WriteTheDocs

Boulder/Denver Chapter
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Measuring the value of your content

Define your content’s goals

Report performance

Operationalize the goals

* Lather
* Rinse
* Repeat

Measure performance

Define your content’s goals
What’s value?

* What’s **Value** to you?
* What’s **Value** to your customers?
* What’s **Value** to your stakeholders?
  * Your management
  * Your company
  * ???
A customer journey map is a very simple idea: a diagram that illustrates the steps your customer(s) go through in engaging with your company, whether it be a product, an online experience, retail experience, or a service, or any combination.

Adam Richardson

Using Customer Journey Maps to Improve Customer Experience, HBR, Nov 2010
Define your content’s goals

- Define customer success
  - From the customer’s perspective
- Define stakeholder success
  - From the stakeholder’s perspective
- Define business success
  - From the business’ perspective

- Remember, different content can have different goals
Understand the customer

* Customer success IS NOT
  * Customer buys our product
* Customer success IS
  * Customer solves a need with our product

* With help content, customer success
  * Is often achieved outside of the help experience.
Operationalize content goals

- Make the goals measurable

- What happens when a customer is successful?
  - Understand their journey to success
  - Find where you can measure their progress along that journey
  - Identify those steps and what to measure as the customer takes them
Measuring customer progress

- Funnel-shaped
  - Goal oriented content (where the goal is somewhere in the content)
  - Shopping cart interactions, for example
  - Landing page interactions?
  - Introduction, Value-proposition interactions?

- Non-funnel shaped
  - Most information (help) content...
Non-funnel success

* Tutorial
  * Learn to do something elsewhere
  * Can you move “elsewhere” elsewhere?
    * E.g. closer to your content?
  * Can you observe “elsewhere” differently?
    * Can you monitor their activity, e.g. through API activity?
More non-funnel success

* Help/reference
  * Challenging
  * Help interaction is a short % of overall journey
  * Help is often a secondary cognitive task
    * Something that distracts from the primary task even thought it ultimately supports it.
  * Feedback opportunities are fleeting
* Leave time/space to iterate on this
Web metrics are not the answer…
  …to every question, anyway.
Customer success does not always correlate to page traffic, unless it does.
  Know which is which
Understand the tools and the goals
  They should cooperate
  Content might be easier to track in a different format
- Report metrics in terms of success factors
  - Don’t make people do math in their heads when they read your reports
- Understand the difference between performance metrics and forensic metrics.
  - Performance measures how well your content is delivering value
  - Forensic metrics tell you where things broke down
* Think in terms of iterations
  * If you’re not iterating (at some level), why are you collecting data? What will you do with it?
* Think not only about how you can design the metrics, but what decisions they will inform.
  * If they don’t inform a valuable decision, what will you use them for?
* Remember forensic data is different from performance data
Thank you!

* Questions?
* Experiences?
* Opportunities?