.

6.2 WHAT CAN I DO WITH DASHBOARDS?

For the purpose of content, dashboards are a great way to feature the two main things that CEOs care about: **conversions** and **opportunities**.

When you're presenting your content work to the C-suite, it's important to create something that tells the story of your campaign in a manner that doesn't just look like a number dump.

By knowing your customers' behavior along the purchase path, which content pieces they read, and how long it takes them to get to a conversion, you can install widgets on your dashboard (to find some, just do a Google search for *Google Analytics dashboard widgets*) that can help answer some very important questions:

- *How many people did we get into the website this month?*
- *What percentage of those people downloaded content?*
- *Subscribed to the newsletter?*
- *Sent referral traffic?*
- *Made an inquiry on the phone or via form?*
- *Turned into leads for sales?*

All of these questions can be quickly and succinctly shown inside a dashboard—a great tool to help you discover insights that lead to positive changes in your content plan and, ultimately, drive revenue for the business. We use them all the time as a final product for our clients as well.

Quick TIPS

STICK WITH GOOGLE

You may be looking for other analytics tools to measure your content. There are countless tools out there that offer some great alternatives to GA, but at the end of the day, they all pull it from Google. Stick with GA and you'll save yourself time and money.

Then, we'll think about the questions from the CEO discussion we had last chapter:

1. *Are we getting the right kind of eyes on our content?*
2. *Are we losing potential customers on our content road?*
3. *Are we measuring the outcome to find content areas to leverage?*

Now we have a comprehensive framework to help us tell the content effectiveness story.
See the results below:
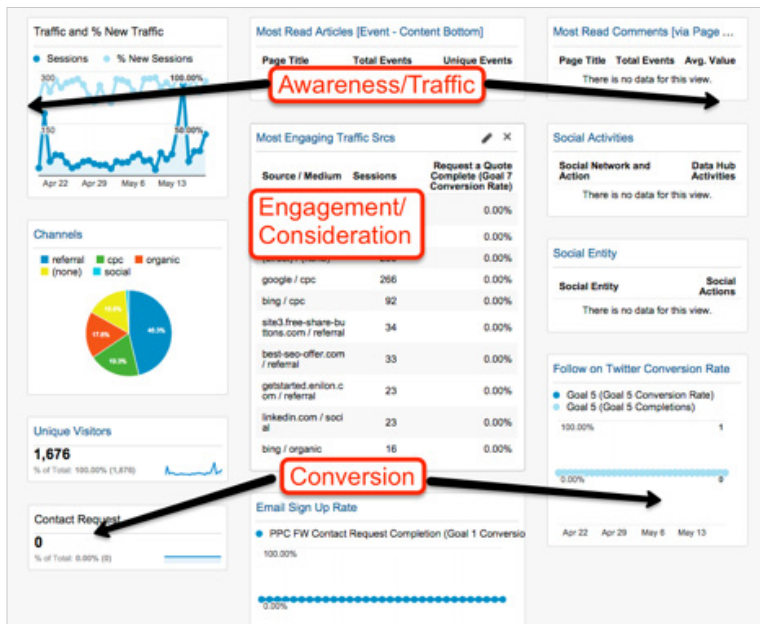
6.3 ANALYZING THE CONTENT DASHBOARD LIKE A CEO

Looking at the dashboard above, let's break down our CEO questions with the information provided.

1. Are we getting the right kind of eyes on our content?
Everyone understands the basic metric of traffic so let's start there. While increasing the amount of traffic to the site is nice, we would rather have **qualified** or **engaged** traffic. These are visitors to your site who do something besides glance over your content and move on. They'll download a resource, watch a video—the kinds of Events that lead to conversions.

Ask yourself: would you rather have 100,000 visitors that convert 1% of the time or 10,000 visitors that convert 10% of the time?

That's the same amount of converting visitors (1,000 in total), but those conversions were obtained in two different ways. Pulling in 10,000 visitors with a higher conversion rate will cost you less per conversion, and help you maintain a clear picture of your ideal target audience.

To see if you are attracting your ideal target audience, simply look at Sessions that include an Event.

In the screenshot from our healthcare client's dashboard, we can see that 198 people visited the site and completed an Event we consider important. This is a great indicator that people are interested in our client's service, which means this is qualified or engaged traffic.

