

Simple Blog Performance Review Sheet

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Use Simple Clues to Choose What to Improve First

Use this review sheet to decide which blog pages deserve attention before you spend time editing.

You do not need a complicated analytics setup to begin.

A few simple clues can show you which pages are already getting attention, which pages support email signup or monetization, and which pages may need a clearer next step.

Review one page at a time.

Use this sheet to choose a useful starting point, not to judge the whole blog.

Page or Post Being Reviewed

Page or Post Title:

URL:

Date Reviewed:

Main Purpose of This Page:

What should this page help the reader understand, decide, or do?

Why This Page Was Chosen:

What clue made this page worth reviewing?

Examples:

- It already gets visits
- It supports email signup
- It includes an affiliate link or product mention
- It is an older post that still matters
- It gets clicks but feels unclear
- It has useful content but no strong next step
- It is part of an important reader path

- Other: _____

1. Visitor Interest

Does this page already get attention?

Check:

- The page receives steady visits
- The page brings search visitors
- Readers arrive from email, social, or referrals
- The page has been shared or mentioned
- The topic still seems useful to the audience
- The page supports a current blog goal

Notes:

Improvement needed?

Yes / No

Possible fix:

2. Reader Continuation

Does the page help readers continue after they arrive?

Check:

- The page has a clear next step
- Related links are easy to find
- The ending gives useful direction
- The reader is not left with a dead end
- The next step matches what the page just covered

Notes:

Improvement needed?

Yes / No

Possible fix:

3. Content Usefulness

Does the page still feel useful and clear?

Check:

- The opening matches what readers likely came for
- The headings are easy to scan
- The examples still make sense
- The page answers the main question clearly
- The content does not feel thin, outdated, or scattered

Notes:

Improvement needed?

Yes / No

Possible fix:

4. Email Signup Support

Does this page help interested readers stay connected?

Use this section if the page includes a signup form, lead magnet, content upgrade, or email invitation.

Check:

- The signup offer matches the page topic
- The reader understands what they will receive
- The signup form appears at a natural point
- The button text is clear
- The confirmation or thank-you message feels complete

Notes:

Improvement needed?

Yes / No

Possible fix:

5. Monetization Support

Does this page support an offer, affiliate link, product mention, or recommendation?

Use this section if the page includes a paid offer, resource recommendation, or monetized link.

Check:

- The recommendation fits the page topic
- The reader understands why it is mentioned
- The link appears after enough context
- Any required disclosure is clear
- The page does not feel crowded with too many offers

Notes:

Improvement needed?

Yes / No

Possible fix:

6. Trust and Freshness

Does the page feel current and reliable?

Check:

- Links still work
- Product details still seem accurate
- Dates, screenshots, and examples still make sense
- Any “last updated” note feels accurate

- The page does not feel abandoned
- Important claims still feel believable

Notes:

Improvement needed?

Yes / No

Possible fix:

7. Pattern Noticed

What pattern does this page show?

Choose the closest match:

- Gets visits but has no clear next step
- Gets attention but feels hard to read
- Supports signup but the offer feels weak
- Includes an offer but needs more explanation
- Feels useful but outdated
- Has too many competing actions
- Seems important but unclear
- No major issue noticed yet
- Other: _____

Notes:

Performance Clue Summary

Complete this summary before deciding what to improve.

Main clue that made this page worth reviewing:

Strongest part of the page:

Weakest part of the page:

Most likely reader problem:

One improvement that could help this page most:

Reader Impact

How might the current issue affect the reader?

- The reader may arrive but leave too quickly
- The reader may not know where to go next
- The reader may miss a useful signup offer
- The reader may not understand a recommendation
- The reader may lose trust because the page feels outdated
- The reader may face too many choices
- Other: _____

First Performance-Based Fix

Choose one fix to make first.

Focus on the change that would make the page easier to use or more useful to readers who already find it.

First fix to make:

Why this fix matters:

Fix type:

- Quick Win
- Deep Fix
- Leave for Later

Follow-up needed:

Simple Performance-Based Fix Ideas

Use these ideas if you are not sure where to start:

- Add one clear next step
- Add or update a related internal link
- Rewrite the opening so the topic is clearer
- Improve the ending call-to-action
- Refresh outdated examples, screenshots, or dates
- Clarify the signup offer
- Add context before a recommendation
- Remove one distracting action
- Fix a broken link
- Update the page's main resource or offer

Choose the fix that best matches the clue you noticed.

Review Complete

Performance clues do not tell the whole story.

They simply help you decide where to look first.

Use this sheet when you need a practical way to choose which page to review, improve, or schedule for a deeper fix.