

[ZOOMIN]



# 2024 Technical Content Benchmark Report

By [ZOOMIN]

# Executive Summary

Technical content has the potential to become your #1 seller. Data clearly indicates that throughout the user journey documentation and product answers play a pivotal part in users' purchasing decisions.<sup>1</sup>

With the introduction of AI to the Commttech industry, the ability to offer users the documentation experience that they are expecting has become even more important and companies looking to maximize their content ROI must be ready to meet users' expectations.



**In the Technical Benchmark Report for 2024, we share with you critical KPI benchmarks from 97.6 million sessions across 136 countries.** These benchmarks can help you evaluate how your content strategy is performing against the industry standard, 'what good looks like' when it comes to user behavior, and practical tips to improve your content ROI.

When comparing this year's results with the previous year, we are seeing some fascinating changes in users' behavior:

- **Users go through more content (5.2 pages compared to 4.9 last year) in just under 5 minutes spent on the documentation site**
- **Case deflection benchmark has risen significantly from 39% to 52%**
- **Self service rate has grown by 8.5%**
- **GPT queries on technical content are growing by 318.52% monthly**

We will explore these findings and others, and what they mean for your content strategy in this Technical Content Benchmark Report for 2024. Enjoy the read!

<sup>1</sup> "90% of B2B customers reference content before purchasing". Frost & Sullivan, "The state of self-service content experiences", 2021

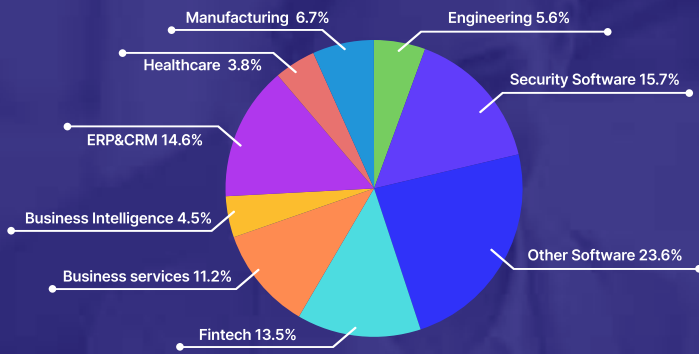
<sup>2</sup> Technical Benchmark Report for 2023 by Zoomin Software

# 1. Research Demographics

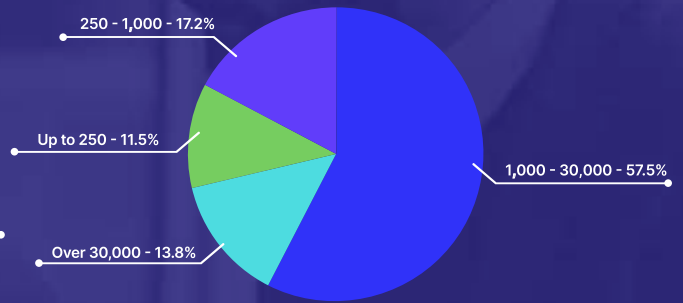
This report is a summary of the 2023 benchmarks gathered and calculated in the first half of 2024.

The research included data from the following types of companies:

