

FREE PRACTICAL PLAYBOOK

The 90-Day Content Intelligence Playbook

A Step-by-Step Framework for Building Content You Can Attribute to Revenue

Month 1: Audit your current content operation and establish baselines.
Month 2: Build the measurement model that connects content to revenue.
Month 3: Intelligence in practice — decisions driven by data, not intuition.
Beyond 90 days: an automated system that compounds with every cycle.

3 months

To a fully functioning content intelligence system

Wk 1

First baseline data and audit complete

Day 1

If using MIDAS — automation from the start

Compounding

Value grows with every content cycle

THE CASE FOR THIS PLAYBOOK

From Content Volume to Content Intelligence — in 90 Days

Most content programmes are built around production: how much content to publish, on which platforms, at what frequency. The measurement infrastructure that would tell you whether that content is generating business outcomes — pipeline, revenue, qualified leads — is almost always absent or inadequate.

This playbook gives you a practical, sequenced 90-day programme to build content intelligence from the ground up. Month 1 audits what you have. Month 2 builds the measurement model. Month 3 puts intelligence into practice. After 90 days, content decisions are made on evidence rather than intuition — and the system continues compounding with every subsequent cycle.

THE 90-DAY OVERVIEW



A systematic 90-day programme — with MIDAS, the measurement and monitoring runs automatically from day one

WHAT THIS PLAYBOOK REQUIRES

RESOURCE	MANUAL APPROACH	WITH MIDAS
Data connections	GA4, Search Console, CRM — manual export and reconciliation weekly	<i>All connections automated and unified from week 1</i>
Attribution modelling	Requires a data analyst and custom build — typically 4–6 weeks	<i>Built into the platform — available from day one</i>
Pillar balance monitoring	Manual content audit monthly — 4–6 hours per audit	<i>Automated weekly — AI classifies every published piece</i>
SEO gap analysis	Manual SEMrush/Ahrefs review — bi-monthly, 3–4 hours per review	<i>Weekly opportunity scoring — automated and ranked</i>
Competitor monitoring	Ad hoc checks — no systematic tracking of publishing or rankings	<i>Continuous monitoring across search, content, and social</i>
Content decay detection	Not systematically tracked — discovered when traffic drops are noticed	<i>Weekly decay scoring — flagged before traffic impact occurs</i>

MONTH 1

Audit Your Current Content Operation and Establish Baselines

You cannot improve what you cannot measure. Month 1 establishes the baseline data you need to make content decisions confidently in months 2 and 3. Most businesses underestimate how much useful data they already have — and how much is going unmeasured. The audit surfacing both.

WEEK 1-2

Content Inventory Audit

Catalogue every piece of content published in the last 12 months — blog posts, social series, emails, downloadable assets, video content. Classify by topic pillar, format, and publish date. This is the content asset register that all subsequent analysis runs against.

- Every published asset catalogued with topic pillar, format, date, URL
- Pillar distribution: what percentage of content sits in each pillar?
- Format distribution: blog, social, video, downloadable — what is the actual mix?
- Publishing frequency trend: consistent or irregular? Platform-by-platform.

WEEK 1-2

Performance Baseline — Traffic and Engagement

Pull the last 12 months of GA4 data and Search Console data for every content asset in the inventory. Which assets drive the most organic traffic? Which have the highest engagement? Which have been declining in rankings?

- Organic sessions and search impressions per content asset
- Ranking positions for target keywords — current and 12-month trend
- Content decay map: which pages are losing rankings month-on-month?
- Top-10 organic content assets by traffic — your existing winners

WEEK 3-4

Pipeline Baseline — The Critical Connection

This is the step most businesses have never completed: connecting content assets to CRM pipeline. For each content asset in your inventory, trace whether any CRM contacts engaged with it before converting. Use UTM parameters, GA4 conversion paths, or manual matching if necessary. Even incomplete data at this stage is useful.

- Content-to-CRM contact mapping — which assets have touchpoint data?
- Conversion path analysis: which content appears most frequently in multi-touch journeys?
- Lead source audit: how many leads have a content touchpoint in their journey?
- Gap identification: which assets have zero CRM connection and why?

WEEK 3-4

Competitor Content Baseline

Map your top 3–5 competitors' content operations. Publishing frequency by platform, topic pillars they cover, keywords they rank for that you do not target, and formats they are investing in. This establishes the competitive context that Month 3 intelligence will be measured against.

- Competitor publishing frequency per platform — weekly average
- Competitor keyword rankings for your target keyword set
- Topic gap map: which topics do competitors cover that you do not?
- Format gap: are competitors investing in formats you have not yet tested?

MONTH 2

Build the Measurement Model That Connects Content to Revenue

Month 2 builds the data infrastructure that makes proper content attribution possible. This is the technical work that most businesses defer indefinitely — because it requires cross-system data connections that no single platform provides natively. The output is a unified content data model that connects web behaviour to CRM outcomes.

