



The Content Man

The information you need to optimize your web content.

How to measure Content Optimization

By The Content Man

As we saw in the article [Using Google Analytics to help optimize your content](#), you can gather lots of valuable information about how people interact with your site (or don't). In this article, we look at how you can use this information to plan and measure Content Optimization improvements.

Let's take a classic problem--suppose Google Analytics tells you that most people exit your site from your home page, they don't visit many pages, and they don't stay for very long. What do you do?

First: The first thing to do is to have a writer review and edit the home page copy you have, because this is both fast and inexpensive. Your home page may be poorly written, organized in a confusing way, etc. It's worth hiring a professional editor to be sure your copy is well written.

Second: Optimize your home page (and other pages if you can). Revamp the page itself so it is varied, rich and deep. Your writer or editor should be able to give you suggestions and ideas for doing this. There are numerous articles on this site as well. You want the home page to feel very clear, focused and organized; but you also want it to be engaging and inviting, with lots of interesting places to go. I suggest adding useful links to resources like white papers, customer case studies, a flash or video. And, update your content as often as you can, so returning visitors find something new.

Third: Measure the performance of your new site for a few weeks or a month, depending on the level of traffic you have. You will almost certainly see improvements. If not, then perhaps there is a more fundamental problem, such as the message you are conveying or the image of your brand.

Fourth: Adjust your home page accordingly. If the measurements show improvement, you can look for ways to optimize even further. If performance doesn't increase, you may want to test a few different messages (you can do that by rotating highlight boxes and tracking the click throughs generated by each).

Finally, go back to step three and do it again...and again. Content Optimization is not a one-and-done proposition. You need to regularly review your data and make changes you think will improve content performance--and then measure the results to see if it works.

How regularly you do this depends on the level of your traffic and the type of business you're in. But if you really want to optimize your content, there's no substitute for measuring, adjusting, and measuring again.