



Parse.ly

GUIDE



THE DATA'S IN:

How 2020 Changed the Content Landscape, and What It Means for Content Creators in 2021

By Kelsey Arendt, Data Insights Lead, Parse.ly

Contents

THE BREADTH OF COMMON EXPERIENCE: READERS EMPHASIZE CURRENT TOPICS WITH MORE DIRECT PERSONAL IMPACT	2
POLITICS AND HEALTH TOPICS GAINED TRACTION IN MARCH AND REMAIN TOP OF MIND	2
GROWTH MARKETS: WHERE READER ATTENTION SHIFTED IN 2020*	4
CATEGORIES WITH STEADY UPWARD TRENDS	6
CATEGORIES THAT REMAINED CONSTANT	8
CATEGORIES WITH NO GROWTH OR TRENDING TOWARD DECLINE	9
2021 TAKEAWAY: READERS NEED NEWS THEY CAN USE	10
MEDIA AND NON-MEDIA BENEFIT DIFFERENTLY ACROSS PLATFORMS	11
MEDIA: STRONG AND STEADY WITH PLATFORMS	13
NON-MEDIA: RISING OPPORTUNITIES ACROSS PLATFORMS	15
2021 TAKEAWAY: FOCUS AND PERSONALIZATION ARE KEY TO PROMOTING CONTENT SUCCESSFULLY	16
PRECEDENTED TIMES: A FEW THINGS 2020 DID NOT CHANGE	17
DEVICE PREFERENCE	17
THE PERFECT TIME TO PUBLISH	18
2021 TAKEAWAY: OPTIMIZE FOR MOBILE TRAFFIC	19
2020 REPRIORITIZED READER ATTENTION—YOUR STRATEGY SHOULD TOO	20



According to GlobeWebIndex (GWI), [43% of U.S. consumers reported watching more news coverage because of the pandemic](#). Events like COVID-19, elections, and the continued fallout from Brexit have [had a profound impact on content consumption habits](#). But what did these changes look like, and how were other industries affected?

It's important to know how the events of 2020 impacted content consumption in both the short term and the long term, because your 2021 content strategy needs to meet people's expectations. Using original, anonymized data from the [Parse.ly platform](#), I compared media and non-media organizations across industries and platforms (social media profiles, search engines, and aggregators) to determine how 2020 reprioritized our attention across the global content landscape.

For this report, I define "media" or "non-media" based on the organization's main industry vertical and business model. If an organization is categorized as "media," then the primary business of the organization is producing content, such as a local news conglomerate or a B2B health care magazine. If an organization is categorized as non-media, then content plays a large role in their success, but the organization itself exists primarily in another vertical, such as e-commerce, government, finance, or tech. Non-media examples might include an insurance company with an informational "best practices" website; a food delivery service's health and recipe collection; and a software company's help docs, educational content library, and technical documentation.

Using Parse.ly's [natural language processing](#) system, we can bucket content into topics and categories. Further, we group together topic clusters, or articles with related storylines. It is with this data that I wanted to understand not only the categories that capture readers' attention, but also what specifically is driving those trends.

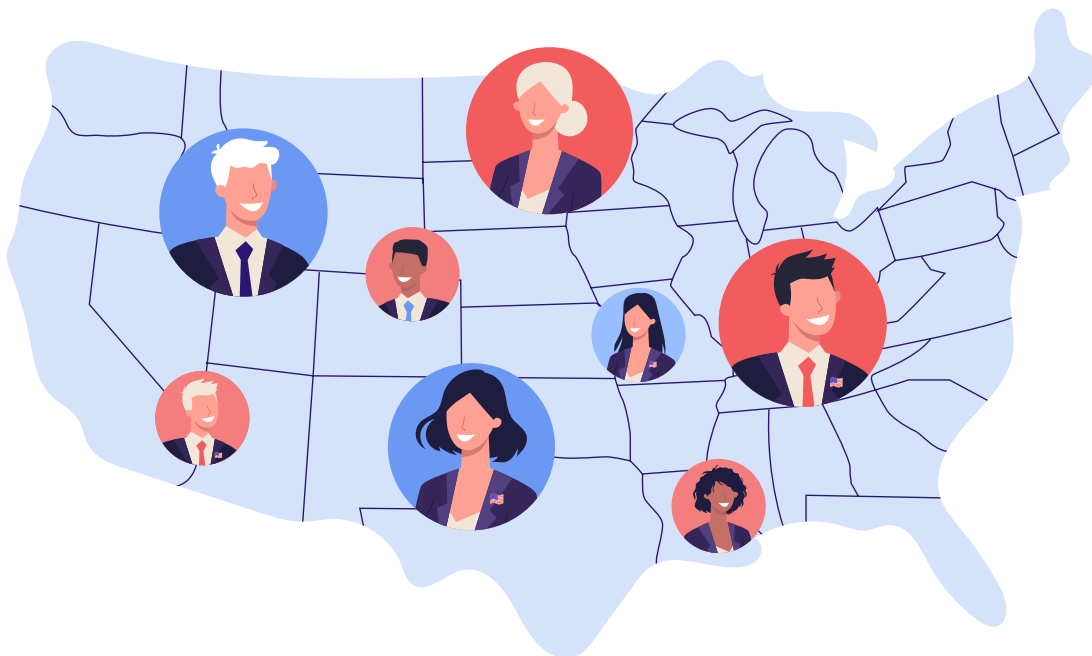
The breadth of common experience: readers emphasize current topics with more direct personal impact

