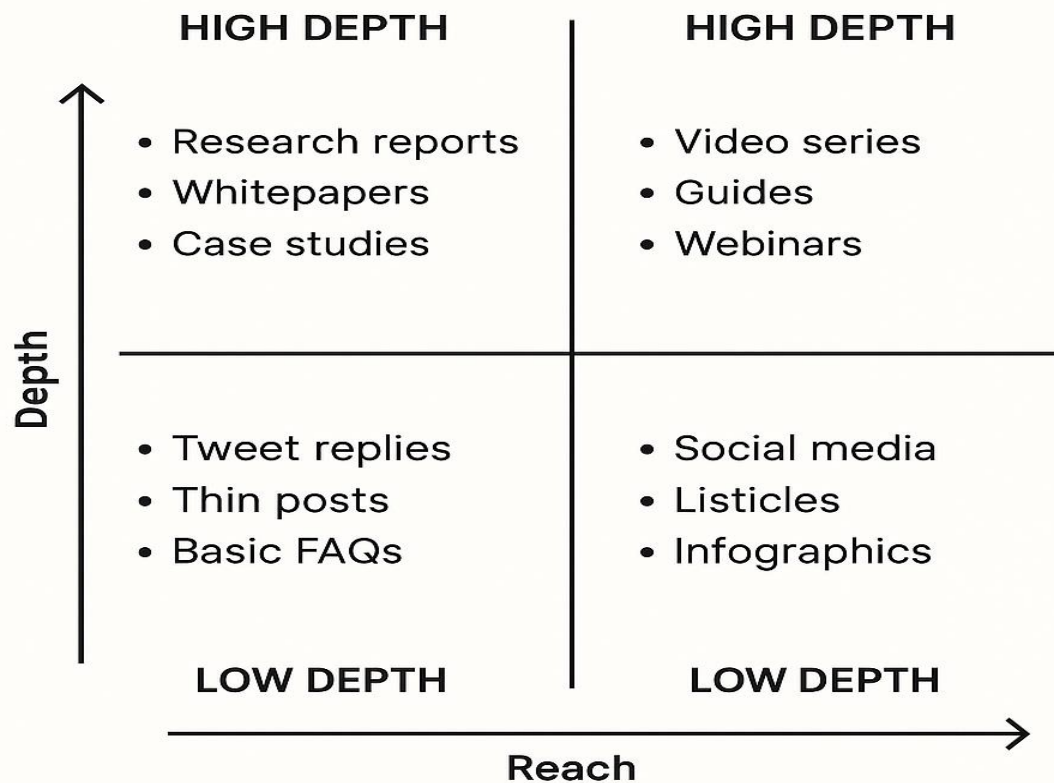


CONTENT VALUE QUADRANT

Assessing reach vs. depth



A visual tool to help you map content impact beyond clicks.

It's a 2x2 matrix that maps your content based on:





- **Reach:** How widely it travels (traffic, shares, impressions)
- **Depth:** How meaningful the interaction is (saves, replies, conversions)

Use it to:

- Audit your content library
 - Spot hidden winners
 - Identify underperformers with potential
 - Align content goals with business value
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Step 1: Plot Your Quadrant

Create a 2x2 grid:

- X-axis = **Reach** (Low ← High)
 - Y-axis = **Depth** (Low ↓ High) Label each quadrant:
1. **Quiet Gold**
High Depth, Low Reach
 Deeply valuable, but under-distributed.
 2. **Loud & Light**
High Reach, Low Depth
 Eye-catching but not lasting. Good for awareness.
 3. **Compounding Assets**
High Reach, High Depth
 Your MVPs. Keep nurturing and repurposing.
 4. **Shallow Fade**
Low Reach, Low Depth
 Likely needs reworking or retiring.
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Step 2: Evaluate Each Content Piece

For each blog, video, post, or asset:

- Assign a simple score: Reach (1–5), Depth (1–5)
 - Use analytics tools + qualitative signals (e.g., shares, mentions, reuse)
 - Plot it on the quadrant
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Step 3: Take Action Based on Quadrant

Quiet Gold? Boost distribution (SEO, internal links, social repurposing)

Loud & Light? Add depth with CTAs, educational links, or follow-ups

Compounding Assets? Turn into templates, case studies, carousels, or pillar pages

Shallow Fade? Reassess the topic, UX, or retire it

Final Tip:

Don't just chase traffic.

Build trust.

The Content Value Quadrant helps you invest where it counts, in pieces that resonate *and* return.