Targeted Content Performance /FY20 Q4

The content performance dashboard is a tool content teams can use to find higher-traffic, lower performing content and target it for improvement. It allows content teams to target content maintenance efforts for maximum impact. Content that has a positive content engagement profile correlates to more return visitors to docs.Microsoft.com[[ref](https://microsoft.sharepoint.com/:u:/r/teams/gab/ai/analytics/Catalog/Topic_level_metrics_correlation_with_return_visitors.html?csf=1&web=1&e=c5s4zJ)]. There is also a correlation between freshness (per ms.date) and a positive content engagement profile.

In FY20, Q3, the SQL Content team volunteered to work directly with Tyson for an in-depth engagement to improve high traffic, low performing articles using the content performance dashboard and methodology. Some of the lessons learned included:

* It was useful having one person (Tyson) driving the effort with the team.
* There is a lot of expertise within the content teams – we just need to focus attention on this work to unleash that expertise.
* The week over week focus and team discussions helped build team bonds, shared knowledge, and shared understanding. Analyzing the data and looking at articles as a team helps to “level-up” the entire team.
* Some of your highest traffic, lowest performing content may be owned by product team people, and you may need to assume ownership to have the desired impact.
* The dashboard identified articles that needed work, but the solution was a combination of metrics + applying voice principles.
* Analyzing the results of the changes can be more complex than it appears (tighter article intent might decrease page views, article metrics might “go down” while driving users to higher performing content, how much time to wait?) The process is iterative.

## The plan

This quarter, we are expanding the effort to include five teams and begin to scale the in-depth commitment out.

* Each M2 (Mike Tillman, Rachel Karlin, Craig Guyer, Carmon Mills) will select an M1 and team who will work on content performance, similar to the engagement in Q3 with Jason Roth’s content team. Martin will identify an M1 from among the teams he directly manages.
* The M1 managers commit to meet weekly with their teams in Q4 to discuss/troubleshoot articles that their team is working on – at least 30 minutes per week. The first couple meetings should allow for a full hour focus. Kelly Pittman needs to be invited to these team meetings.
* On each M1’s team, a person needs to be designated to be the content performance advocate for that M1’s team during Q4. It can be the M1 or a person on their team. Ideally, this person is a senior person who has a strong knowledge of our core content authoring guidelines and who can advocate for clear customer intent in content. If not, they must be committed to learning these things and becoming an advocate for them.
* The teams and advocates need to be identified by Friday, April 3 and communicated to Kelly and Martin.
* Each writer on each designated team will choose 3-5 articles in their domain that have high page views and low performance, and then share their selections with Kelly Pittman. Kelly will create tracking work items for all selections and vet the selections for impact and opportunity. Teams should expect to invest significant time per article to carefully plan, get feedback, change things, get more feedback, and finalize the changes.
* The week of April 6th, we’ll hold a training for the M1s and advocates to set expectations for the work and how it will get done. We’ll share the lessons learned from the work completed with Jason Roth’s team in Q3 so those lessons can be shared.

## Timeline

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| --- | --- | --- |
| **Week** | **Planned work** | **Status** |
| March 30 – April 3 | M2s identify M1 managers/teams who will participate in Q4, and provide the name of the content perf advocate for each of those teams | Complete |
| April 6 – 10 | Share details and project plan with the teams. | Complete |
| Run training session for the M1s and selected advocates. | Complete |
| April 10 | Kickoff mail to teams with project overview | Complete |
| April 13 – 17 | Content developers select a minimum of 3 articles to work on this quarter, up to 5 if time and resourcing. Selections should be high traffic for the domain and be in the bottom 25% of articles. Send list to Kelly who will vet and enter into DevOps. | Complete |
| Content developers review articles and take notes on what they think needs to be done, enter details in the work items. End of week, team uses the weekly team meeting for a dedicated session to review each article and comment on the fix plan for each one. |  |
| April 20 – June 5 | Execute on work. The advocate on each team is a required reviewer for pull requests for changes prior to sign off. |  |
| Teams spend at least 30 minutes weekly meeting to discuss/troubleshoot articles the team members are working on |  |
| May 31 | Work on 75% of articles should be complete |  |
| June 5 | All improvements need to publish by June 5. |  |
| Early July | Measure improvements |  |

## Roles and responsibilities

**Kelly Pittman**

* Ensure teams are progressing per the project plan and timeline.
* Create trackable work items for all the selected content.
* Meet weekly with the content performance champions.
* Work directly with CLCIA for any issues that come up with data or the dashboard.

**Content performance champions**

* Be the team expert on the content performance dashboard and how it is used. They should have read ALL the documentation and watched the recorded training before the first team meeting.
* Attend Kelly’s weekly meeting to discuss progress, issues, and share learnings. This may include additional formal training (TBD) on MVC and authoring content to a single customer intent.
* Lead within their team by example – prioritizing content perf work on their own content, sharing, and helping drive the conversation within their team each week. They should go first, then each week ensure someone is signed up to share.
* As work progresses, compile results from the article assessment tool on completed work, entering those results in the work items for their teammates, and share with their team and the v-team.

**Content developers**

* Choose 3-5 articles that are low perf/high traffic from your domain, using data from the content performance dashboard.
* Analyze the data and create a plan to improve them, share your work in a weekly team meeting. Rely on the troubleshooting article to guide your efforts, and remember the voice principles. Content may need to be rewritten to map to the voice guidelines.
* Use the Article Assessment tool to view metrics changes two weeks and each week thereafter to track changes.

## Documentation

## [Content performance overview](https://review.docs.microsoft.com/en-us/help/contribute/contribute-how-to-manage-data?branch=master)

* [Troubleshooting article](https://review.docs.microsoft.com/en-us/help/contribute/troubleshoot-underperforming-articles)
* [Primary KPI definitions](https://review.docs.microsoft.com/en-us/help/contribute/primarykpiscore-metric)

## Progress reporting

* Kelly will set up an alias that includes all members of the M1 teams participating in Q4 plus the M2s and Martin. This alias will be used to share progress and lessons among the teams working on this OKR.
* Over the course of the quarter, as work is completed, the champions and the content developers can use [the article assessment tool](https://msit.powerbi.com/groups/me/reports/8ee97ca3-fdc7-4160-ab7b-63d951501ce5/ReportSectione8f086afcb69cc4d0a59?ctid=72f988bf-86f1-41af-91ab-2d7cd011db47) in the content performance dashboard to track the week over week performance of each article. Week 0 on the assessment tool charts corresponds to the week the article was published; week 1 corresponds the first full week after the week of publish.
* Weekly, the content perf advocate or M1 for each team will send a progress report on work completed, lessons learned, and initial results from the article assessment tool for their team. This update should be sent to the alias for the project.
* Content performance work is ongoing work that will need to happen month over month to begin to show the impact. Kelly will define a set of measurements for the content sets that are part of this work and will report baselines and actuals each month to the group as work is completed, modeled on the following example measurements for Q3 in SQL:  
    
  **Metadata scope:**

**ms.service =** sql-database**, ms.subservice =** performance

This area corresponds to work Carl did. It has a declining trend JanàFebruary, and Carl updated 5 high traffic articles – theoretically we should see an improvement in March since they were all published by the 15th.  
A picture containing screenshot

Description automatically generated