Check Your Vitals

Do any of these areas need more attention?

- E-newsletter subscribers

- Click-through rate for your e-newsletter

- Followers on social media

- Reach and/or engagement on social media

- Website visitors

- Average time on page for your website

- Bounce rate and/or exit rate on your website

- Donations on your website

- Shares for your articles

Top 10 / Bottom 10

Take a look at your analytics. Put the 10 most popular and 10 least popular articles, newsletters, or social media posts side by side.

A few areas to check out:

Subject lines for e-newsletters: Compare the highest and lowest open rates.

Headlines for articles in e-newsletters: Compare the highest and lowest click-through rates.

Headlines for blog posts, stories, or articles in another important section on your website: Compare the highest and lowest visits and shares. (Note that you should only compare articles published within the same time period.)

Social media posts: Compare posts with the highest and lowest clicks, engagements, and engagement rate.
- For Facebook: Go to the "Insights" tab and click "Posts" on the left. Sort your posts by Reach or Engagement. Scroll to the bottom and click "See More." Continue clicking this button until it shows all of your posts.
- For Twitter: Click on your profile image at the top right corner and select "Analytics." Click "Tweets" at the top. Export the data so you can use the spreadsheet to sort it.

What do you notice about your most popular and least popular posts? Here are some patterns to look for:

- Media content

- Time of day/Day of week

- Topic

- Tone

- Length

Insights about Your Audience

Twitter

Click on your profile image at the top right corner and select "Analytics." Click "Audiences." Check out the "Interests," "Occupation," and "Consumer buying styles" sections.

Are there any new topics you could write about? For the topics that are not 100% relevant to your organization, are there any intersections between what your organization does and what your audience likes to talk about on Twitter?

Even if you don't create content for any of these topics, be sure you're sharing and retweeting about topics in these lists that are relevant to your organization. You can also research Twitter chats for the topics so you can start having conversations with potential followers.

Nuzzel

Nuzzel (nuzzel.com) is a free tool that will show you what's been popular with your friends on Twitter recently. Write down any topics that may be useful to write or tweet about.

What's great about this tool is you can also take action immediately. You can retweet some of these popular posts or add your own comments to join in on the conversation in real time.

Google Analytics

Taking a look at the search terms people used that led them to your website can give you insights into what topics your audience is looking for.

- In Google Analytics, go to Acquisition > Search Console > Queries.

- Sort the list by CTR (click-through rate). You'll probably want to apply an advanced filter to include only results with two or more impressions. Scroll through a few pages and write down any themes you come across. Note that showing more than 10 results per row will make it easier to browse the results.

- One at a time, input each of the themes you wrote down in the search box. This will filter the results so you can get a better idea of what people are looking for related to that theme. To make the data a little more visual, click the "Term Cloud" button next to the search bar.

- Consider: Is there any language people use in the search terms that you're not using on your website? Are there any intersections with what people look for and what you do? From looking at the list or term cloud, are there any new topics you could write about?

Spring Media
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