

# CONTENT EVALUATION

Rough Going?

Chart a Smooth Course with ContentWRX



A  content**wrx**® Whitepaper

# Table of Contents

<b>Does This Sound Familiar?.....</b>	<b>3</b>
 <b>Problems with Evaluating Content .....</b>	<b>4-6</b>
- Collection and Analysis Woes	4
- Interpretation and Action Angst	4
- Why Is Evaluating Content So Hard?	5
- The Price of Ignoring the Iceberg	6
- Charting a New Course	6
 <b>The Solution: Introducing ContentWRX .....</b>	<b>7-9</b>
- How It Works	7
- Key ContentWRX Features	8
- Sample Users of ContentWRX	8
- How ContentWRX Complements Other Tools	9
 <b>The Result? Actionable Content Intelligence ....</b>	<b>10</b>
- Justifying Change for Lead Gen Content	10
- Showing the Impact of a Digital Magazine	10
- The ROI of ContentWRX	10
 <b>Worksheets .....</b>	<b>11-14</b>
- CONTENT EVALUATION: Quick Risk Assessment	11
- CONTENT EVALUATION: Gap Assessment of Tools and Methods	13



# Does This Sound Familiar?

3

**As an experienced professional at a large company or enterprise, you see opportunities to improve your organization's content** to generate more sales

leads, improve marketing position, boost customer service, and more. Some of the content doesn't follow best practices, and you've heard feedback that some of it is confusing. You'd like to make changes to the content but know the executives and stakeholders will want more evidence about why. After all, your website's satisfaction survey suggests your website is, well, satisfactory.

You may not realize it, but what you've just glimpsed is only the tip of a huge, looming iceberg. **That iceberg is the problem of content evaluation** — understanding whether your content works. Left unaddressed, this problem can sink your content efforts.

Sound dramatic? Remember that business these days is digital. And your content is critical. We're not talking simply blogs and social media posts. Your content has important work to do, from guided selling, marketing, and positioning to customer service and technical support. Vague feedback about satisfaction isn't enough to tell you what's working and what isn't.

By not knowing whether your content is working for customers and users, you could be headed straight for troubled waters and even disastrous impact.

It's a task easier said than navigated at a large company or enterprise. Let's return to our scenario and take a closer look at what's under the surface.

## Quick Risk Assessment

Assess your risk due to content evaluation problems with [our worksheet](#).



Content is the #1 priority of client-side marketers, even over social media, email, and other trends.

- eMarketer

80% of marketers anticipate a moderate or aggressive shift in spending toward content marketing as the industry continues to thrive.

- Custom Content Council

## Collection and Analysis Woes

You know that general satisfaction survey questions don't provide much insight into whether your sales, marketing, customer service, and technical support content could be improved or get better results. But you're left with few alternatives:

- **IF YOU HAVE ANALYSTS** whose attention you can get, they might be able to dig through some web metrics and social analytics to piece together some insights. But, those metrics will never tell you why your customers react to the content the way they do.
- **YOU CAN DO THE DIGGING YOURSELF**, pulling attention away from your other projects and wasting time familiarizing yourself with all the various web analytics, social analytics, and business analytics systems.
- **IF YOU HAVE LOTS OF TIME AND BUDGET**, you could conduct interviews or a focus group to understand why customers react as they do.

As the scenario illustrates, the collection and analysis of data about whether your content

works is often slow and painful. Now let's consider another situation, highlighting the problems of interpretation and action.

## Interpretation and Action Angst

Now let's say you're a manager at a large technology enterprise and you just launched a digital magazine for a new market of midsize businesses. The executives look at the month's sales data and start to declare the magazine a bust because sales didn't increase. You remind them that the goal of the magazine was to position the company in a new market of midsize businesses rather than increase sales immediately.

So naturally, they ask whether it's been successful: Is the magazine changing what midsize businesses think about the company?

You've gathered some metrics. But it's one thing to know that 5 million people around the world visited your magazine. It's another to know how many now perceive your company as an expert in midsize business technology solutions.

How do you answer the question of whether your content works and what to do about it? Without a steady stream of feedback about content from your customers, you can't.

