Measuring Blog Impact Checklist

Print off this checklist and tick off each step as you go through the 'Power of Posts: How to Measure the Impact and Influence of Your Blog' guide on our Talk About Digital Podcast website.

Setting Clear Goals for Your Blog

- ☐ Reflect on your business needs and what you want your blog to achieve
- ☐ Write down 2-4 specific, measurable goals for your blog
- ☐ Set realistic time frames for achieving each goal
- ☐ Schedule regular reviews to assess progress towards your goals

Tracking Visitor Numbers and Behaviour

- ☐ Sign up for Google Analytics 4 (GA4) and create a new property
- ☐ Add the GA4 tracking code to your website
- ☐ Verify that data is being recorded in GA4
- ☐ Log in to GA4 and check the 'Users' and 'Sessions' metrics
- ☐ Review the 'Engagement' reports to monitor average engagement time and bounce rate
- ☐ Identify the top-performing blog posts using the 'Pages and screens' report

Measuring Engagement and Interaction

- ☐ Regularly monitor the comment section on your blog for reader engagement
- ☐ Install a social sharing plugin like ShareThis to track social shares
- ☐ Review social media posts after sharing your blog content to see likes, shares, and comments
- ☐ Use GA4 to track how much traffic is coming from social media platforms
- ☐ Set up a social media management tool like Hootsuite or Buffer to monitor engagement across platforms
- ☐ Log in to social media platform analytics (e.g., Facebook Insights) to check post performance

Analysing Audience Demographics

- ☐ Log in to GA4 and explore the 'Demographics' and 'Interests' reports
- ☐ Analyse audience data to identify key demographic characteristics
- ☐ Adjust your content strategy to cater to the specific needs and interests of your audience
- ☐ Implement targeted marketing efforts based on demographic data

Assessing the Impact on Customer Growth

- ☐ Set up conversion events in GA4 for key actions like purchases or sign-ups
- ☐ Monitor the 'Conversions' report to track how your blog is performing in terms of customer acquisition
- ☐ Use the Path Exploration tool in GA4 to understand user journeys and identify high-converting posts
- ☐ Optimise high-converting blog posts by updating content and enhancing calls-to-action (CTAs)

Evaluating the Influence of Your Blog in Your Industry

- ☐ Use a Domain Authority (DA) Checker tool to find out your blog's DA and compare it to competitors
- ☐ Set up social media monitoring with tools like Hootsuite to track mentions and shares
- ☐ Keep a record of any industry recognition, such as guest posts or awards
- ☐ Set up GA4 to track referral traffic and identify websites linking to your blog
- ☐ Create Google Alerts for your blog name and key topics to monitor online mentions
- ☐ Reach out to websites that link to or mention your blog to build relationships and explore collaborations

Regular Review and Adjustment

- ☐ Schedule monthly and quarterly reviews of your blog's performance using GA4 to track key metrics
- ☐ Update your content strategy based on what the data reveals
- ☐ Set and adjust goals as needed to ensure your blog continues to drive growth
- ☐ Regularly update your knowledge of industry trends and incorporate new ideas into your blog
- ☐ Experiment with different content formats and use GA4 to monitor their performance
- ☐ Engage with your audience and use their feedback to continuously improve your blog

Taking Action on What You've Learned

- ☐ Optimise your content using data from GA4 to focus on high-performing posts
- ☐ Enhance user engagement by responding to comments and encouraging social shares
- ☐ Improve conversion rates by refining CTAs and testing new approaches
- ☐ Tailor your content and marketing efforts based on audience demographics
- ☐ Commit to regular review and adjustment to ensure your blog remains relevant and impactful

By using this checklist and following the related guide on the TAD website you will understand how to track and measure the influence, impact, success, and reach of your blog to enable you to tweak your blogging strategy so it helps you to grow more new customers.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.