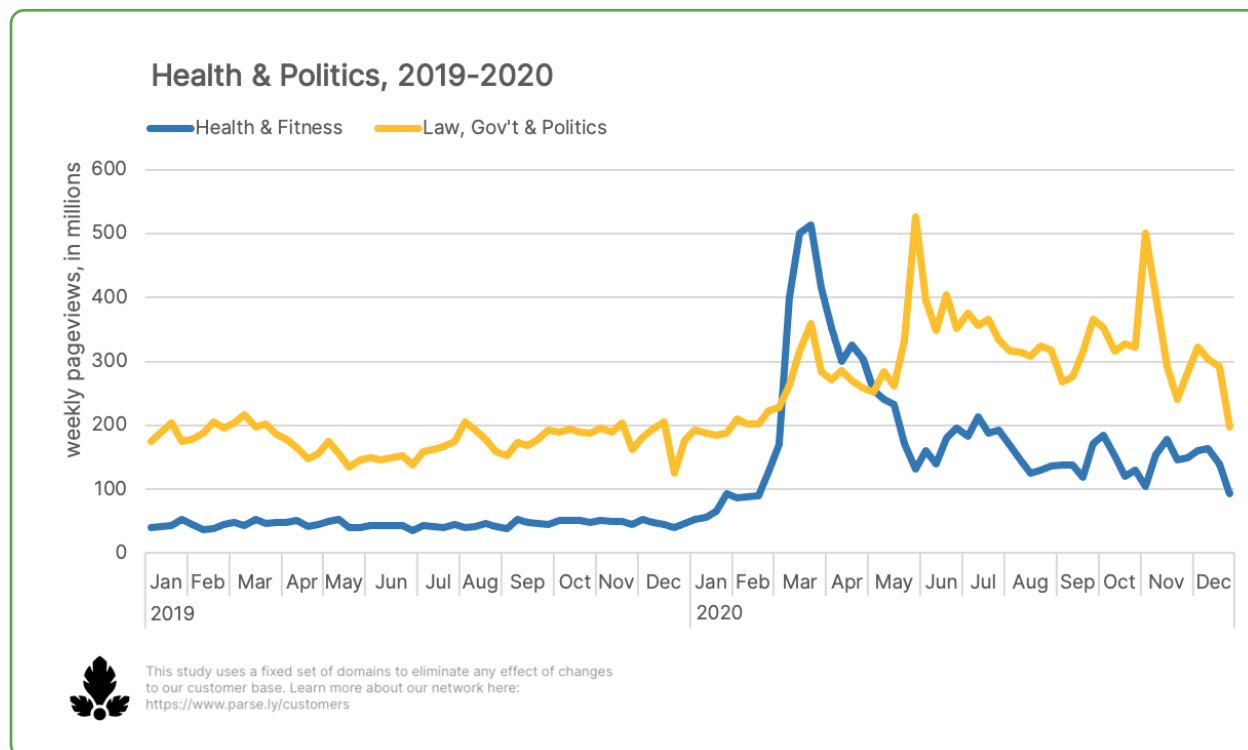
As quarantine began, many readers searched for updates that affected their day-to-day lives. Whether it was news about social distancing regulations and restrictions or the latest store reopening announcement, readers wanted to see how organizations responded to current events—and how they kept their customers' safety and business in mind.

Politics and health topics gained traction in March and remain top of mind

Given the pandemic outbreak and that it was a U.S. election year, the most noteworthy spikes in content consumption in 2020 came, predictably, in the areas of "Health & Fitness" and "Law, Government, and Politics." I observed that sites of all sizes received most of their 2020 traffic from these two categories, with "Law, Government, and Politics" up 70% and "Health & Fitness" up 307% from 2019.

The "Health & Fitness" content craze didn't cover only COVID-19; it also included topics such as work-from-home tips, weight loss, health technology, and ways to improve one's mental health. Similarly, "Law, Government, and Politics" covered not only the U.S. election but also Brexit, health care, police reform, and unemployment.





Here are three of the standout points of data from last year for these categories:

Spikes in content for Health & Fitness, March 2020: Attention to Health & Fitness was up 410% month over month (MoM) from February 2020 and remained higher than ever through mid-May. COVID-19 storylines drove surges in traffic, with many asking, “How bad is it really?” alongside stories about prominent entertainment and political figures getting infected and updates on travel restrictions.

The top story clusters in this category were driven by pieces explaining how to “flatten the curve,” social distance, and avoid major super-spreader events (like *any* holiday gathering). There was also interest in the ramifications from quarantine, like traffic, air-quality improvements, or mental-health resources.

Spikes in content for Law, Government, and Politics, March 2020: This category grew 73% MoM in March, with major storylines surrounding all things politics and politicking. Many searches revolved around the response to the rising unemployment rate and the government’s stimulus plans. As Super Tuesday was held in March, readers were eager to learn who the winner was, with former Vice President Joe Biden sweeping the southern states.

Stories around controversy or corruption will continue into 2021, but in March 2020, top story clusters were about [multiple senators scrutinized for selling stocks ahead of the crash](#), and [then-president Trump’s attempt to move CureVac’s R&D to the U.S.](#) and give the U.S. exclusive rights to the tech developed in the process of creating the vaccine.

Legal Issues dominated the larger “Law, Government, and Politics” category, May 2020: “Legal Issues,” a subcategory, dominated this vertical in May 2020, growing 162% MoM. The most-read story clusters were about widely-circulated videos of violence and police brutality. [The subsequent protests](#) centered racial justice in content produced around the world, as media organizations covered the events, and non-media organizations released responses about the events to their readers.

The other major story clusters in this subcategory revolved around the IRS and [the Heroes Act](#), the \$3 trillion U.S. coronavirus relief bill introduced in March 2020 that was then [updated and passed in October 2020](#) to extend unemployment benefits to January 2021, support businesses via the Paycheck Protection Program, and offer more financial aid to Americans.