Distribution by industry



Company profile by employee count



# 2. The Technical Content Core KPIs



### 3. Summary of KPI Benchmarks



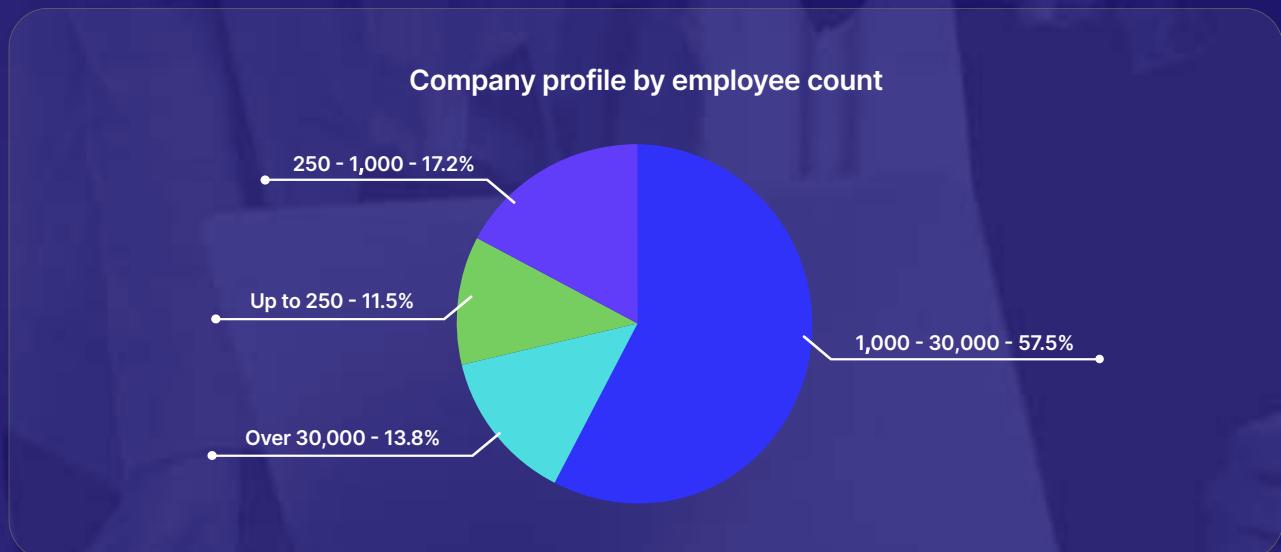
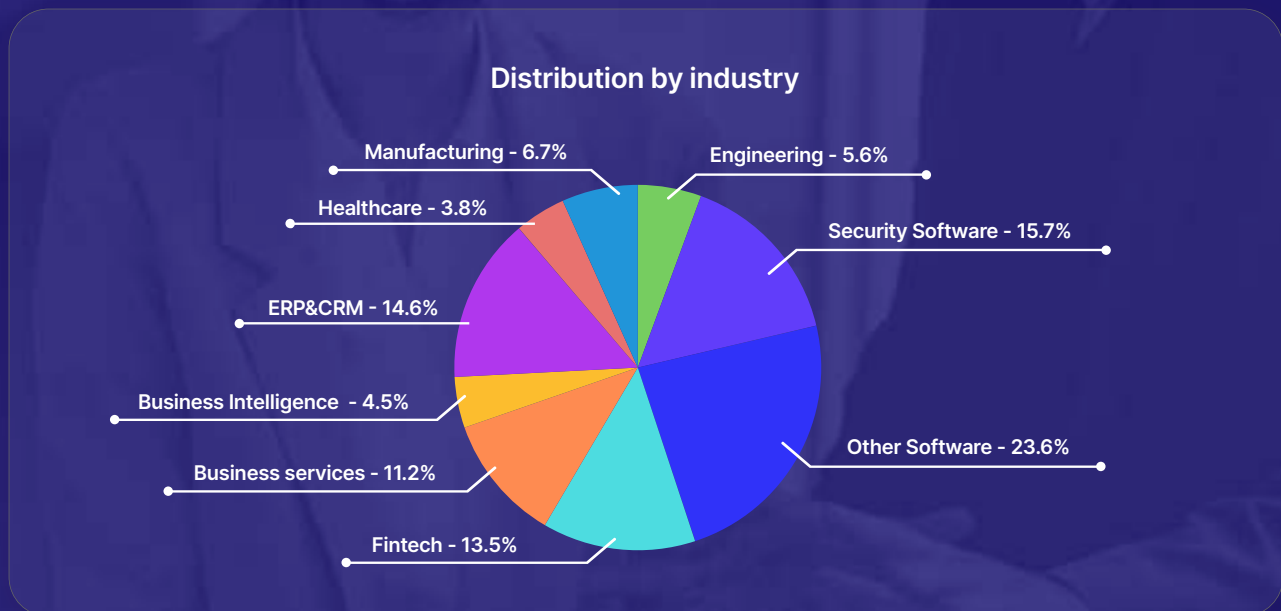
KPI	Industry Benchmark Value	Yearly change	Business Impact
<b>TRAFFIC KPIs</b>			
Average Pages per Session	5.2	+6.1%	Measure content efficiency
Average Session Duration	4.8	+ 6.6%	Monitor user engagement and experience
Bounce Rate	38%	N/A	Measure how many visitors leave without browsing further
Returning Users	30%	+3.4%	Measure customer loyalty and repeat visits
<b>SEARCH KPIs</b>			
Sessions with Search per Session	15%	+7.1%	Define and adjust your navigation strategy based on your user behavior
Search Click Through Rate (CTR)	55%	+5.8%	Measure how often users click on search results
Searches with Results	93%	+2.2%	Measure how often users find what they're looking for
<b>CONTENT KPIs</b>			
Pages Viewed	50%	+24.3%	Measure the relevance of your content
Content Engagement	19%	+31.9%	Measure interactions with your content from clicking the feedback button to downloading to PDF and sharing
<b>CASE DEFLECTION AND SELF-SERVICE KPIs</b>			
Case Deflection	58%	+48.7%	Measure the reduction in your support workload and improvements in efficiency
Self-Service Rate	89%	+8.5%	Enhance customer satisfaction and loyalty
<b>GPT AND AI KPIs <span>NEW!</span></b>			
GPT Search Usage	5%		Adjust your keywords and synonyms based on your user search behavior
GPT Accuracy	85%		Track the accuracy over time to help improve user satisfaction
GPT Coverage	77%		Make sure the most frequently used terms are covered with GPT search

# 2024 Technical Content Benchmark Report

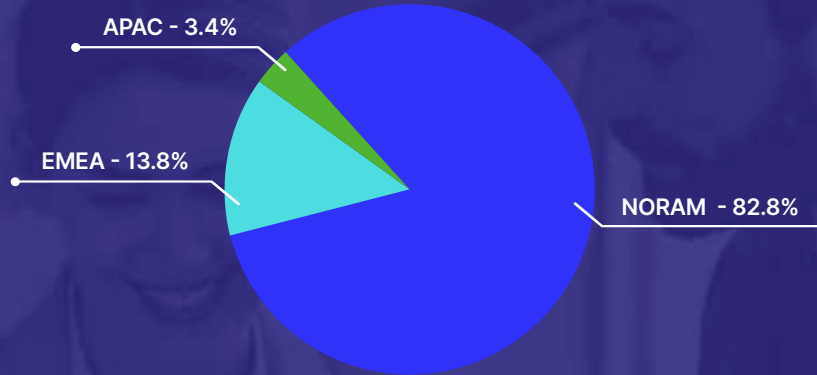
## Research Demographics

This report provides insights derived from 97.6 million user sessions from 136 countries. The report highlights trends based on KPIs related to user traffic, search behavior, and engagement with content, as well as early insights on how GPT is being adopted for technical content consumption.