Businesses invested \$18 billion in content marketing in 2013

- Custom Content Council

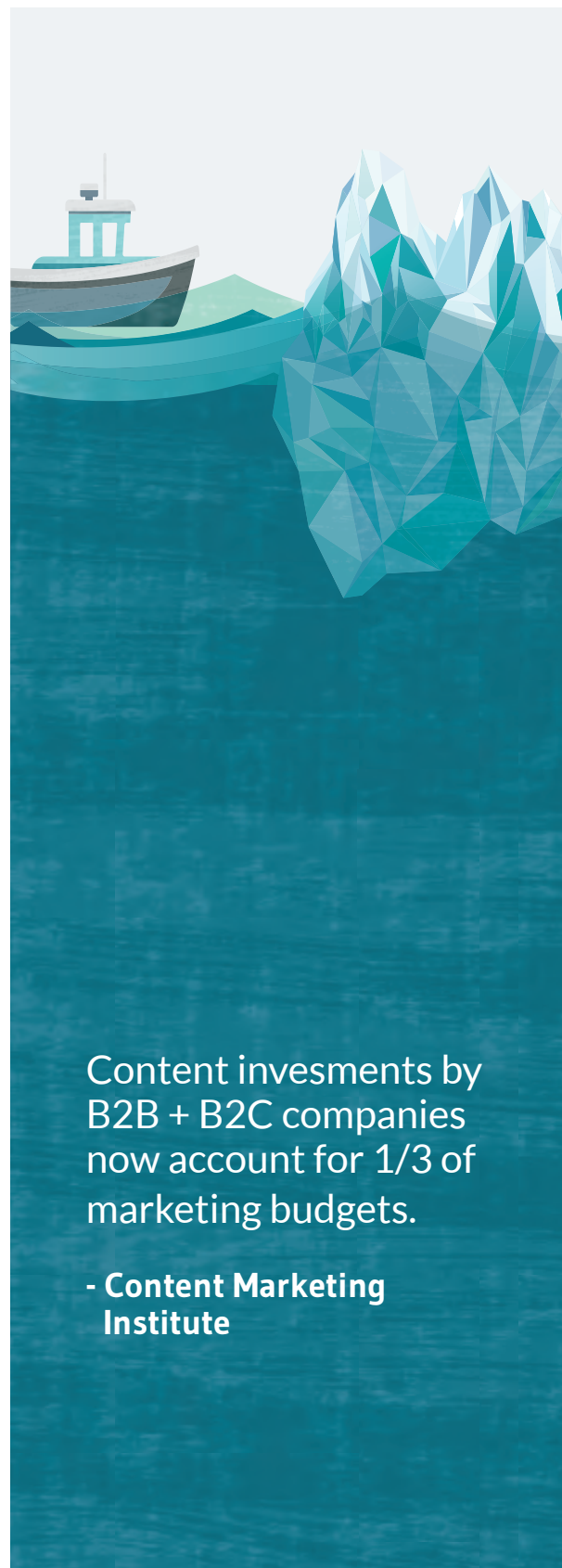


## Why Is Evaluating Content So Hard?

The scenarios illustrate what most large enterprises already know. Gathering feedback about content is a painful and often hit-or-miss chore. The tools we're using aren't up to the job, and the process is fraught with operational challenges. A close look at the landscape of content evaluation quickly reveals that it is:

- **TOO FRAGMENTED** — Data is spread across the web metrics, social analytics, satisfaction surveys, and more.
- **TOO GENERAL** — Analytics and feedback from satisfaction surveys are usually too broad and high level to provide meaningful takeaways about content.
- **TOO TECHNICAL** — Analytics don't provide any context or interpretation. You may have to dig through dozens of reports and then work to piece together a few content-related insights.
- **TOO CUSTOM** — If you create your own survey, it might not be based on proven indicators of content effectiveness. And you won't be able to compare your content to competitors or best-in-class examples.
- **TOO HAPHAZARD** — You could conduct in-depth qualitative research (such as interviews and focus groups), but it's time-consuming and expensive, making it difficult to repeat. Such research is also often specific to one campaign or effort, making it tough to apply systematically to all of your content, all of the time.

