



CONTENT SCORING

Content scoring simplifies performance into one overall score to streamline data-led decision-making.



1. SELECT THE METRICS THAT MATTER

This is the most crucial step, but also the most straightforward. A KPI workshop is the key to bringing stakeholders together and aligning on how your digital content will support your business, and how you will measure success. You will need to determine if you are striving for awareness, engagement, or conversion (or a combination of these) and select KPIs which reflect this. We recommend choosing 4-5 metrics to form the foundation of your content scoring model.



2. APPLY WEIGHTING TO REFLECT PRIORITIES

Weighting metrics allows you to align your content metrics closer to your overall business objectives. Here are two examples that show how allocating weightings can work:



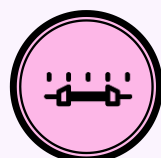
News & Insights

20%	80%	0%
Awareness	Engagement	Conversion
Metric 1	Metric 2 Metric 3 Metric 4	N/A



Press Releases

20%	30%	50%
Awareness	Engagement	Conversion
Metric 1	Metric 2	Metric 3 Metric 4



3. CALCULATE RANGE TO BENCHMARK

Pull the data for each metric for the reporting period you are interested in. Calculate the average of each metric, and use this as a basis to group your results into ranges that are relative to the average of your data set. This will make sure the scores are anchored to what is low and high relative to a real average and helps you move beyond arbitrary 'good' and 'bad' results. Here is an example:

Metric range	Points
0-200	2
201-500	4
501-1000	6
1001-1500	8
1501+	10



4. CALCULATE OVERALL SCORE AND RANK YOUR CONTENT

Calculate a multiplier based on the weightings allocated in step 3. Apply the multipliers to the individual scores, and then sum to calculate the total overall score.

Weighting modifier	2.0	4.0	4.0	
Article name	Page views	Time on page	Scroll depth	Total score
Article 1	6 12	6 24	10 40	76
Article 2	10	8	4	58
Article 3	8	2	6	42

By taking these steps, you will have a structure in place for data-led content reporting to inform your content strategy. Talk to us about applying this approach in your business, and ways to develop this model even further!