Session with Event
1,491
% of Total: 100.00% (1,491)

Awesome RESOURCES
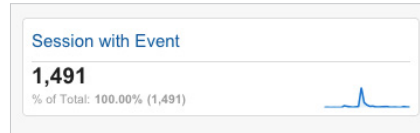
CONTENT THAT DRIVES TRAFFIC
Want to know what content drives traffic? Check out Neil Patel's blog 15 Types of Content That Will Drive You More Traffic.

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2. Are we losing potential clients on our content road?
Assuming you've put together content topics that make sense for your potential clients, you then need to zero in on where they drop off in your online experience. Remember, think like a plumber! Find those leaks and plug them up with better content.

Exits and Avg. Time on Page by Page Title

Page Title	Exits	Avg. Time on Page
Is Your Weight Weighing You Down? – Are You a Well Being?	5,395	00:04:11
6 Aging Factors You're Not Fighting – Are You a Well Being?	2,061	00:02:04
Benefits of Probiotics – Are You a Well Being?	994	00:03:03
What's Your Well-Being Score? – Are You a Well Being?	955	00:04:58
Don't Get Stuck in the Weeds of Fall Allergies – Are You a Well Being?	794	00:03:04

A great place to look is Page Exits. Below is a screenshot from a different dashboard widget on our healthcare client's GA profile.

As you can see, there are a large number of exits from the "Diet Soda Dilemma" page—almost 13,000. When you look at your dashboards, if you see any large exits from anywhere other than the homepage, then dig into those. If a visitor gets a few pages deep into your site and exits, you've lost a qualified lead. A few questions you may ask are:

- *Do we have another article queued up for the user to read instead of exit?*
- *Why didn't the user download our resource after reading the article?*
- *What is missing in the content to entice further action?*

These are all valuable things to understand before heading into the CEO's office. Always deliver your dashboards with recommendations based on the data.

3. Where can we leverage our content to get more conversions?
The observations you make and the insights you gather need to lead to improvements and opportunities to create leverage. Knowing the drop off points between user engagement and the actual close is the last step in this process.

6.5 USING YOUR NOGGIN AND MARKETING AUTOMATION

So you've done your homework and entered Goals, Events, and Segments into GA and gathered lots of great data and made beautiful dashboards. You know what content is working and not working, and you know where people are dropping off in the purchase path.

Now it gets really hard. This is the tricky crossroads that separates the truly savvy Marketers from the rest—how to keep people engaged with your content long enough or deeply enough to convert and close. This is THE challenge.

Google Analytics can get you far, but only so far. It's great for delivering data on groups and trends, but like anything, it has its limitations. It won't string together multiple sessions around individual users and won't help you get to the crème of the crop of content targeting. It'll get you the what and where, but rarely ever the why. This is where a Marketing Automation (MA) tool comes in.

GA tells you about individuals' actions on your website and then groups them together, while MA platforms keep them as individual data sets.

This allows you to see specific user paths through your website, how often they happen, where people fall off, and the average time it takes to close someone. While GA has some of this info, none of it is available on a user-by-user basis.

MA is a lot more granular.

MA can help you find out what people read first, where they fell off in certain articles, and why they didn't go from download to close.

Some of the most popular Marketing Automation services (in no particular order) that will help you really target individual customers are:

- HubSpot
- Eloqua
- Act-On
- Marketo
- SilverPop

Since this is a guide about Content Marketing measurement inside Google Analytics, a deep dive into Marketing Automation is out of scope. For more on Marketing Automation, we recommend the following resources:

For a great introduction to Marketing Automation:
http://marketingland.com/buyers-guides/marketing-automation-tools-2013-a-marketers-guide

For those of you with Marketing Automation experience, try:
https://www.g2crowd.com/categories/marketing-automation

This is where our journey ends, for now. But like any good piece of content, we want to give you something else to do. Interested in how well your content measurement plan stacks up? We offer free content audits to those interested in spending a little more time chatting with us personally.

Contact us to schedule your personal content audit: getstarted@enilon.com

BEFORE WE PART:

Thanks for sticking with us to the end! We hope you have a much better grasp on how to put together a content measurement framework inside Google Analytics. If you did the Thinking & Doing exercises in this guide, and read a few of the Awesome Resources, you should be on the right track to becoming more surgical and deliberate about your content plans.