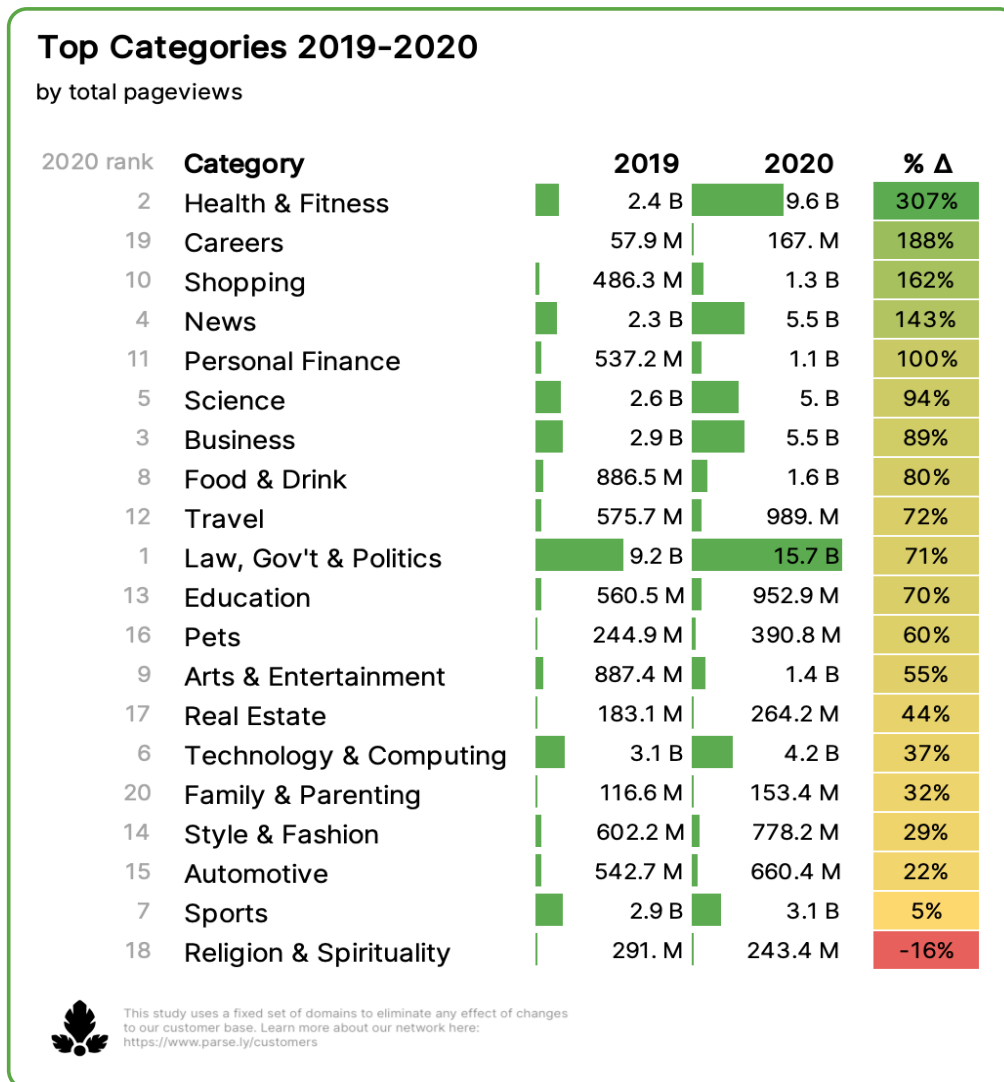
After a season of spikes, it almost seemed like attention to these categories might normalize. Both categories declined in pageviews toward the end of the year: “Health & Fitness” began its descent in popularity as more people realized the pandemic would continue well into the year, with slight jumps as people prepared for summer or decided to shift their focus elsewhere throughout the holiday season. And, as expected, “Law, Government, and Politics” content saw another spike in November 2020 during the U.S. election yet experienced steady decline post-November—until [then-president Trump and other Republican officials challenged the election results](#).

Still, both categories will have strong standing throughout 2021. Readers will monitor President Biden’s actions as well as how people respond to those actions and whether any support for him wavers, and they will continue to seek out health and wellness resources as COVID-19 policies change across state and federal mandates.

Growth Markets: where reader attention shifted in 2020*

2020 was unprecedented in so many ways, so it makes sense that it would also be the case for content and attention across media and non-media organizations alike. As people acquainted themselves with “the new normal,” many categories maintained steady traffic or experienced significant growth.

All but one of our top 20 categories saw at least some growth year over year:



Even though March 2020 would be a clear anomaly in any forecast analysis, for many categories, it served as a springboard to an already growing market of content. Some of the largest category spikes to note per category in March included “Shopping” (421% MoM) and “Food & Drink” (101% MoM) as people shifted away from dining or going out to ordering groceries online to make their favorites at home or shift their wardrobe for more leisurewear. With quarantine regulations and COVID-19 front and center, “Science” and “News” categories experienced spikes of 166% and 126% MoM, respectively.

Other categories experienced the bump on a smaller scale, with less than 50% change MoM in March. As movie theaters, museums, and theme parks closed, “Arts & Entertainment” experienced +24% MoM as readers checked to see what would be available to visit—and for how long.

“Careers” was the only category that saw a decline of 26% MoM as many businesses put hiring on hold or focused their efforts on moving their businesses into a remote environment.

Categories with steady upward trends

These categories trended upward in 2020 and hold steady ground. These are categories that garner attention across media and non-media organizations and will remain relevant throughout the years as more readers lean into learning new skill sets or exploring their interests and needs:



Arts & Entertainment

Subcategories music, books, and movies experienced a huge lift in 2020. Television, too, accounts for a large chunk of this category. Television saw seasonal highs and lows as releases and series were announced, traffic remaining largely the same, but did not grow.



Automotive

There was small but undeniable growth as people looked into automotive across media and non-media domains. While initial interest for used-car sales reportedly increased, [sales of new cars were strongly rising by the end of the year](#).



Careers & Education

These categories grew to be closely related, with stories about desirable skill sets, the gig economy, higher education, and virtual learning tools. For example, it includes evergreen guides on building a better resume. Although growing, it can be spiky, so don't be surprised if you see peaks and valleys in your own coverage.



Family & Parenting

This category saw little to no spike in early 2020 but has been steadily climbing since July as questions regarding childcare rose. We expect it to continue as parents adjust to balancing working from home and overseeing their children's care and virtual learning.



Food & Drink

As more people turned to recipes, the category grew immensely for media organizations. Since the chaotic spring of 2020, articles with the highest demand (average views per article) are about the restaurant economy and safety while dining out.

It was a big year for cocktails, by way of to-go orders or at-home mixology, especially as we neared the winter months. There was also the [bread-baking spree](#) of March-May 2020, which has moved on from sourdough to pizza. Other trends include DIY remedies (like hand sanitizer), soup/meal prep/cooking for quantity, and big opinions about coffee.



Science

Because of COVID-19 coverage, the overarching trend is closely tied to “Health & Fitness,” but media outlets have also seen an increase in attention to subcategories like Biology and Space/Astronomy (like when [Jupiter, Mars, and Saturn were all visible](#) when Earth passed between each planet and the Sun, and [SpaceX had its 100th successful launch](#)).



Style & Fashion

Non-media saw a terrific spike in early 2020—and media, not so much, as fashion weeks were canceled or live-streamed from brands’ sites. Both verticals now show an increase in attention to “Style & Fashion,” a trend that I expect to continue as brands lean into broader trends of making fashion versatile, accessible, and sustainable.



Technology & Computing

This category has seen substantial growth MoM all year with no signs of slowing down. IT and graphics software were very popular storylines, as were cell-phone reviews (which always maintain popularity, making it more of an evergreen content idea) and the rise in fame for TikTok. There were more storylines than ever about antitrust, as platforms like [Google and Facebook, and Amazon’s e-book business, face lawsuits](#). Just as [Epic Games extended its battle with Apple](#) into the new year, I expect this trend in reader attention will extend long past 2021.

