



Content Analytics

An overview of what technical communicators need to know about content analytics

Overview

- **Why should you care?**
- **Definitions**
 - *Analytics*
 - *Content Analytics*
- **Macro & Micro Conversions**
- **Tools**
 - *Google Analytics (incl. Individual Qualification Certification)*
 - *Article Quality Index (AQI)*



Why should you care? (WIIFM)

- Get a job
- Keep your job
- Get promoted
- Expand your skillset
- Sound smarter
- Prioritize your work
- Improve the bottom line
- Collaborate across business units
- Justify resources
- Improve content
- Support content strategy
- Understand business objectives
- Measure content ROI
- Gain competitive advantage



Analytics

Digital analytics is the analysis of **qualitative and quantitative data** from your business and the competition to drive a **continual improvement** of the online experience that **your customers** and potential customers have which translates to your desired **outcomes** (both online and offline).

-Avinash Kaushik via Google Analytics Academy



Content Analytics

Definition

- Processes/tools to measure content and user behavior while consuming and engaging with content.

Goals

- Measure content against business objectives.
- Gain insights or discover trends to improve decision-making.
- Identify which content is most valuable and adjust investments accordingly.



Macro & Micro Conversions

...which translates to your desired **outcomes**.

- **Macro Conversion:** An action that ties directly to a business objective
 - *Complete a purchase / Start a trial / Submit lead form*
- **Micro Conversion:** An action that indicates moving towards a macro conversion.
 - *Sign up for newsletter / Read blog post / Share on social media*



Content Analytics Tools

- **Commercial Tools**

- *Adobe Analytics (formerly SiteCatalyst, also acquired Omniture)*

- **Free Tools**

- *Google Analytics*

- **Custom Tools**

- *Customer Satisfaction (CSAT)*
- *Feedback forms*
- *Article Quality Index (AQI)*



Google Analytics Individual Qualification (IQ)

- **Certificate of proficiency in Google Analytics**
 - *Validity period of 18 months*
- **Available to any individual who passes the Analytics IQ exam**
 - *90 minutes | 70 questions | 80% passing score | Retake after 7 days*
- **It's FREE!**
- **Self-paced study to prepare**
 - [Google Analytics Academy](#)
 - [Analytics Training and Support](#)
 - [Analytics IQ FAQ](#)

Article Quality Index (AQI)

Fer!

(See Fer O'Neil's Presentation)