

# Content Growth Tracker

A practical worksheet for judging content as an organic growth asset, not just a writing output.

## Track outcomes

Content should be judged by visibility and business value, not only volume.

| Metric           | Why it matters | Review rhythm |
|------------------|----------------|---------------|
| Impressions      | Visibility     | Monthly       |
| Non-brand clicks | Acquisition    | Monthly       |
| Conversions      | Business value | Monthly       |

## Refresh triggers

Decide when content needs improvement.

| Trigger      | Signal                    | Action             |
|--------------|---------------------------|--------------------|
| Ranking drop | Lower positions           | Refresh proof      |
| Low CTR      | Impressions but no clicks | Rewrite title/meta |
| No leads     | Traffic but no action     | Improve CTA        |

## Next opportunities

Use performance to decide what to publish next.

| Area            | Question                            | Action                               |
|-----------------|-------------------------------------|--------------------------------------|
| Business role   | What job should this page do?       | Define action and buyer stage        |
| Proof depth     | Can the visitor believe the claims? | Add examples, process or limitations |
| Conversion path | What should the reader do next?     | Improve CTA and next page route      |

Next step: send one page or brief to [contact@contentgait.com](mailto:contact@contentgait.com) for a ContentGait review.