

9.6: Measuring Success

Measuring copywriting performance is important. How will you know what's working and what isn't unless you do so?

Often, brands use conversions as the primary way to measure success. If your copy doesn't convert, what's the point? The goals that you measure will depend on the goals of your copy. If you want to boost subscribers to your newsletter or blog, then the number of subscribers will be your measure of success. If you want to increase sales, then the number of sales will be your measure. Because digital copywriting applies to almost every aspect of digital marketing, you can only measure its success if you have a clear idea of your goals.

However, copy isn't always just about converting. You can also use impressions, time on page, and bounce rate to see whether your copy is keeping people interested and on-site.

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