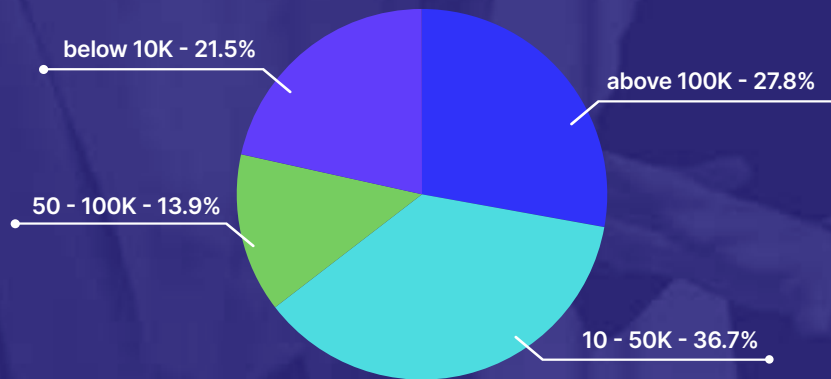
This report is a summary of the 2023 benchmarks gathered and calculated in the first half of 2024. The charts below show the participant company profile.



### Company profile by region of the world



### Company profile by amount of content (number of topic pages)



# Traffic Insights

Traffic KPIs give you a better understanding of how your audience is engaging with your content.

Traffic KPIs include:

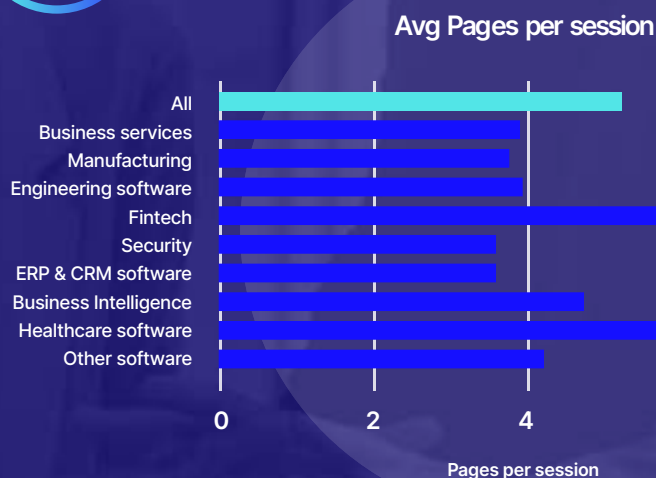
- Average Pages per Session
- Average Session Duration
- Bounce Rate
- Returning Users

The KPIs are presented below together with a definition and the Zoomin benchmark value.

## Average Pages per Session -

5.2

This metric indicates the number of pages viewed during a single session. It's recommended to analyze this figure alongside metrics like Bounce Rate, Session Duration and Content Satisfaction Score. This ensures users are not just staying longer due to navigational challenges but are genuinely engaging with the content. The industry-wide average is 5.2 pages per session (compared to 4.9 in Y2023).



### ***How to influence this KPI:***

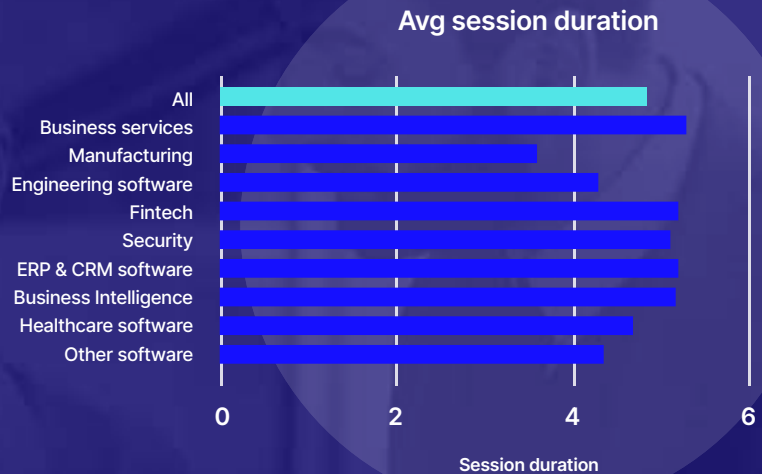
Today's documentation users are increasingly favoring non-linear navigation<sup>3</sup>, tending to skim content and utilize embedded links in the documentation to advance through the material. To enhance this KPI, it is important to cultivate more meaningful engagement with your documentation. This can be achieved by adapting the content based on how users interact with it and by keeping a close eye on evolving search trends to inform content adjustments.

## Average Session Duration -

4.8

This key performance indicator reflects the time spent per visit. While extended durations often signal robust engagement and content relevance, they may also imply navigational difficulties.

According to industry research, users are expecting to find answers in 6 minutes or less.<sup>4</sup> The industry average for 2024 is 4.8 minutes (compared to 4.5 minutes in 2023).