Categories that remained constant

These categories benefited from an initial surge at the beginning of 2020 and have since plateaued. That said, the demand for much of this content is high, meaning a single article is likely to reach a broader audience now than it did last year:



Business

For both media and non-media domains, this category of content saw a massive boost in March and April 2020.

Many early content pieces watched for [trends companies needed to be aware of during the pandemic](#), including how well companies treated their employees and made the transition to remote work. Readers want transparency about company cultures and work practices in regard to the [environment](#) and [political issues](#) as well, so there is ample opportunity to create content that provides readers deeper insight into how businesses continue to respond to current events.



News

Attention to “News” throughout the year followed a similar trend to articles produced. With so much to write about—and, in turn, so much to read—I found it noteworthy that reader demand remained consistent throughout the year. eMarketer also confirmed that [readers increased their attention to digital media by 48 minutes in 2020](#) and project a steady increase into 2022.



Shopping

Even factoring in winter seasonality, this category has blown up for both media and non-media. This category is less about “what to buy” and more “how to buy it.” Major storylines throughout the year focused on new online and touchless shopping experiences, business dealings (openings, closures, bankruptcies), as well as explainers on panic-buying, basic economic concepts, and how technology plays a role in employment (or lack thereof). This trend is *affirmed* (sorry) by [Affirm’s skyrocketing value post-IPO](#).

The “Shopping” category will grow as [consumer spending behavior continues to shift](#). Readers looked into couponing (the biggest subcategory) and what time was best to go to the grocery stores during the pandemic. Coverage of COVID-19 safety precautions at major outlets (namely Walmart, Costco, Woolworth’s, Coles, and Vons), hiring and firing at Amazon, and store closures and bankruptcies for stores like Macy’s, JCPenney, Debenhams, and Ascena also dominated the category—and will continue to do so well into 2021.



Sports

There were spikes and dips, but coverage of and interest in sports has remained steady (even when all events were canceled). Sports remained a largely media-covered category, with broadcasts of games and news of players' injuries. Although non-media had a very small footprint here, there's room for opportunity! Consider sports-related content that doubles into another category (like recipes, community events, or other ways to rally around big sports days).



Travel

The COVID-19-related spike in this category is tied largely to "News," since broadcasts covered many travel restrictions and safety precautions. As the year continued, "Travel" garnered steady attention as readers hoped to attend special events and holiday celebrations with loved ones. As states work through their vaccination distribution plans, readers will still look into recommended travel regulations, airline updates (including sales), and what will be open and ready to explore once they arrive at their destination.

Categories with no growth or trending toward decline

As readers anticipated up-to-the-minute stories about the latest safety guidelines or next streamable show to pass the time, two categories ended up with no growth or started to decline:



Personal Finance

It started off strong, with the category garnering a growth of 273% MoM in March 2020, but by year's end, this category garnered half as much traffic as it did in 2019.

There has been, however, growing attention to two subcategories: "Debt & Loans" and "Retirement Planning." As the year continued, they were in higher demand, as the [Department of Education extended student loan forbearance](#), and general interest in saving for the future grew, especially as the [elderly poverty rate has been historically low \(9.7% in 2018\) since the economic crisis in 2007-2008](#).



Religion & Spirituality

While this category is down YoY, it's not entirely on the decline, either. Researchers from the American Psychological Association have been curious about [how faith played a role in supporting one's wellness during the pandemic](#), but reader intent still shows more active responses toward other "Health & Fitness" categories.

** For this part of the analysis, I took into consideration 2019 trends (e.g. "Was this category already on the rise?") as well as 2020 trends. Outliers in March, April, and May make predictions a bit messy, but studying a broader timeframe allows us to see whether these months acted as a springboard, an agent of chaos, or simply a one-time surge in attention.*

2021 TAKEAWAY: READERS NEED NEWS THEY CAN USE

While the COVID-19 vaccine has begun to offer relief, there is no clear declaration regarding when the pandemic will end. Lean into content that helps people adjust to the new normal, rather than just the big news stories. Content categories are steady across the board, and even the ones on decline have some moments for growth. People are ready to expand their focus and want to feel like they can build connections with brands—and with the right mix of content, you'll be able to capture their attention.



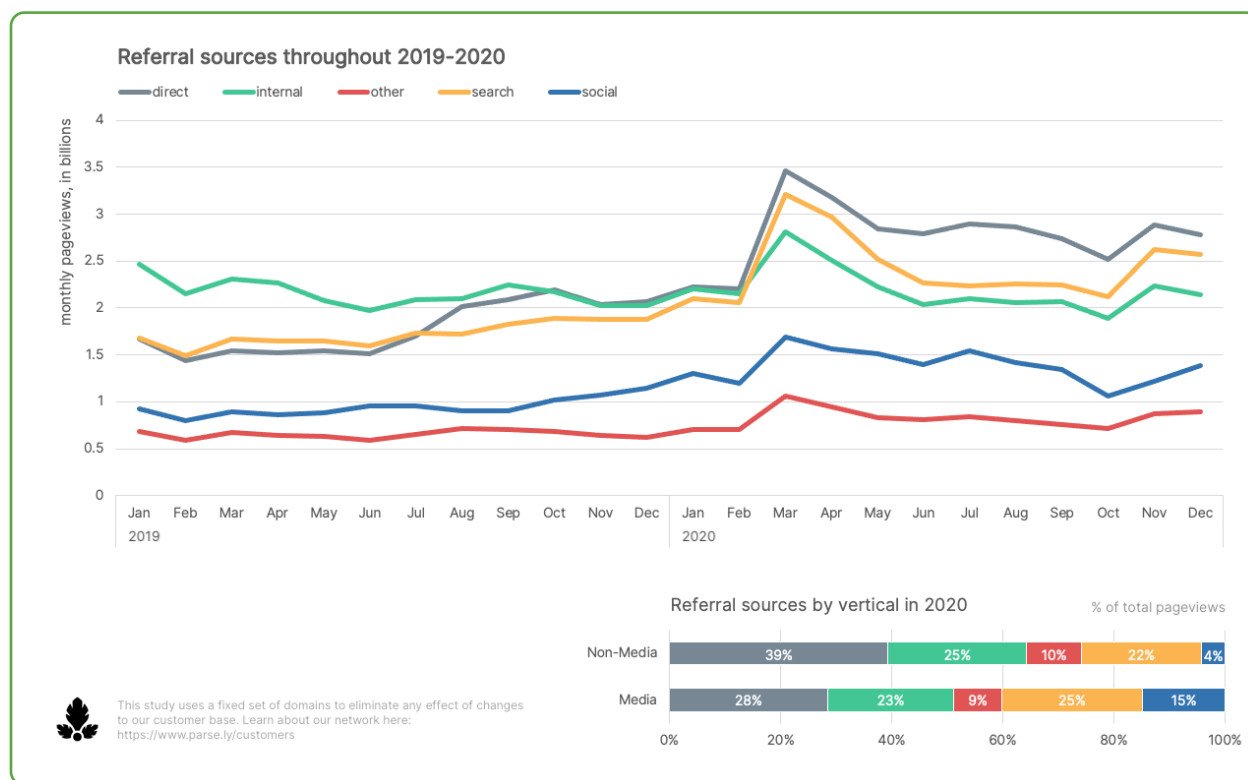
Media and non-media benefit differently across platforms

As many countries underwent a strict lockdown to get the spread of COVID-19 under control, media and non-media content creators crafted responses. And whatever the organization, content creators saw a hike in traffic on nearly every platform.