Thanks for reading! Let us know what worked and what more you'd like to see. Simply email jakejordan@enilon.com.

For a complete list of all the external resources we mentioned in this guide, go to the Resource Index.

Happy measuring!

CHAPTER ONE

Setting SMART Goals
http://www.wikihow.com/Set-SMART-Goals

Content Marketing in a Blink
https://blogs.oracle.com/marketingcloud/the-content-grid-v2

Set, Manage and Reviewing your Content Strategy
http://www.smartinsights.com/content-management/content-marketing-strategy/measuring-content-marketing-kpis/

Content Marketing Expert Roundup for Analytics
http://www.socialmediatoday.com/content/content-marketing-expert-guide-analytics-and-metrics

10 Content Goals Worth Pursuing
http://www.copyblogger.com/content-marketing-goals/

CHAPTER TWO

White Bread (consumable, popular) vs. Wheat Bread (problem solving, complex) Content
http://gregoryciotti.com/white-vs-wheat/

Four Areas of Content Goals
http://www.convinceandconvert.com/content-marketing/the-4-types-of-content-metrics-that-matter/

What Should my Content Goals be?
http://marketingland.com/5-essential-goals-b2b-content-marketing-campaign-80065

Content Marketing Framework
http://www.slideshare.net/CMI/cmi-framework

CHAPTER THREE

Google Event Values
https://developers.google.com/analytics/devguides/collection/gajs/eventTrackerGuide

Detailed Event Setup from Seer
http://www.seerinteractive.com/blog/event-tracking-explained/

Event Setup
http://www.gravitatedesign.com/blog/event-tracking-google-analytics/

Tracking Form Errors
http://searchenginewatch.com/sew/how-to/2287906/10-google-analytics-custom-events-that-track-the-untrackable

Track Downloads, Contact Form Enquiries, Scroll Depth, Scroll Rate, Video Plays
http://marketingland.com/evaluating-roi-content-marketing-event-tracking-99467

Advanced Scroll Tracking for Articles
http://cutroni.com/blog/2012/02/21/advanced-content-tracking-with-google-analytics-part-1/

CHAPTER FOUR

Step by Step
http://wpcurve.com/google-analytics-advanced-segments/

Hardcore Segmentation Breakdowns
http://www.kaushik.net/avinash/google-analytics-visitor-segmentation-users-sequences-cohorts/

Segments for Subjects or Referral Source
http://www.socialmediaexplorer.com/social-media-measurement/google-analytics-how-to-use-custom-segments-to-up-level-your-reporting/

Video on Setting up Valuable Segments (KissMetrics)
https://youtu.be/X0rgxe-4QAY

Bonus: Content Experiments
http://online-behavior.com/testing/content-experiments

CHAPTER FIVE

http://www.dnb.com/connectors/6-steps-to-a-successful-data-driven-content-marketing-strategy.html#.VT6nSmRVhBc

http://www.smartinsights.com/content-management/content-marketing-planning/the-state-of-content-marketing-2015-infographic/

Marcus Sheridan
http://contentmarketinginstitute.com/2012/06/measure-success-content-marketing/

Borrow Data/Graphs from Here
http://www.komarketingassociates.com/blog/2015-b2b-content-marketing-report-brings-new-insight-strategy-implementation/

Customers AS THE Insight
https://www.visioncritical.com/content-marketing-strategy/

Few are Tracking Content Marketing ROI Successfully
http://contentmarketinginstitute.com/2015/01/research-driven-insights-content-marketing/

CHAPTER SIX

Good Dashboard Swipe Files
https://www.google.com/analytics/gallery/#landing/start/

Basic Setup
http://online-behavior.com/analytics/dashboards

Analytics Academy Video Walkthrough
https://analyticsacademy.withgoogle.com/course01/unit?unit=5&lesson=6

Pulling Insight from Dashboards
http://www.kaushik.net/avinash/digital-dashboards-strategic-tactical-best-practices-tips-examples/

MISC.

Full Guide (why, high-level how)
http://www.slideshare.net/CMI/showing-real-roi-for-your-content-marketing

Expert Guide (about, not how-to) by Larry Kim
http://www.socialmediatoday.com/content/content-marketing-expert-guide-analytics-and-metrics

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http://www.smartinsights.com/content-management/content-marketing-strategy/measuring-content-marketing-kpis/

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