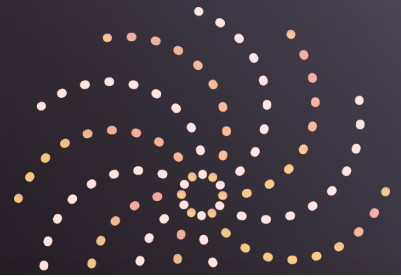


Perform a Content Strategy Health Check



What's it going to take to spark fireworks with your content?

Start with a **content strategy health check**. This level-setting exercise will help you take a cold hard look at your team's content strategy and get you thinking about where you can improve.

Let's start.

The diagram on the next page is a **content strategy funnel**. Right now it's blank. When all of the cells are populated with information, you'll have a neat visual representation of how content drives your business.

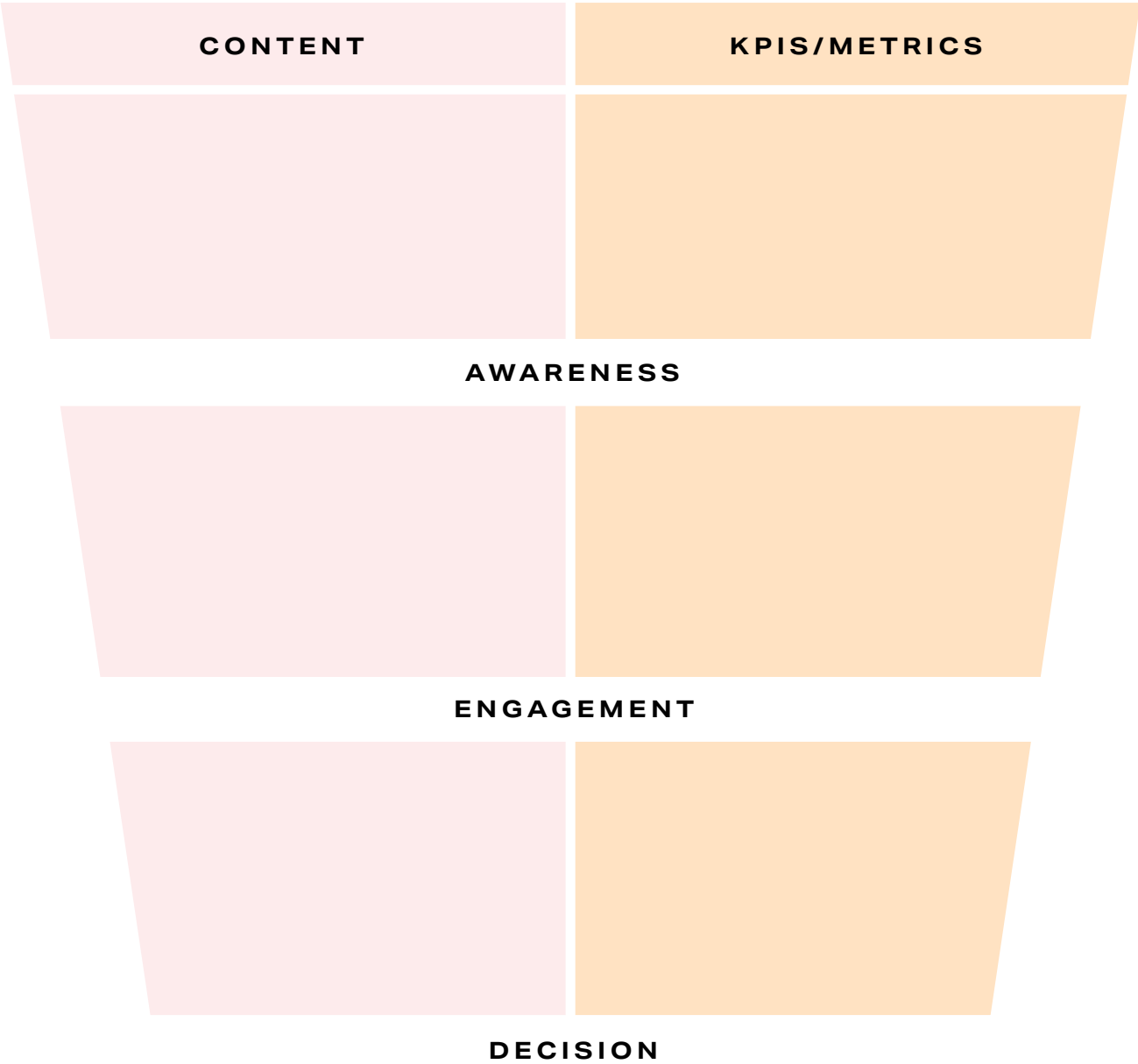
The three vertical slices correspond with the top (awareness), middle (engagement), and bottom (decision) stages of your content strategy funnel. Each will include unique content types, alongside the unique KPIs/metrics you'll use to gauge performance throughout.

Your task is to fill each section—per your current content strategy—with the following information:

- **Left side:** content themes, formats, and campaigns you're producing for each stage
- **Right side:** the KPIs or metrics you're using to track success at each stage

Give it a go! Reference our [Content Marketer's Funnel guide](#) for examples, context, and advice.

Content Strategy Funnel





About WordPress VIP

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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