### *How to influence this KPI:*

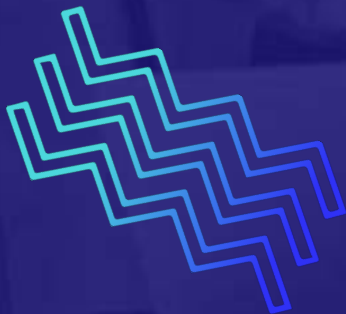
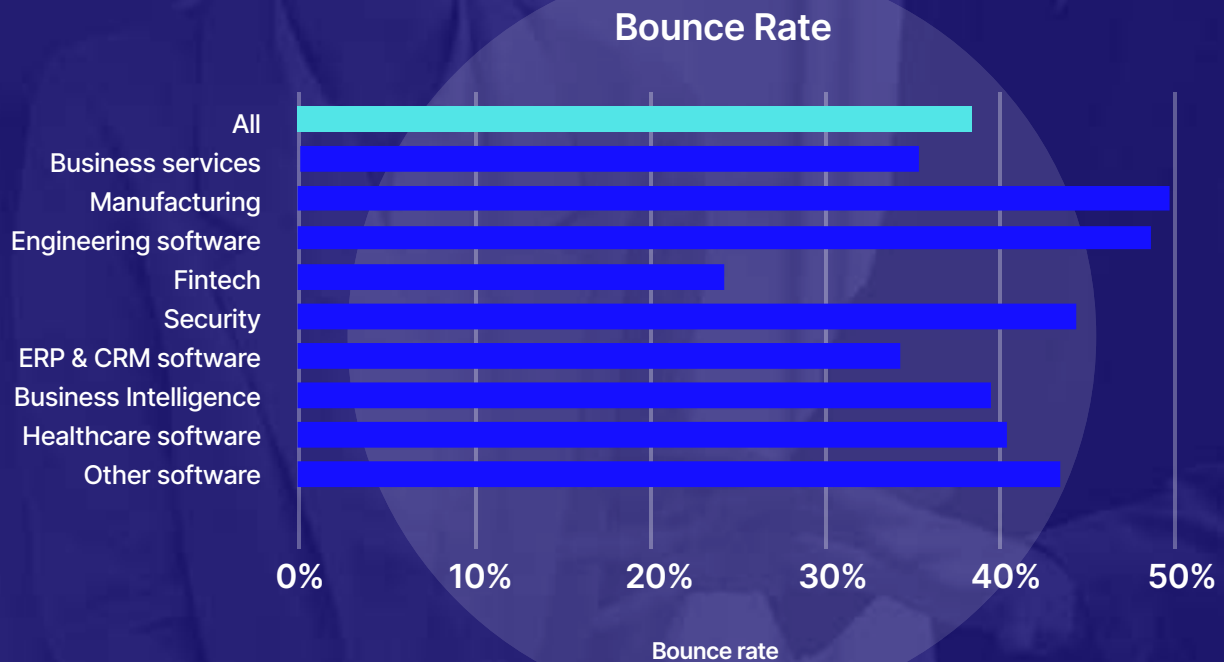
To increase the average session duration, we recommend optimizing content accessibility and engagement. Employ visual aids, video content, and interactive elements to break text monotony and enrich the user experience.

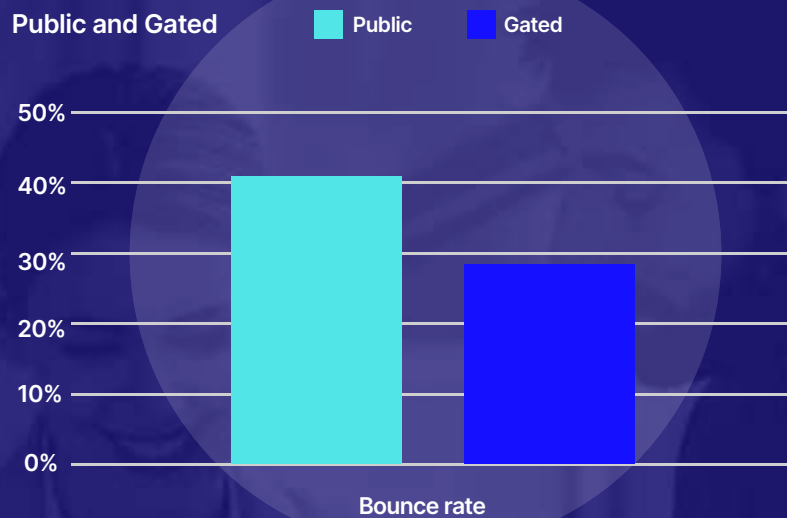
Use Progressive Disclosure techniques to present content in smaller, manageable segments. This can make complex information more digestible and keep users engaged for longer periods. This technique suggests breaking down major topics into smaller, more specific subtopics. It is important, however, to make sure that each content component or module can stand alone and make sense on its own. This makes it easier for users to find and understand information without needing to read through a larger document.

<sup>4</sup> Our previous [B2b Self-service Report](#) indicated that customers expect to find the answer they are looking for in 6 minutes or less.

## Bounce Rate - 38%

Bounce rate is a crucial metric that measures the percentage of visitors who left after viewing only one page. A 38% industry average suggests a notable trend of users leaving the documentation without further site exploration. The bounce rate of public documentation platforms is particularly high, in most cases because search engines direct users directly to the content they need.