March 2020 was, of course, a big month across the board:

- Direct: +56.75% increase MoM in March 2020
- Internal: +30.89%
- Other: +51.72%
- Search: +56.31%
- Social: +41.91%

In terms of YoY, both media and non-media organizations saw a steady increase in the percentage of total pageviews per referral source:



But not all domains benefited equally. Over the year:

- **Social media** (Instagram, Reddit, Twitter, etc.) referrals declined throughout the year (even though they were up YoY over 2019) right up until November and December. It's hard to determine whether the small uptick in November and December will revive social referrals or whether it will continue downward. Facebook remains the reigning platform, but referrals have declined for both media and non-media. (And if that was not your experience, tell us how you got through the year!)
- **Search** is up and growing. Generally, social and search trends are synonymous with Facebook and Google, considering their overwhelming dominance in the space.
- In regard to **direct traffic**, I looked at dark sources and traffic that comes directly to a site. Dark sources include referrals such as email/messaging or apps that simply don't send any referral information.

Direct traffic has grown substantially as a category, surpassing search referrals as well as the total traffic from readers clicking around on a site (which is considered an **internal referral**). Whether this growth will remain high is hard to say, considering the variety (and lack of visibility), but it will be something we continue to dive into this year.

But the extent to which you noticed these changes likely depended on your vertical and business model. This is why it's so important to focus on acquisition—where your traffic comes from to begin with.

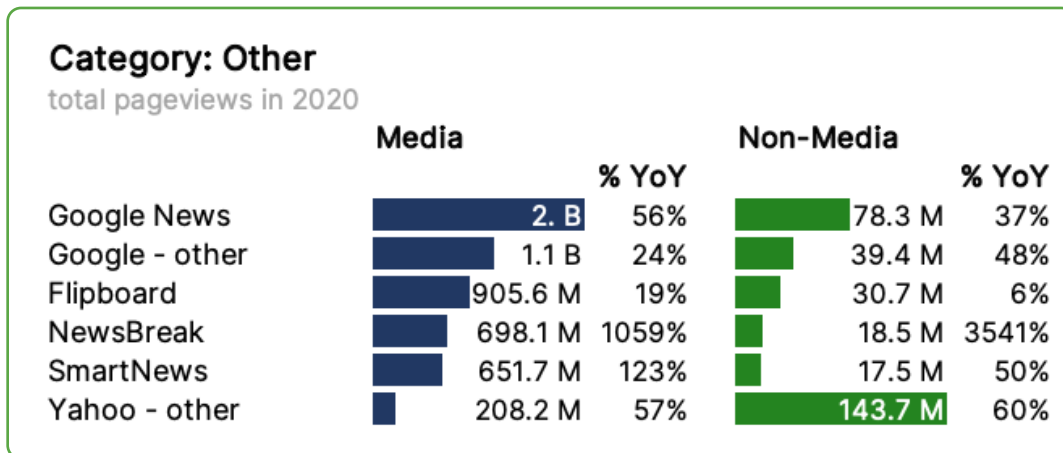
When we consider the "Other" category, I looked at site aggregators and how they gathered their information. The top non-Google aggregators as of December 2020 are News Break, Flipboard, and SmartNews. Nearly every aggregator saw growth for media and non-media this year, with a few nuanced exceptions. Big picture, this makes sense: In a time when the glut of information is as overwhelming as the information itself, audiences want focus and personalization. This may come in the form of aggregators, but the same principles can be applied to other platforms for engagement, including home pages, newsletters, and push notifications.

Let's compare which platforms should be on your radar and how they have changed for both media and non-media this year.

Media: Strong and Steady with platforms

Media organizations received strong readership when it came to content, which means that content creators need to continue keeping their eyes open for trends and what works best for their organizations. And remember, “what works best” may differ platform to platform.

Other (Aggregators)



For media, what is particularly interesting about all aggregators (including Google) is that the *surge* in traffic did not decline in April or May, as we’ve seen with other trends. Traffic to these platforms remains at an all-time high.

Take News Break, for example: News Break surged in March, up 516% from the previous month, as it became the go-to source for localized COVID-19 updates. What is unique about News Break is demand (average views per article). For an app, or for a domain being featured, this equates to the quality of reach. As more and more audiences discover News Break, it’s worth the time to examine the number of articles per category as a strong predictor for what readers want to know. Flipboard and SmartNews are worth considering for the same reason.

Google News and other non-search Google traffic continue to climb for media organizations.

But, as always, be wary of the law of large numbers: Chinese news aggregator TopBuzz/Toutiao got a lot of similar [attention in late 2019](#) as it blasted onto the scene with strong MoM growth, only to see traffic decline MoM in 2020. Keep your focus on platforms that have proved their staying power, but feel free to experiment on other platforms to see if you get results and set clear expectations.

Search

Category: Search					
total pageviews in 2020					
	Media	% YoY	Non-Media	% YoY	
Google	27.2 B	41%	977.2 M	54%	
Bing	509.9 M	32%	24.6 M	8%	
Yahoo!	233.7 M	23%	10.6 M	1%	
DuckDuckGo	133.4 M	44%	7.2 M	22%	

When it comes to search, media creators need to pay extra attention to search engine optimization—but not just for Google’s sake. While Google remains the supreme search platform, referrals from DuckDuckGo increased twice as much for media (44%) compared to non-media (22%) YoY.