**So these challenges with content evaluation also mean big risks to your company.**



Content investments by B2B + B2C companies now account for 1/3 of marketing budgets.

- Content Marketing Institute

## The Price of Ignoring the Iceberg

Does your company really need to worry about content evaluation? Well, did the Titanic really need to worry about icebergs? Not knowing whether your content is working for your customers or users brings real costs and risks to your business:

- **WASTING TIME AND RESOURCES** tracking down feedback about content efforts through inefficient and often inconclusive means.
- **WASTING MONEY** on content efforts because decisions are not guided by evidence.
- **DIFFICULTY GETTING BUY-IN** for content changes because content is not connected to results.
- **LOSING OR MISSING COMPETITIVE ADVANTAGE** because content decisions are misguided or too slow.

Can you afford these kinds of costs and risks? **If not, consider charting a new course.**

## Charting a New Course

To avoid the iceberg, you need to create a system to efficiently evaluate your content so you can quickly take action. Here's what you need to consider in creating your system:

1. **GATHERING RELIABLE FEEDBACK** on content, efficiently and regularly.
2. **ANALYZING THE FEEDBACK** in a timely, consistent manner to glean insights.
3. **TRACKING THE INFORMATION** over time to measure changes and results.
4. **COMPARING** performance to industry benchmarks so you know where you stand.
5. **CONSULTING** expertise, research and best practices to help interpret and act on the insights.
6. **PROMPTING ACTION** through easy reporting and systematic reminders or alerts.

One way to create such a content evaluation system is to build it yourself. Another is to use ContentWRX. Let's take a closer look.

## QUICK RISK ASSESSMENT

Assess your risk due to content evaluation problems with [our worksheet](#).





## ContentWRX is a new managed service that turns your content feedback into actionable content intelligence.

This turnkey solution was created by Content Science — an award-winning consultancy advising Fortune 500 companies, startups, institutions, and government agencies on enterprise content issues — to fill the gap in your content evaluation ecosystem. This leading-edge software makes content evaluation faster, easier, and more reliable by automating the collection, analysis, and interpretation of your content feedback. Let's walk through how ContentWRX works, its carefully designed key features, and how it complements analytics and other web evaluation tools your company already uses.

## How It Works

ContentWRX has four key elements:

### 1. COLLECT

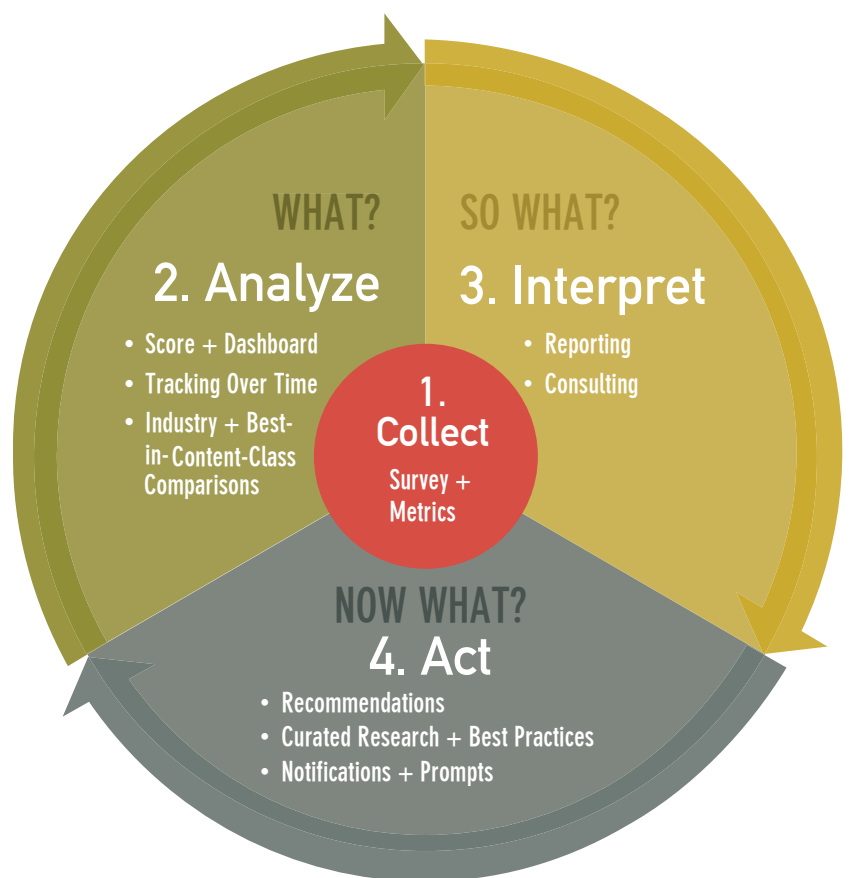
ContentWRX collects feedback about your content with a proven survey protocol. The system also aggregates metrics. The bottom line? You get all of your quantitative feedback about your content in one place.