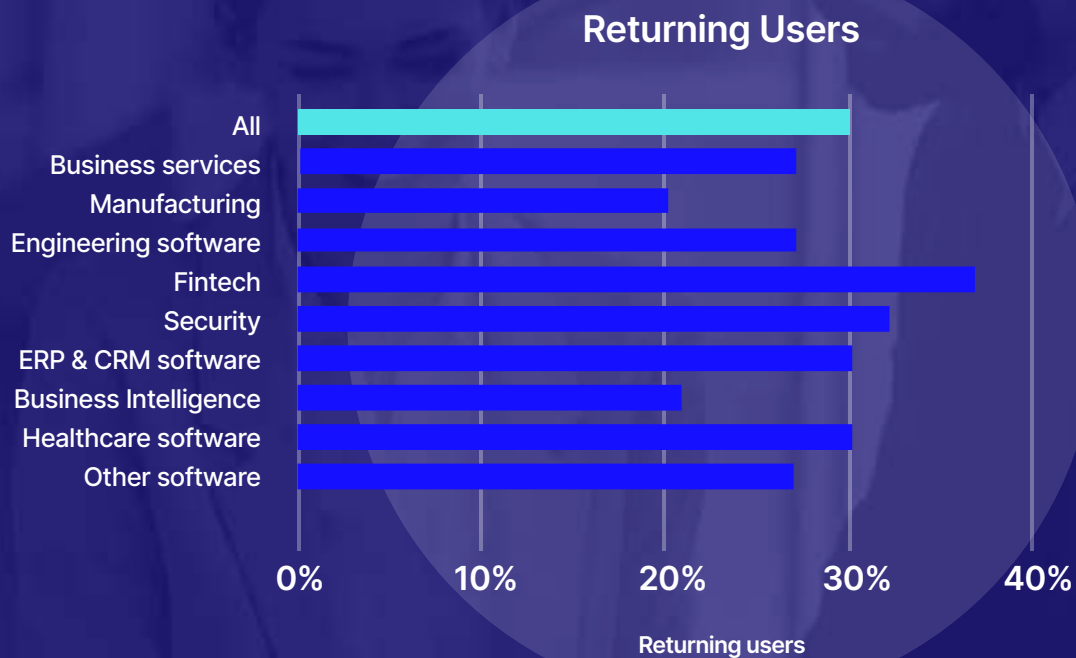


### *How to influence this KPI:*

Minimize bounces by integrating [related links](#) and [mini table of contents](#) in the sidebar for easier navigation. Cross-reference links should be added within topics for nonlinear navigation. Analyze user paths and identify common drop-off points. Optimize these paths by simplifying navigation, improving content relevance, or making calls to action more prominent.

## Returning Users - 30%

The proportion of repeat visitors is a testament to content value and customer loyalty. With an industry benchmark of 29%, a higher rate of returning users signifies effective content and a loyal user base.<sup>5</sup> It indicates that users are finding value in your content and are returning for more.



### How to influence this KPI:

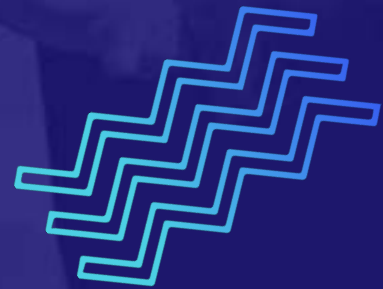
- Draw users back by **spotlighting new releases** or updates prominently on the homepage.
- Leverage newsletters and social media to keep your audience informed and engaged with fresh, compelling content.
- Offer **personalized collections** where users can save favorite documents and receive notifications for content updates or new additions.

<sup>5</sup> "We see when customers visit the technical documentation, they are twice as likely to become a customer. And if they visit us more than one time in the month before a sale, they're five times more likely to become a customer." - David Hoare, VP Content, ServiceNow on *Zoomin Flourish* podcast

## Traffic Takeaways

The current engagement shows a promising trend, with users dedicating an average of 4.8 minutes per session and exploring approximately 5.2 pages. Nevertheless, the observed bounce rate of 38% points to potential areas for improvement in content discoverability and user journey optimization.

Utilize advanced analytics to understand how different user segments interact with your content. Tailor your strategies based on these insights to improve user engagement and satisfaction. Regularly test and optimize elements of your documentation portal (such as the layout, content structure, or navigation menus) based on user interaction data to continuously improve the user experience.



