From Dashboard
To
Decisions

A Content Analytics Example

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.