Social

Category: Social					
total pageviews in 2020					
	Media	% YoY	Non-Media	% YoY	
Facebook	14.6 B	51%	156. M	15%	
Twitter	1.2 B	22%	21.5 M	-3%	
Instagram	267.7 M	68%	3.5 M	-25%	
Pinterest	202.4 M	13%	12.5 M	38%	
LinkedIn	150.7 M	0%	5.4 M	-15%	

In 2020, media got 3.75 times more traffic from social platforms than a brand might expect. It’s most likely because of current events and new app features that allowed readers more opportunity for content discovery.

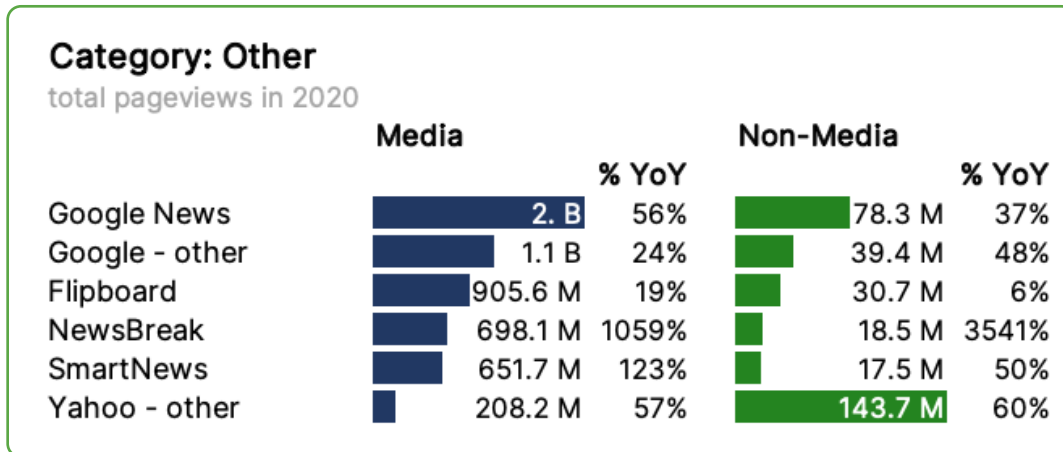
Twitter is up YoY for media—but is that good news? In the U.S., [just 10% of users produced 92% of all tweets](#). As current events and strong personalities drive Twitter’s discourse and dictate the platform’s highlights and stories categories, any specific trends will require more digging.

Instagram, once a questionable source of traffic, continues to increase MoM for media sites since August 2019. This includes clicks from the ecosystem of Instagram’s [link-in-bio products](#).

Non-media: Rising Opportunities across platforms

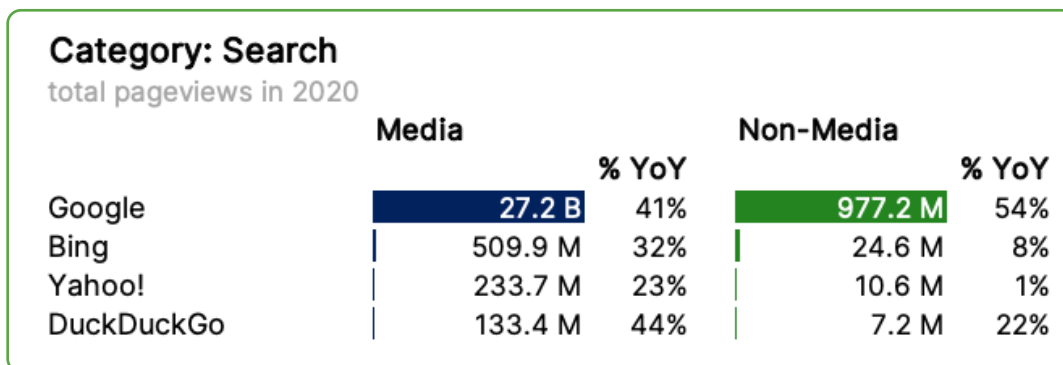
Readers were interested in how their beloved brands responded to the ever-changing pandemic and political climates. Non-media organizations experienced a 39% increase in the number of total pageviews from direct referrals—and have plenty of opportunities to consider on-site recirculation strategies as they take note of what gets “likes” and home-page traffic.

Other (Aggregators)



Non-media organizations experienced a climb in traffic for Google News and other non-search Google traffic until a decline in July. For non-media, there is a slight end-of-year rebound, but it's hard to say what the rebound looks like in the long run. It may lie with Yahoo, the dominant source of external traffic for non-media domains that is neither search nor social. For non-media, Yahoo drives nearly twice as many referrals as Google News. Be aware, however, that referral traffic is a roller-coaster ride, as I observed referrals spike, plummet, and comeback from October 2020.

Search

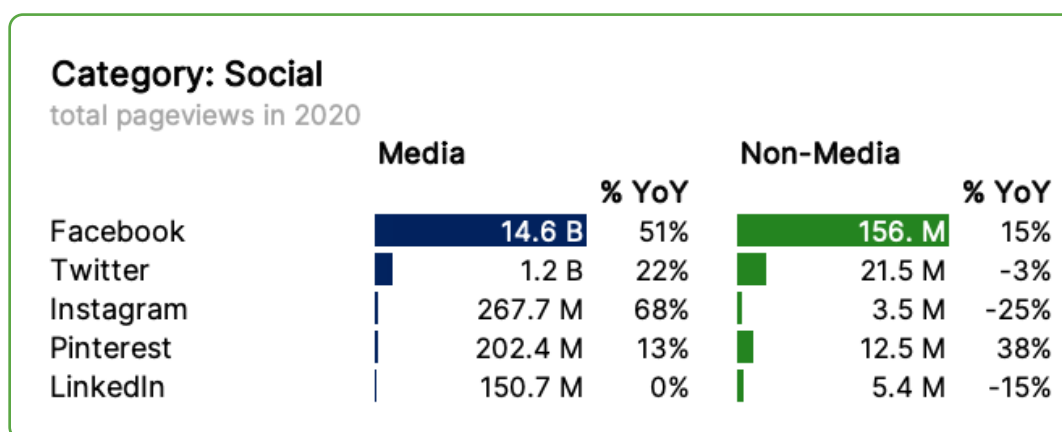


Non-media did see an increase in Google search (+54%), but despite the YoY uptick, they still experienced a decrease from other search platforms throughout the year. It requires more digging,

but I speculate this may be related to direct referral traffic: If a reader already loves one brand over another, they go straight to the source rather than search for it.

Note: Google Discover, though it *feels* like an aggregator, is a platform built atop [Google's topic layer in the knowledge graph](#). Any inclination to be featured here should be approached with a strategy similar to SEO. Google News, on the other hand, features “fresher” content. As such, brands and no-nmedia may find more success with Google Discover than Google News.