# Search Insights

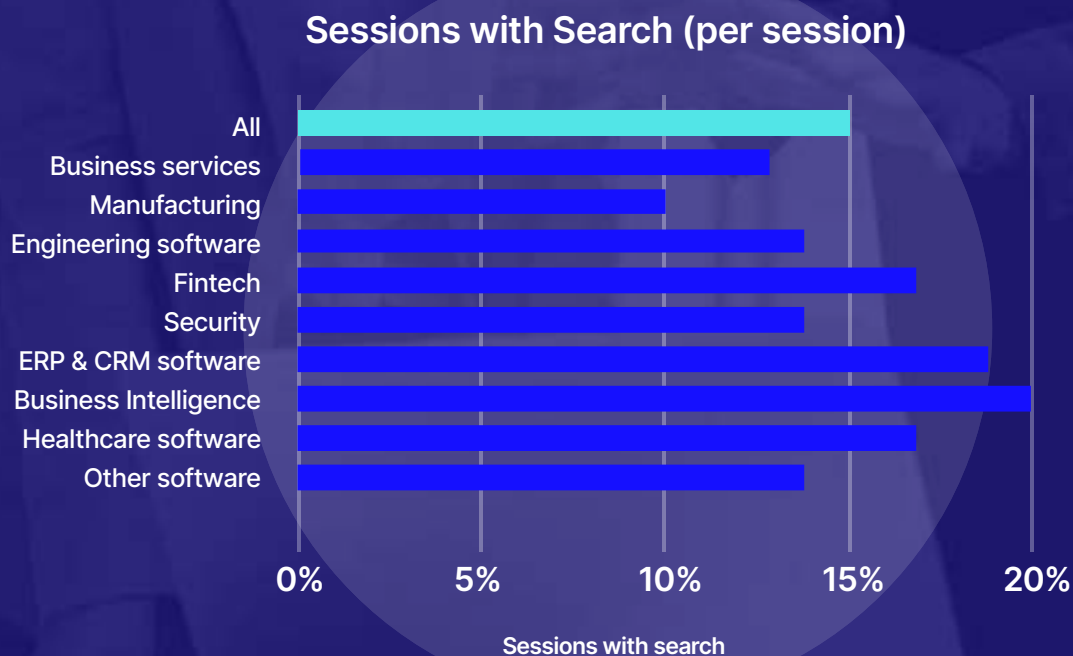
By looking at search insights, you can improve content discovery by better understanding user behavior. This section delves into crucial search-related metrics:

- Click-Through Rate (CTR)
- Search Results With no Clicks
- Sessions with Search
- Searches with no Results

Below, we present these metrics along with definitions and Zoomin's benchmark values.

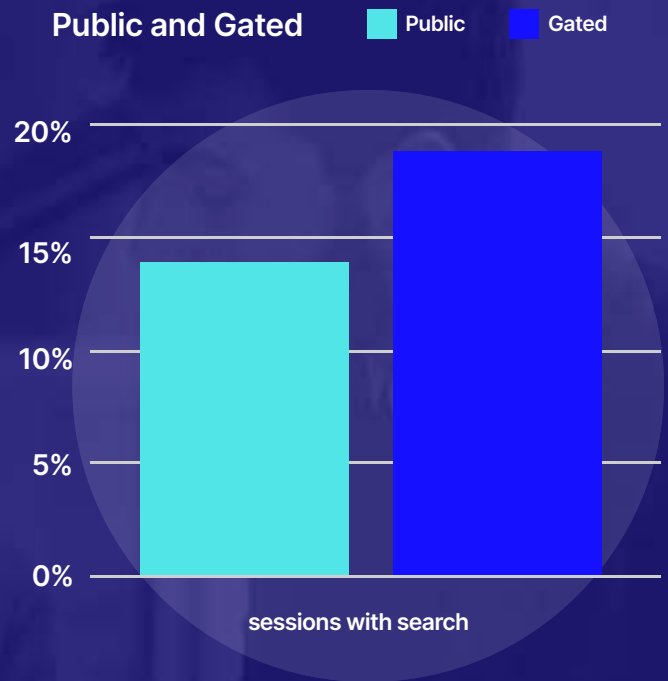
## Sessions with Search per Session - 15%

Measuring search utilization involves tracking the frequency of search usage during site visits. This KPI shows how often users use the search function on your site compared to other methods of finding what they're looking for, like using navigation tiles or third-party search engines.



The industry average stands at 15% (compared to 14.2% in 2023). Notably, public sites often show lower on-site search rates, as external searches often lead users directly to content on high-SEO sites.

Up to 60% of traffic on such sites may originate from external searches.



#### ***How to influence this KPI:***

- **Assess traffic sources** to understand the role of search in user navigation.
- Consider adding tiles for filtered search results on the home page.
- Introduce guided search options or popular searches on the home page or search pages to direct users towards the most sought-after content.