### 2. ANALYZE

For each type of content you have, you get an easy-to-understand ContentWRX score. You also can compare your score to your past scores, to industry benchmarks, and to best-in-class content examples.

### 3. INTERPRET + 4. ACT

What good is having content feedback if you can't act on it? With each ContentWRX evaluation, you get custom recommendations and detailed guidance.



## Key ContentWRX Features

Why does ContentWRX work? Because we carefully planned these important features.



### EVIDENCE-BASED SURVEYS EACH MONTH

At the heart of ContentWRX is reliable, systematic collection of qualitative data about your content. Mobile-friendly surveys are conducted comprehensively each month. The surveys are focused on content and use protocols based on proven measures of effectiveness.

74

### CONTENTWRX SCORE + METRICS COLLECTION

ContentWRX scores your content using a custom algorithm to give you an immediate snapshot of how your content is working. You can base the score on the survey alone or both the survey and web, social, and business metrics.



### DASHBOARD AND REPORTS

ContentWRX gives you relevant information at your fingertips with an executive dashboard summarizing all the content evaluated. From there, you can see how your score has changed over time, drill down to additional details or create and easily share reports with others, including an option to automate notifications to content teams.



### COMPARATIVE ANALYSIS

You can visualize progress and the impact of changes with easy-to-use tools that show data over time or comparisons in your industry. The “best-in content-class” tool compares your content to similar content types in other industries.



### EXPERT RECOMMENDATIONS AND GUIDANCE

You’ll get actionable recommendations relevant to your content score that are based on years of curated content research and best practices. Guidance is updated annually according to the latest research and emerging best practices. For enterprise plans, our content evaluation experts also will consult with you about your results.

## Sample Users of ContentWRX





## How ContentWRX Complements Other Tools

ContentWRX fills the gap in your content evaluation ecosystem.

	CONTENTWRX	SATISFACTION SURVEYS (ForeSee, Net Promoter)	WEB + MOBILE ANALYTICS (SiteCatalyst, Omniture)	SOCIAL ANALYTICS (Radian6)	CUSTOM SURVEYS W/ GENERAL TOOLS (iPerceptions, OpinionLab)	QUALITY TOOLS (Active Standards)
SPECIFIC CONTENT FEEDBACK + ANALYSIS?	✓		✓	✓		
PROVEN CONTENT SURVEY PROTOCOL?	✓					
ASSESS WHAT CUSTOMERS THINK + DO WITH CONTENT?	✓					
CONTENT SCORE + DASHBOARDS?	✓					
RECOMMENDATIONS + IN-DEPTH GUIDANCE?	✓					
MONTHLY TRACKING?	✓	✓	✓	✓		✓
ANNUAL UPDATES OF GUIDANCE?	✓					

ContentWRX is a unique, patent-pending service — and the only service to evaluate content both specifically and systematically. By filling this gap, ContentWRX helps you, your teams, and your stakeholders move quickly from analysis to insight to action on your content.

## QUICK EVALUATION GAP ASSESSMENT

Identify the gaps in your company's approach to evaluating content with [this worksheet](#).

Let's revisit our earlier scenarios with ContentWRX at work.

## Justifying Change for Lead Gen Content

This time, when you go to the executives and stakeholders about overhauling your lead gen content, you've got the goods. You've got results from surveys based on proven indicators of content effectiveness. You've got an easy-to-digest score that shows you have room for improvement. And you have comparisons with competitors that show you have catch-up work to do.