Social



There are two social media platforms to pay attention to: LinkedIn and Pinterest.

LinkedIn was a previously a fairly interesting and consistent referrer—but referrals to non-media outlets have decreased at double the rate of media organizations. While the platform has been reported to be a key component for some sites (especially pertaining to driving subscribers), you must proceed thoughtfully, with a very specific strategy for a very specific audience. It's not going to replace traffic you may lose elsewhere, but it's still worth the time to consider. For LinkedIn, think outside of job applicants, colleagues, or potential business partners: our data shows that resources about industry best practices, work-life balance, or even “best recipes for a brown bag lunch” perform surprisingly well!

Non-media sites will also want to keep an eye on their Pinterest traffic. The search-disguised-as-social platform grew 38% for non-media sites, and people are excited to daydream about future trips and events that they can see happening within the next two years. Moreover, Pinterest offers [a playbook for successful reach and conversion](#), and [has invested in dozens of eCommerce, creative, and advertising partnerships](#) to assist with every stage of acquisition. This bodes well for organizations that wish to convert their profiles into virtual stores.

2021 TAKEAWAY:

FOCUS AND PERSONALIZATION ARE KEY TO PROMOTING CONTENT SUCCESSFULLY

Make niche aggregator distribution a part of your content strategy—but be smart about it. There are two relationships to maintain here: one with the platform, and one with the audience you serve on the platform. This may not match your overall audience, and that's OK. Remember that the key is focus and [personalization](#).

One other thing to keep in mind is that upward trends in direct referrals for media and internal recirculation for non-media suggest all domains are moving away from real-time pageview obsessions. These findings suggest that the key performance indicators depend on media's ability to increase frequency and loyalty to their organizations alongside sessions per visitor and non-media's ability to increase the depth of the visit through the customer funnel alongside views per visit per visitor.

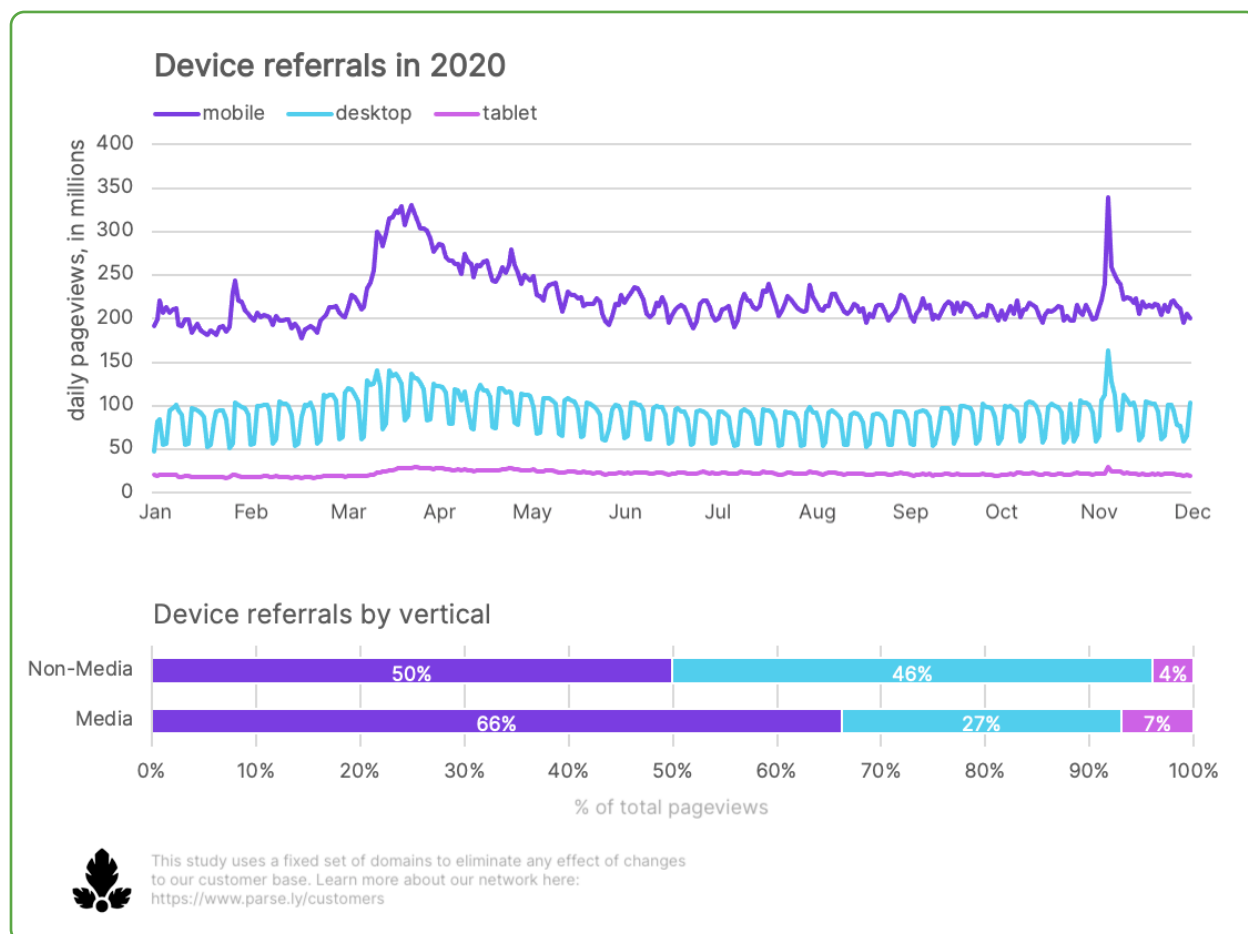


Precedented times: A few things 2020 did not change

2020 held a lot of what we weren't expecting for content-consumption changes, but there were a few notable trends that were consistent this year to incorporate into content strategies for 2021.

