

# Content and Media Analytics

Resources about tracking and measuring traffic and user behavior in content, news or media websites.

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Below we have compiled publicly available sources from around the world that present views on Content and Media Analytics.

## Perspectives on Content and Media Analytics

### Ready to see behavioral analytics in action?

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- **When Your Content Isn't Just Popular – It's Viral!**

Most media analysts are still tied to the traditional content performance measurement – which means measuring popularity. What's popular? The thing is, measuring popularity is not enough. It's old news by now. What if you want to know the effects of your content now, or at least in the very near future?

[Read the article on cooladata.com »](#)

- **9 Ways To Drive Traffic To Blogs, Websites And Videos Without Busting The Budget**

Driving traffic to an online business requires a different approach than that of offline businesses. Online business owners still need to get in front of the consumer. But they are doing so in a virtual environment.

[Read the article on lurn.com »](#)

- [Content KPIs, Goals And Insights](#)  
[bigseadesign.com](#)
- [What is Content Analytics?](#)  
[blog.parsely.com](#)
- [What Sort of Articles Doubles Your Website Traffic?](#)  
2017  
[www.webtechrise.com](#)
- [What is Content Amplification?](#)  
[verticalmeasures.com](#)
- [Content Intelligence: The New Frontier of Content Marketing Technology](#)  
2017  
[www.curata.com](#)
- [Best Way to Get More Traffic and Shares? Add Long-Form Content](#)  
[blog.bendbroadband.com](#)
- [Right Ways to Optimize Content for more Organic Traffic](#)  
2017  
[www.cms-connected.com](#)
- [Why Content Analytics Will Tell You A Lot More Than Business Intelligence](#)  
[datafloq.com](#)
- [How Do TV Marketers Use Data to Target Individual Households for Their Ads?](#)  
[bigdata-madesimple.com](#)
- [What is Content Analytics & Who Needs It?](#)  
[blogs.oracle.com](#)

## How To

- [18 Ways To Create A Content Strategy That Actually Drives Traffic](#)

**Be the first to get the latest news on analytics**



bitcatcha.com

- [7 Tips to Convert Blog Visitors into Customers](#)  
bootstrappingecommerce.com
- [How to Optimize Content: The Essential Checklist](#)  
v9seo.com
- [A Step-By-Step Playbook for Writing Content That Ranks on Organic Search](#)  
clearbit.com

## Case Studies

- [4 Case Studies on How to Grow Your Blog Traffic](#)  
persuasion-nation.com

## Specific Technologies

- **[A Complete Solution for Successful Content Analytics](#)**

The key to your digital growth is understanding your audience behavior

[Read the article on cooladata.com »](#)

## Product Comparisons

- [The Top 10 Free Content Analytics Tools](#)  
contently.com

## Further Reading

- [Web Analytics Concepts and Metrics](#) — In-depth resources about the basic building blocks of analytics - practices, metrics and concepts.
- [BI for Digital Marketing](#) — Resources about how business intelligence technology is used to aid digital marketing analytics and decision making.
- [Specialized Analytics](#) — Resources about strategies, techniques and metrics for specialized analytics use cases: mobile analytics, eCommerce analytics, game analytics, email analytics, and more.
- [Web Analytics and BI Technologies](#) — Resources about tools and technologies that help organizations measure, analyze and manage traffic to digital resources.
- [Digital Analytics Community](#) — Resources about events and conferences, online forums, books, and famous figures in the global digital analytics community.

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