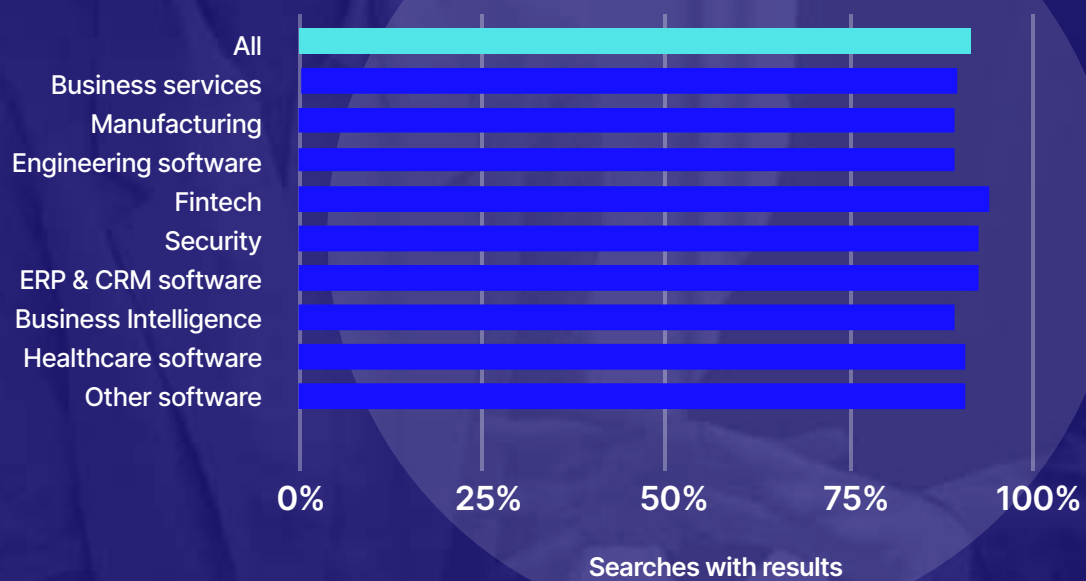
## Searches with Results per Session -

93%

Another KPI to keep a close eye on is the percentage of successful and unsuccessful search queries on your site. Monitoring successful vs. unsuccessful searches is vital in assessing search efficiency. A high success rate signifies effective search mechanisms, contributing to positive user experiences and reduced site abandonment.

The average success rate in the industry is 93% (compared to 90.7% in 2023), indicating effective search functionalities across the board.

### Searches with Results (per session)

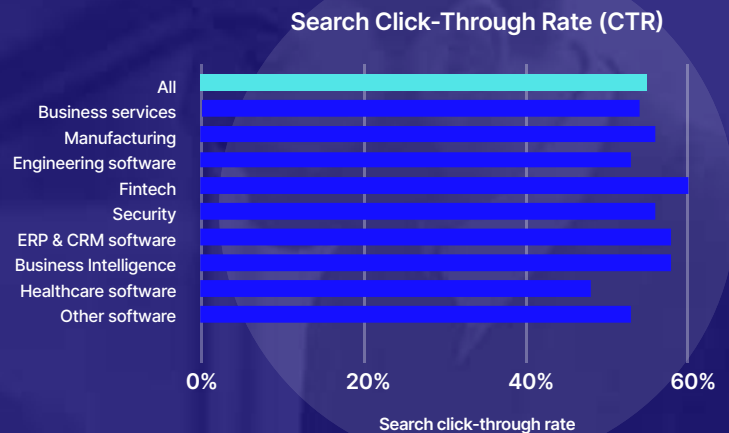


#### *How to influence this KPI:*

- Regularly review and update the tagging of content to ensure it aligns with common user search terms. This can help in surfacing relevant content more effectively.
- Regularly review search queries that yield no results. Use these insights to fill content gaps or to tag existing content with keywords that users are actually searching for.

## Search Click-Through Rate (CTR) - 55%

CTR quantifies user engagement post-search - users clicking on search results that they consider relevant. This is one of the most important metrics to track if you want to improve the self-service on your site. A higher CTR can indicate that your content is resonating with your audience, leading to increased traffic to your site, brand awareness, and customer engagement. The percentage of search click-through rate is 55% for all industries (compared to 52.3% in 2023).



### *How to influence this KPI:*

- Examine the end-user experience associated with the most frequently conducted search queries, ensuring that the outcomes align with your expectations and effectively address the users' inquiries.
- Optimize short descriptions and titles for search results to make them more engaging and informative, encouraging users to click through to the content.
- Ensure that your most important pages (pages with the most amount of views or those that provide answers to the top search queries) are comprehensive, up-to-date, and provide clear, concise answers to common user queries.
- Integrate search tips within the search box to guide users towards effective search practices.

## Search Takeaways

The search functionality stands as a pivotal component of user interaction and content discoverability. Zoomin's benchmarks reflect a robust search infrastructure, with high success rates in delivering relevant results. Nonetheless, there is potential to elevate CTR by refining search algorithms and aligning content more closely with user search behaviors.<sup>6</sup>

Implementing GPT capabilities can further revolutionize search efficiency, making the user's search experience more intuitive and productive.

<sup>6</sup> Zoomin customers can leverage Zoomin Analytics and [Zoomin's Next Generation Search](#) to enable a better search experience for their users.