Device Preference

[The pandemic caused an increase of 40% usage for smartphones and 20% for tablets in the U.S. in March 2020.](#) It would be remiss to dismiss desktops as well, with a 23% rise in use. I looked into the performance of tablets, mobile phones, and desktops to aggregate where readers got their content from:



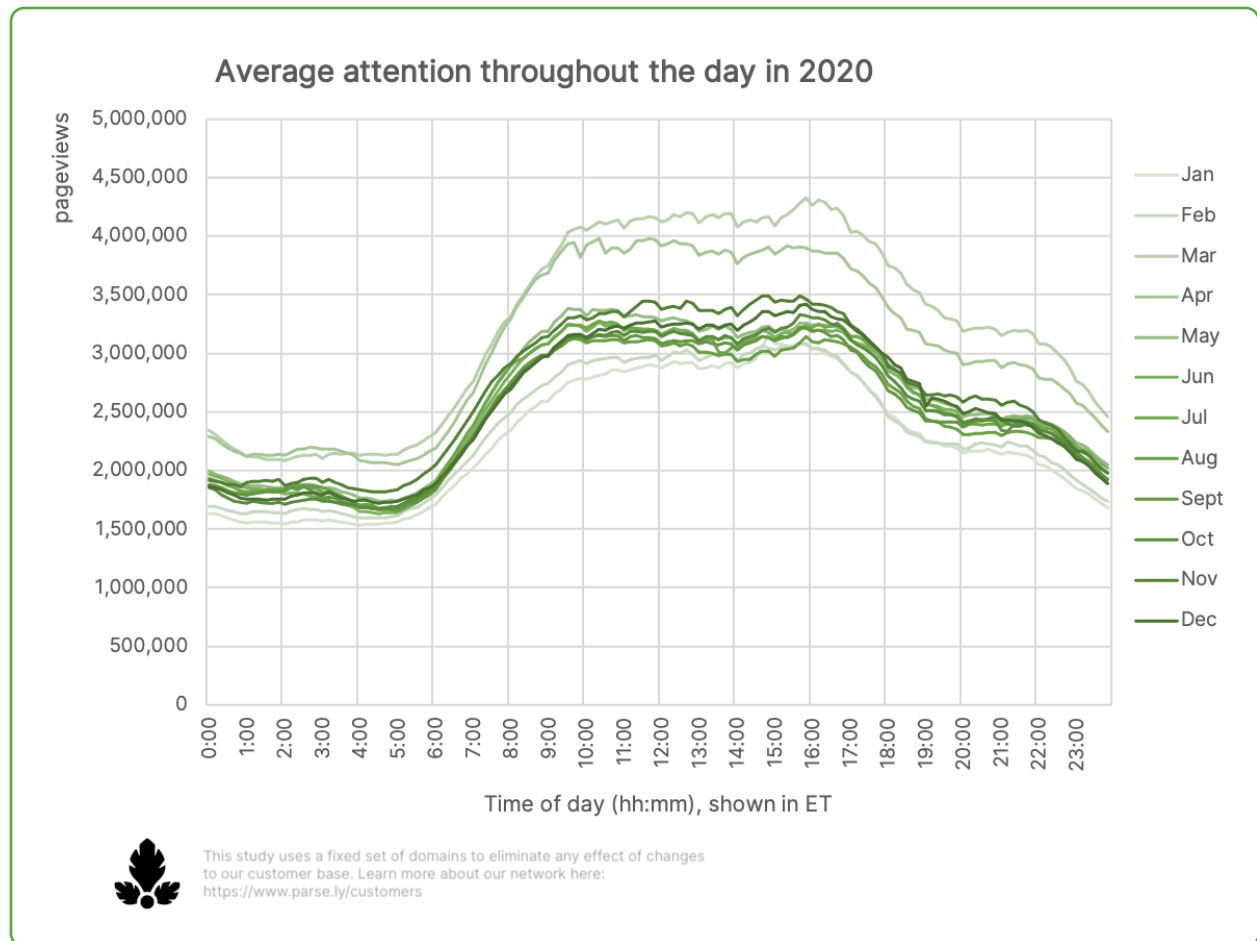
We know that we are on our phones constantly. Mobile traffic is, overall, double that of desktop, although non-media gets more desktop traffic than media, in total. That's not to say you should neglect investing in a mobile-friendly experience.

For non-media organizations, focus on making content available and easily accessible for your readers to move through the customer funnel. Consider whether your most important conversions are happening more on mobile or desktop. For media organizations, it's vital to continue making content that is accessible for mobile devices—with notifications available, and everything to ensure that your readers continue getting updates as they happen.

The perfect time to publish

It turns out there is a perfect time of day to publish: When your audience is awake! Broadly speaking, it does not matter the time of day you publish; your audience will read articles throughout their daily routine.

The data makes it easy to imagine what that looks like, though: as they wake up (readership sharply increases at 6:00 a.m.), throughout their day, during an afternoon coffee or tea (notice the peak around 3:00-4:00 p.m.). They'll log off for happy hour, dinner, or kid's soccer practice (readership declines promptly at 5:30 p.m.) and then catch up a bit before dozing off (the final lazy bump between 9:00-11:00 p.m.).



We can see how the pandemic has changed how much we're online (for better or for worse is yet to be determined). March and April were high-attention (and high-anxiety) months. Not only were folks reading more, but the average daily attention stretched slightly earlier and later during these months too. June's attention, and later months softened back to something that looks like the "before times." But as the data shows, readers are still chained to their computers and phones 11% more than they were before the pandemic. As long as you keep creating content and consider your audience's most active time, you'll catch your readers.

2021 TAKEAWAY: OPTIMIZE FOR MOBILE TRAFFIC

Do not neglect a clean mobile experience when thinking about how audiences consume content—format, responsiveness, media-rich content. That much is not changing anytime soon.



2020 reprioritized reader attention— your strategy should too

Meredith Kopek Levien, president and CEO of the *New York Times*, mentioned that [the publication saw a 2 million digital-only subscriber increase over 2020](#). Why was that? She claims that while the news cycle played a part, it was the breadth of coverage that they could offer across multiple topics.

The role of content goes beyond just reporting the news or chasing clicks with the latest listicle on which meditation apps are best to download to your phone for a minute of zen. Putting out reputable, well-researched content that speaks to humans, not just faceless audiences, and their questions is more important than ever. Our data confirms that well-targeted content plays a huge role in letting readers know *who* the brand is beyond the product or service: **Let your audience know your organization by getting to know them.**



How can you make getting to know your audience even easier and faster? The Parse.ly platform offers content analytics that let you look at what your readers engage with so you can create a content strategy that keeps them coming back. Check out Parse.ly, and see how we can tailor information for you to take the first step into your content's future.



About The Author:

Kelsey Arendt leads Data Insights at Parse.ly, studying media and attention trends across the Parse.ly network. Her analyses are featured on the Parse.ly website and are cited by Axios, Digiday, Recode, Wired, Nieman Lab, Bloomberg, Digital Content Next, and more.

Kelsey is a content analytics expert with experience in event-based data warehouse design, customer data platforms, actionable reporting, and content strategy consultation.