But that's not all. Not only do you have enough to convince the stakeholders, you also have expert guidance on how to make effective changes. You've got recommendations tailored to your specific situation. You've got access to curated research and best practices. You've got consulting expertise along with notifications and prompts from the system.

Now you can spend less time justifying a content overhaul and more time improving the content — and, consequently, your sales leads.

## Showing the Impact of a Digital Magazine

You've released your digital magazine aimed at positioning you in a new market. Before the executives look at the month's sales data and declare the magazine a bust, you present them with survey data showing that midsize businesses are starting to view your company as an authority in the field.

The survey results and tailored recommendations from ContentWRX also highlight opportunities to tweak the content to improve your positioning and credibility. You share the recommendations with stakeholders and convince them not only to secure funding for additional issues but also increase the budget for the project.

The magazine continues to increase your visibility in the market, and with some changes based on systematic content feedback, you are soon landing valuable new customers. The executives declare the magazine an unequivocal success.

## The ROI of contentwrx®

**ContentWRX will bring a return on your content investment by turning challenges into opportunities:**

**SAVE TIME AND RESOURCES** on gathering and interpreting content feedback.

**SAVE MONEY ON CONTENT EFFORTS** by informing your decisions with complete, reliable feedback, and avoid investing in misguided content efforts.

**GET BUY-IN TO CONTENT IMPROVEMENTS** and ideas because you connect content to business results or outcome.

**GAIN COMPETITIVE ADVANTAGE** due to faster, more accurate content decisions, and make your content team more agile.

**To learn more about our subscription plans or to request a demonstration, contact us at**

[contentwrx@content-science.com](mailto:contentwrx@content-science.com)



## Content Evaluation: Quick Risk Assessment

Answer these questions to determine your level of risk. Circle yes or no.

1. Does your organization have a documented plan to evaluate or assess the impact of your content, content strategy, or content marketing? [Yes](#) / [No](#)
2. Do you have both a detailed (such as team, site, campaign, or even content asset) view and a holistic, company-wide view of your content's impact? [Yes](#) / [No](#)
3. Does your organization collect data or feedback about both your customers' / users' behavior and their perceptions (what people do AND what people think / perceive) regarding content? [Yes](#) / [No](#)
4. Can you and your team easily and quickly access data or feedback about your content's impact? [Yes](#) / [No](#)
5. Does your team or your organization meet regularly to discuss your content's performance, the implications, and potential action items? [Yes](#) / [No](#)
6. Does your organization assemble lessons learned from your past data collections, research studies, and testing related to content so that they're easy to share, reference, and apply? [Yes](#) / [No](#)
7. Can your organization easily compare your content's performance to an industry benchmark of content performance? [Yes](#) / [No](#)
8. Can you or your team easily analyze your content-related feedback and data and create reports about your content's effectiveness? [Yes](#) / [No](#)
9. Can your organization easily and efficiently evaluate all types of content you offer (e.g. thought leadership, sales / sales generation, customer service, technical support)? [Yes](#) / [No](#)
10. Can you and your team quickly access content best practices, effective examples, and research articles / resources that are specific to your content's opportunities to improve? [Yes](#) / [No](#)

## What Your Answers Mean

Count the number of "NOs" in your assessment, then find your level of risk below.

**7-10 NOs**

You face **VERY HIGH RISK**

**4-6 NOs**

You face **HIGH RISK**

**1-3 NOs**

You face **MODERATE RISK**

## The Risk You Face

Without a comprehensive, systematic, and efficient approach to evaluating your content, you face any or all of these consequences:

- **WASTING TIME AND RESOURCES** to track down your content data or feedback slowly.
- **WASTING MONEY** on ineffective content efforts because your decisions are not informed by evidence.
- **DIFFICULTY GETTING BUY-IN** for content innovations, fixes, or other changes because you can't tell the story of your content's performance to executives.
- **LOSING COMPETITIVE ADVANTAGE** because your organization can't be agile with informed content decisions.

**The good news? These risks are opportunities for you and your organization to improve.**

**0 NOs**

You Face **LOW RISK** but **HIGH OPPORTUNITY**

You're at minimal risk but might have opportunity to make evaluating content more efficient and actionable with improved tools or platforms—and gain intense competitive advantage.

