

The UCS Performance Review Framework™

A simple way to track what's working—based on real engagement, not vanity metrics.

1. What to Track

This isn't about traffic or impressions. It's about how your content supports journey progression and conversion.

Track across three layers:

a. Engagement Quality

- Scroll depth
- Time on page
- Bounce vs. dwell time
- Heatmap or interaction behavior (if available)

b. Funnel Movement

- Does the user take the next step?
 - Click to BOFU content
 - CTA engagement
 - Demo/view/download
- Email sign-ups, form fills, or inquiry behavior

c. Content Role in Pipeline

- Which pages influenced closed deals?
- What content supported early-stage education vs. mid-funnel consideration?
- Where did deals stall—and what content could've moved them?

2. 30-Day Rolling Tracker

Use a simple table to monitor effectiveness by content asset or cluster:

Content Asset	Engagement Score	Funnel Impact	Action Taken	Notes / Next Move
Example Blog A	High	TOFU → MOFU	Email sign-up	Repurpose for MOFU
Webinar Replay	Medium	BOFU	CTA clicked	Add support doc
Case Study B	Low	MOFU	None	Rewrite headline

3. Use What You Learn

- Kill or rewrite underperforming assets
- Double down on high-impact formats or topics
- Use behavior data to refine your next quarter’s content plan