

Optimize Your Conversion Strategy



To connect your content with revenue and secure buy-in, focus on conversion data—the measure of how effectively your content pushes visitors to make decisions and take valuable actions on your website. To monitor and optimize the [health of your bottom-of-funnel \(BOFU\) content strategy](#), set up concise conversion events and track them in your analytics tool using meaningful attribution models.

Don't put the same generic conversion label on every visitor action you deem valuable. Be specific. Wherever you can, differentiate between your various desired actions with unique labels. This way you can pinpoint areas on your website that need better visibility or stronger calls to action.

Conversion can mean a thousand different things, with an array of related attribution models to choose from. Need direction on where to start? Read on.

On the next page is a **conversion strategy worksheet**—a clean and easy way to track your BOFU content strategy. Once completed, keep it handy for your team's reference.

Conversion Strategy Worksheet

Fill in the worksheet below according to your website's desired visitor actions and associated goals.

	EXAMPLE	1	2	3
ACTION: a valuable action you want visitors to take on your website	click subscribe, request a demo, download XYZ asset, purchase a product			
GOAL: the goal each action helps you achieve	increase paying subscribers, gain sales leads, acquire contact info, earn revenue			
LABEL: the label that describes each conversion action <i>(make it unique and meaningful so you know what to look for in your analytics tool)</i>	"subscription", "demo request", "asset download", "purchase"			
ROI TIER: the priority or relative value of each conversion action	low, medium, high			

Notes on attribution models

Attribution models in content analytics tools help you [attribute your content to those valuable visitor actions](#). But don't lean on one attribution model alone. Reference data from various models to get the complete picture of your BOFU content strategy health.

Here's a quick breakdown of the [four attribution models](#) that Parse.ly surfaces in our dashboard:

- **First touch:** credits the page seen first in the 30 days before conversion
- **Linear:** shares credit across every page that was seen before conversion
- **Last touch:** credits the last page (landing page, homepage, product page) where conversion occurred
- **Last post touched:** credits the [last post](#) (blog article, video, ebook) seen before conversion occurred

Learn more about Parse.ly's [content conversion tracking](#).



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The best companies run the web with WordPress VIP. Built on the flexibility and ubiquity of WordPress, VIP Content Management lets more content creators build more content for more audiences faster—and deliver it across their digital channels of choice. VIP Content Analytics makes working with data easy for those creators—giving them data-driven insights to focus their content strategy and prove ROI. Finally, everything is backed by VIP enterprise-grade scalability, security, and reliability—the platform for building and driving great digital experiences and growth for customers.

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