Connect the Attribution Pipeline

Build the data connections that close the gap between content consumption and CRM outcomes. UTM parameter standardisation across all content. GA4 to CRM matching via email or user ID where available. Content touchpoint logging in HubSpot or Salesforce for every lead. This is the infrastructure that makes all subsequent attribution possible.

- Standardised UTM structure applied to all content links going forward
- GA4 → CRM matching process established — even if manual initially
- Content touchpoint field added to CRM lead record
- First content attribution report: which assets have pipeline touchpoints?

Define and Measure Your Content Pillars

Define the 3–5 content pillars your strategy is built around — and establish target percentages. Classify your existing content inventory against these pillars. Build a pillar balance dashboard showing actual vs. target mix over the last 90 days. This becomes the primary tool for content planning decisions going forward.

- Content pillars defined with target percentage allocation
- Full content inventory reclassified against new pillar definitions
- Pillar balance dashboard showing 90-day rolling actual vs. target
- Pipeline conversion rate by pillar — which pillar converts best?

Build the SEO Opportunity Model

Using your Search Console data and a third-party keyword tool, build an opportunity model that ranks content opportunities by their combination of: search volume, keyword difficulty, your current domain authority, and business relevance. Output: a ranked list of the top 20 content opportunities to target over the next quarter.

- Keyword opportunity model built and scored
- Top 20 priority opportunities identified and briefed
- Content decay list: top 10 pages for refresh, ranked by priority
- Competitor keyword gap: which high-value terms does only the competitor own?

MONTH 3

Intelligence in Practice — Decisions Driven by Data

Month 3 is where the work of months 1 and 2 pays off. You now have baselines, a measurement model, and a set of intelligence-driven priorities. Month 3 puts these into practice — and establishes the ongoing rhythms that make content intelligence a continuous operating discipline rather than a quarterly exercise.

The Weekly Content Intelligence Review

- 30-minute weekly review of: pillar balance (is the mix on target?), SEO movement (any ranking gains or losses?), pipeline touchpoints (which assets drove leads this week?), competitor publishing (any new activity on shared topics?)
- Content decisions for the coming week informed by data — not by what is easiest to produce
- Anomalies flagged — a sudden drop in organic traffic to a key asset, a competitor ranking jump on a target keyword

Publishing Against the Opportunity Model

- All new content briefs drawn from the ranked opportunity model built in Month 2
- Content refreshes scheduled for the top decay priorities — not reactive, planned
- Pillar balance used as a decision filter — if educational content is below target, the next brief goes there
- Post-publish tracking: 30-day, 60-day, and 90-day ranking and traffic checks on every new piece

The Monthly Intelligence Report

- Full content performance review: which assets drove the most pipeline this month?
- Pillar conversion comparison: is the highest-converting pillar receiving proportional investment?
- SEO opportunity model updated — new opportunities scored, published opportunities removed
- Competitor content review: what has changed in the last 30 days across search, content, and social?

BEYOND 90 DAYS

What a Mature Content Intelligence System Looks Like

After 90 days of systematic content intelligence, the compounding properties of the system become visible. The content that gets produced is increasingly targeted at proven opportunities. The attribution model gets more accurate as more CRM matches accumulate. The pillar balance discipline prevents the drift toward easy content that most programmes experience. Each content cycle informs the next — and the gap between content investment and measurable outcome narrows.

The Ongoing Intelligence Calendar

CONTINUOUS

Daily	Anomaly monitoring — significant traffic drops or ranking changes on key pages
Weekly	Pillar balance check · SEO opportunity list review · competitor publishing scan · pipeline touchpoint update
Monthly	Full attribution report · pillar conversion analysis · opportunity model refresh · competitor positioning review
Quarterly	SOV assessment · content strategy review against pipeline data · annual content audit update

THE MIDAS SHORTCUT

What This Playbook Looks Like When Automated From Day One

Every element of this playbook — the attribution connections, the pillar balance monitoring, the SEO opportunity model, the competitor content tracking, the decay detection, the weekly intelligence review — is built into the MIDAS platform and runs automatically from the first week of onboarding. The 90-day manual programme collapses to a 4-week setup. The ongoing intelligence calendar runs continuously without a weekly analyst time cost.

Manual: Month 1 content audit (20+ hours)	MIDAS: Content classified and tagged from day one — AI classifies every asset continuously
Manual: Attribution pipeline build (4–6 weeks of engineering)	MIDAS: Built into the platform — CRM to content matching operational in week 4
Manual: Weekly pillar balance check (2–3 hours)	MIDAS: Automated weekly — AI flags drift before it becomes a pattern
Manual: SEO opportunity model (bi-monthly, 4 hours per run)	MIDAS: Weekly opportunity scoring — ranked list updated automatically

Manual: Competitor content monitoring (ad hoc, inconsistent)	MIDAS: Continuous monitoring across search, content, and social — proactive alerts
Manual: Monthly intelligence report (4–6 hours to compile)	MIDAS: AI-generated report — account team reviews and delivers

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