

Content Velocity Checklist

Benchmark and improve your competitor's content publishing speed.

Based on [Content Velocity Benchmarking How Fast Competitors Publish And Why It Matters](#) by Casey's SEO

1. Understand Content Velocity

Grasp the core concept of content velocity and its importance.

- Define content velocity as the speed of publishing new content.
- Recognize that content velocity is about consistent, smart publishing.
- Understand that Google rewards consistent content updates.
- Acknowledge that content velocity is a competitive advantage.
- Note that 16+ blog posts/month can yield 3.5x more traffic than <4 posts/month.
- Understand content velocity signals activity and relevance to search engines.
- Recognize content velocity builds trust and positions your brand effectively.

2. Why Publishing Speed Matters

Identify the benefits of a consistent publishing schedule.

- Ensure Google bots visit your site more frequently.
- Capture more niche keywords with each new content piece.
- Establish yourself as a recognized expert in your field.
- Stay top-of-mind with your target audience.
- Build trust and credibility over time.
- Demonstrate your business is active and current.
- Improve your market positioning against competitors.

3. Benchmarking Competitors: Manual Method

Manually track your competitors' content publishing habits.

- Select your top 3-5 competitors.
- Visit each competitor's website.
- Examine their blog sections, news pages, and service updates.
- Note publication dates for their content.
- Create a spreadsheet to track competitor name, content type, date, and topic.
- Track for at least one month to identify patterns.
- Analyze competitor focus areas (e.g., blog posts vs. service pages).

4. Benchmarking Competitors: Tools

Leverage tools to simplify competitor content tracking.

- Identify tools that can automate content tracking.
- Use tools to monitor competitor publication frequency.
- Utilize social media monitoring for competitor activity.
- Employ SEO platforms for competitive analysis.

5. Analyze Publishing Patterns

Interpret common competitor content strategies.

- Identify 'Sprint and Stall' crews (inconsistent publishing).
- Recognize 'Steady Eddie' strategies (consistent, moderate pace).
- Spot 'Content Machine' gurus (high-volume, consistent publishing).
- Compare your pace to these identified patterns.
- Evaluate if competitors focus on specific content types (e.g., case studies, blog posts).
- Note frequency of updates to core pages vs. new content.

6. Setting Your Content Goals

Establish realistic and effective content velocity targets.

- Determine a sustainable publishing pace for your team.
- Set specific frequency goals (e.g., X posts per week/month).
- Align goals with industry standards and competitor benchmarks.
- Prioritize quality alongside quantity.
- Create a content calendar to plan future publications.
- Define what 'normal' looks like for your specific industry.
- Ensure goals are achievable within resource constraints.

7. Overcoming Content Roadblocks

Address common challenges that hinder content creation.

- Develop strategies for idea generation when the 'idea well is dry'.
- Break down content creation into manageable steps to avoid feeling overwhelmed.
- Implement content batching for efficiency.
- Create content templates to streamline the writing process.
- Repurpose existing content into different formats.
- Plan for 'life happens' scenarios by building a buffer.
- Consider outsourcing content creation tasks where appropriate.

8. Measuring Success

Track your progress and evaluate the effectiveness of your content velocity strategy.

- Monitor website traffic changes.
- Track keyword ranking improvements.
- Observe increases in search engine bot visits.

- Measure audience engagement metrics (comments, shares).
- Assess improvements in brand visibility and recognition.
- Solicit customer feedback on content value.
- Compare current performance against set goals.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Find Your Local Results

<https://caseysseo.com/>

■ Finding Your Competitors' Content Blind Spots: Advanced Semrush Gap Analysis, Made Easy – Casey's SEO

<https://caseysseo.com/advanced-semrush-techniques-for-competitor-content-gap-analysis/>

■ Google vs Bing: Why Your SEO Strategy Needs to Account for Both (And How They're Actually Pretty Different) – Casey's SEO

<https://caseysseo.com/bing-vs-google-algorithm-differences-complete-ranking-factor-comparison-guide/>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ The Local Business Owner's Real Talk Guide to Merchant Association Directories – Casey's SEO

<https://caseysseo.com/local-merchant-association-directory-optimization-guide/>

■ Emergency Service Seo Strategies For 247 Home Service Companies – Casey's SEO

<https://caseysseo.com/emergency-service-seo-strategies-for-247-home-service-companies/>

■ Contact Casey's SEO

<https://caseysseo.com/contact/>

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920

719-639-8238 | caseysseo.com

Publish consistently and strategically to win the search game.