# Return on Content worksheet

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| **Content** | **Goal** | **KPI** | **How we will measure** |
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| **Goal** | **KPI** | **How we will measure** |
| Get more people to visit the page that explains the program | Specific increase in traffic and/or click-throughs | Analytics—total pageviews and entrances |
| Get more people to participate in the program | Specific increase in usage/participation | Business data related to the content goal: program participation statistics, new registrant lists, etc. |
| Ensure that information about the program is clear and adequate | Specific decrease in support frequency for a specific program | Number of people contacting customer service because they couldn’t find information about the program or didn’t understand what they found |
| Increase engagement with content | Specific increase in the number of people who share the content via email or social media | Number of shares |
| Increase awareness of the program | Specific increase in the number of people who know about this program | Member survey, event follow-up survey |
| Increase satisfaction with the program | Specific increase in the number of people who say they are happy with the program | Member survey, event follow-up survey |
| Increase the number of people who took the action we wanted them to take – register, renew, download, etc. | Specific increase in conversions | Conversion tracking |
| Increase the amount of content about the program that people read | Specific percentage increase in the amount of content people read | Eye tracking |
| Increase the number of people who come to this information from external search engines | Specific percentage increase | Search engine referrals through organic SEO, paid SEM |