

From Dashboard

To Decisions

A Content Analytics Example

Sometimes the data only *looks* bad. I showed that lower engagement rates **masked stronger, deeper interaction** — and helped the client refocus their content around what their best readers actually cared about. A marketing team shared a screenshot of their content performance dashboard and asked a simple question: “What’s happening here?” The data was limited — no raw exports, no ability to manipulate filters — just a static view.

Approach

Even with a single screenshot, I:

- Looked for patterns in engagement (depth vs. breadth).
- Connected performance to the customer journey (top vs. mid/bottom funnel).
- Identified content opportunities based on trends and spikes.
- Flagged potential data quality issues that could distort decision-making.



Key Insights

- **Engagement Depth vs. Rate:** Users were engaging more deeply, even as overall engagement dipped.
- **Content Gap:** High-traffic posts didn’t match high-engagement posts → opportunity to promote deeper-engagement content.
- **Event-Driven Spike:** An industry event post drove a noticeable surge in users.
- **Data Quality:** “Direct” traffic inflated, some blog paths missing, potential internal traffic skewing results.

RECOMMENDATIONS

• Promote

Promote long-engagement posts in newsletters and social channels to move readers further down the funnel.

• Replicate Success

Replicate success by creating additional content around trending, niche industry topics.

• Improve usability

Improve blog usability (visuals, clickable TOCs) to retain new users discovering the brand.

• Audit Analytics

Audit analytics setup to filter internal traffic and clarify missing blog path data.



Outcome

The client walked away with a clear understanding of their content performance and prioritized next steps. They were grateful for the analysis, took notes on the recommendations, and planned to review GA4 to address the missing blog paths and URL issues.