

# How Do You Measure Success?

So, how do you know if your content strategy is paying off? First, don't expect things to change overnight. It takes months and even years to see results with even the most consistent content strategy. The important thing is to keep it up.

## Here are 3 ways to measure the success of your content strategy:

### 1. Look at data

Through GeorgiaGov Interactive, you have access to tools like Google Analytics and Crazy Egg to measure traffic and behavior. Google Analytics has handy graphs to measure the success of your content over time. It pays to look at these numbers occasionally to see how you are doing.

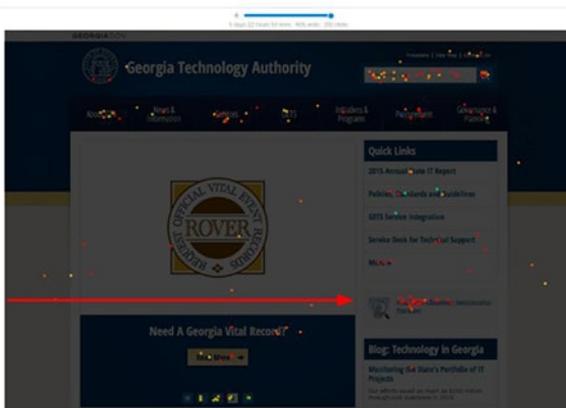


Page path level 1	Pageviews	Pageviews
	7,466,419 % of Total: 100.00% (7,466,419)	7,466,419 % of Total: 100.00% (7,466,419)
1. /onlineservices/	3,363,793	45.05%
2. /OnlineServices/	1,212,276	16.24%
3. /drivers/	629,206	8.43%
4. /	406,543	5.44%
5. /locations/	385,422	5.16%
6. /secureid/	188,726	2.53%
7. /training/	185,502	2.48%
8. /DLStatus/	101,873	1.36%
9. /dlstatus/	94,975	1.27%
10. /DDSCertification/	92,264	1.24%

Google Analytics reveals the most visited pages for the Department of Driver Services.

### User Activity

The majority of clicks are on "Find Your Relationship Agency Manager" (support representative?)



@GeorgiaGovTeam

Crazy Egg shows a heat map of user activity.

### 2. Check for search engine rank

Do a search on a keyword phrase or topic that is highly relevant to your industry? Lemon laws in Georgia, for example (Consumer Ed). Where do you, as the authority on a keyword topic, show up in search results? If you have used keywords to your advantage and are a consistent content producer, you

should find yourself climbing the ranks of search engines.

The screenshot shows a Google search for "lemon laws in georgia". The search bar is at the top with a microphone and search icon. Below the search bar are navigation tabs: All, Shopping, News, Videos, Maps, More, and Search tools. The search results show "About 440,000 results (0.68 seconds)".

The first result is a paid advertisement: "GA Lemon Law Lawyer - 2012-2016 New Cars Only" with a yellow "Paid Ad" label. The URL is [www.lemonlawgrouppartners.com/](http://www.lemonlawgrouppartners.com/). The text includes "We Help Car Owners Get Refunds", "20 Years Lemon Law Exp. - Get Results Fast - Thousand of Cases Won", and "Lemon Law Facts - 20 Years Lemon Law Exp. Georgia Lemon Laws".

The second result is another paid advertisement: "100% Free Lemon Law Attorney - Get Replacement Car or Cash" with a yellow "Paid Ad" label. The URL is [www.lemonjustice.com/Lemon-Law-Free-Attorney](http://www.lemonjustice.com/Lemon-Law-Free-Attorney). The text includes "Call Now. 2013-2017 Cars from Georgia Only. BBB A+ Rating. We Win Often. New Cars Only 2012-2017 - Minimum 2 Safety Repairs - Minimum 30 Days in Repair Services. Car Accidents, Lemon Law, Consumer Representation".

The third result is a featured snippet: "The Georgia Legislature significantly amended this law in 2008. In enacting this law, the Georgia legislature found that a new motor vehicle is a major consumer purchase and that a defectively manufactured new motor vehicle, a lemon car, is likely to create hardship for, or may cause injury to, the consumer." It is annotated with a yellow "Featured Snippet" label. Below the snippet is the title "Georgia's New Car Lemon Law | Lemon Law Attorneys" and the URL [www.georgiaconsumerlawyer.com/lemon-laws/lemon-law-attorneys/](http://www.georgiaconsumerlawyer.com/lemon-laws/lemon-law-attorneys/).

The fourth result is "Georgia Lemon Laws - Lemon Law Attorneys | DMV.org" with a yellow "1st result in organic search result" label. The URL is [www.dmv.org/ga-georgia/law/lemon-law.php](http://www.dmv.org/ga-georgia/law/lemon-law.php). The text includes "The Official Guide to the DMV Vehicles Covered by GA Lemon Laws. In Georgia, only new vehicles are covered under the law, and they must still be in the original owner's possession. This also applies to leased vehicles. If a car has changed ownership, it is no longer eligible for protection under the lemon law."

### 3. Note the interaction

Social shares, user comments, more form submissions and newsletter sign ups are a good sign you are doing something right! If people are interacting with your content, you will feel it. Use tools like Google Analytics to track social shares. Record how many people are participating in contests, filling out your forms or going to your events because of something they saw posted on your site.

The screenshot shows a Facebook post from "GEORGIA.GOV". The post title is "SBA: A Resource for 'All the Seasons' of Small Business | Georgia.gov". The description says "The Small Business Administration (SBA) provides resources and support and for businesses from start...".

Below the post are interaction buttons: Like, Message, Save, and More. The post has 3 likes and 2 comments. The comments are:

- John Stephens: Thank you for sharing that with me. (2 likes, 1 reply)
- Black Dog Custom Shirts: Nice love shop local (1 like, 1 reply)

At the bottom, there is a link to "View 1 more comment".

See how your audience is engaging with you. Check comments and interact with people.

Content strategy is something that takes perseverance, consistency and learning. There is always something new to learn in the ever-changing landscape of digital content. The team at GeorgiaGov Interactive is happy to help you if you need tailored consulting with your approach. Meanwhile, make sure to sign up for our newsletter to stay updated on workshops and events!

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**Source URL:** <https://portal.georgia.gov/interactive/book-page/how-do-you-measure-success>