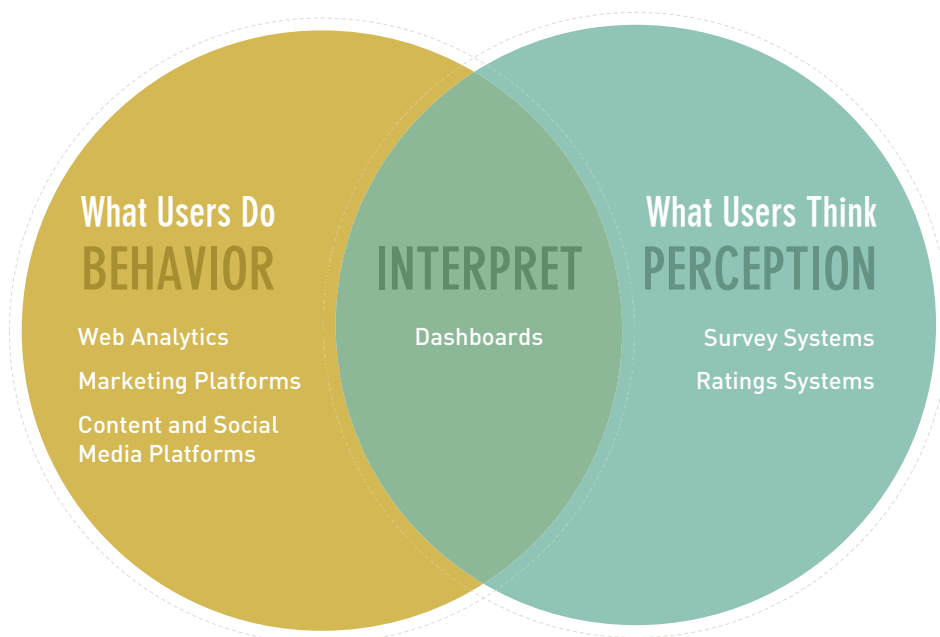
## HOW CONTENTWRX Can Help

ContentWRX is a patent-pending content evaluation platform designed to assess your content comprehensively each month. To learn more, visit [ContentWRX.com](http://ContentWRX.com) or contact us at [contentwrx@content-science.com](mailto:contentwrx@content-science.com).



## CONTENT EVALUATION: Gap Assessment of Tools and Methods

To really understand the impact of your content, you need to know what your customers / users think and what they do with your content. Review this diagram of the tools and methods landscape for evaluating your content. Then, for each category, note the tools or methods you're currently using.



### Behavior

WHAT TOOLS AND METHODS DO YOU CURRENTLY USE TO GIVE YOU CONTENT INSIGHTS?

---

---

---

### Perception

WHAT TOOLS AND METHODS DO YOU CURRENTLY USE TO GIVE YOU CONTENT INSIGHTS?

---

---

---

### Interpret

WHAT TOOLS AND METHODS DO YOU CURRENTLY USE TO GIVE YOU CONTENT INSIGHTS?

---

---

---

## Finding Gaps and Overlaps

Now that you know what tools and methods your organization has, consider where you have gaps and redundancies.

### GAPS

Where do you need more help with evaluating your content?

- ☐ Understanding the behavior of our customers / users related to content.
- ☐ Understanding the perceptions our customers / users have about our content and our organization.
- ☐ Interpreting what content-specific feedback and data means for our content strategy or content marketing.

If you have gaps, you don't have a full view into your content's impact and are at risk of making uninformed decisions about your content. The good news? You can fill those gaps.

### OVERLAPS

Which tools and methodologies provide similar functions for or insights about your content?

---

---

---

If you have overlaps, then your organization has redundancy in your set of tools. The good news? You have an opportunity to streamline and simplify.

## How CONTENTWRX Can Help

ContentWRX can help fill in your content evaluation gaps or reduce the redundancy among your tools and methodologies.

ContentWRX is a patent-pending content evaluation platform designed to assess your content comprehensively each month. To learn more, visit [ContentWRX.com](http://ContentWRX.com) or contact us at [contentwrx@content-science.com](mailto:contentwrx@content-science.com).