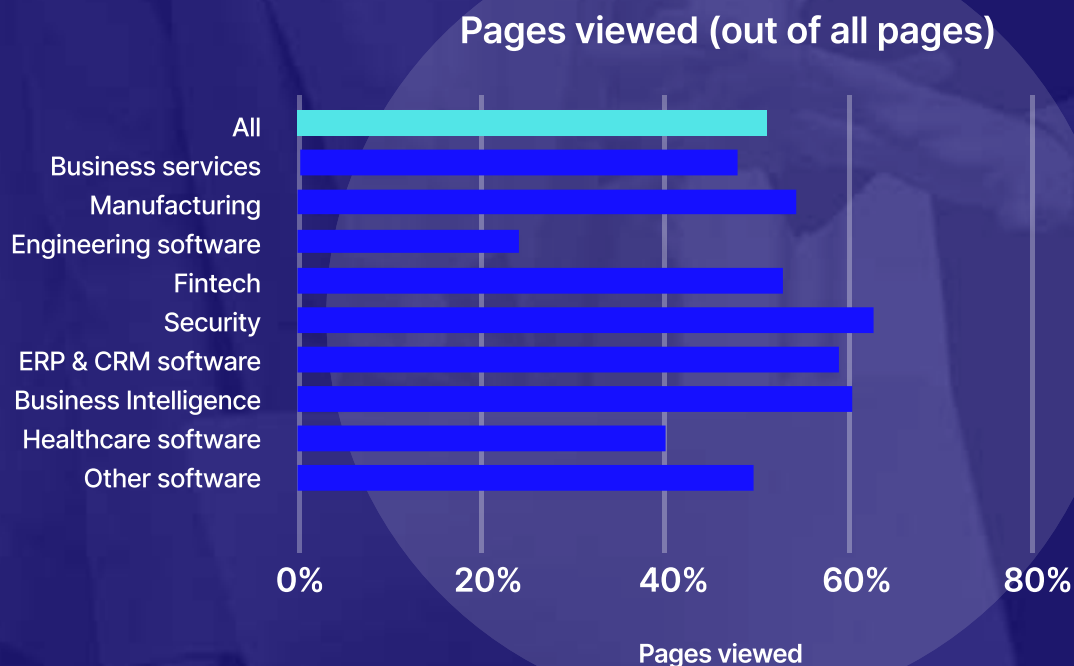
# Content Insights

In this section, we will discuss how organizations can use content insights to improve customer satisfaction and product adoption. There are some KPIs that you should track to measure the success of your content strategy 'Pages Viewed' and 'Pages with Engagement per Session'

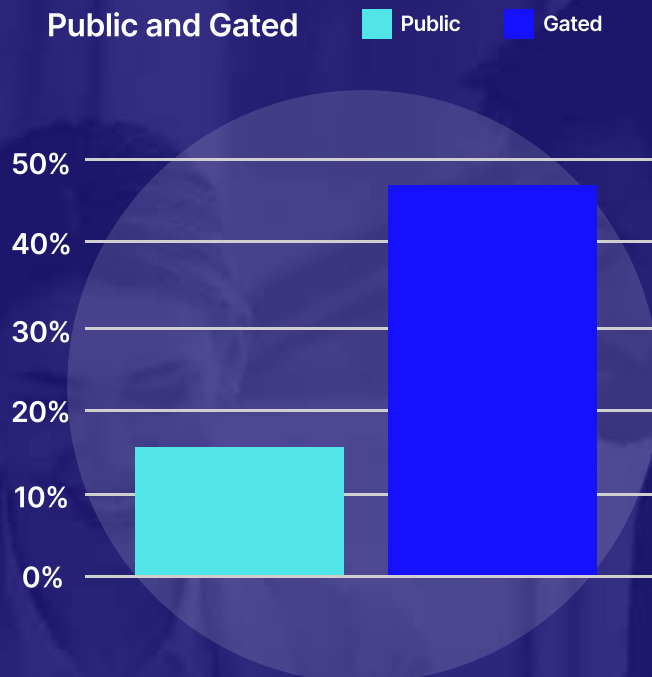
Pages Viewed Out of All Pages - **50%**

Use the Pages Viewed metric to measure the resonance of your entire content offering. A substantial view rate across your content indicates broad interest and relevance. However, it is critical to contextualize this metric within your specific industry and content type.

The average content view rate is 50% (compared to 39% in 2023). Public documentation platforms attract a more diverse audience, reflecting the different stages of a customer's journey.



## Public and Gated



### *How to influence this KPI:*

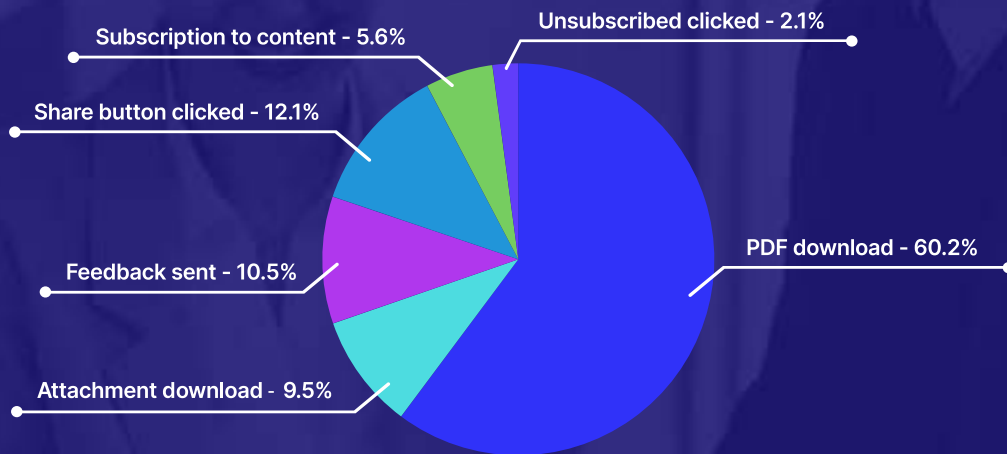
- Collaborate with marketing and product teams to identify and bridge content gaps and craft content that addresses every aspect of the customer's journey.
- Foster content exploration through related links and suggestions, encouraging users to dive deeper into your site.
- Regularly **archive the content** that fails to draw user interest, steering visitors towards more relevant materials.

## Pages with Engagements per Session -

19%

The Pages with Engagements per Session KPI provides insights into user interaction, indicating whether engagement (through likes, shares, downloads, etc.) is concentrated around specific topics or distributed more evenly. The industry standard for engaged pages is 19%, with gated content peaking at 25%.

The majority of engagement comes from PDF downloads. Even though HTML-based documentation is more accessible and user-friendly, some users may still prefer to download a PDF version for offline use. Offer a PDF download option for those users, and make sure it is formatted correctly and up-to-date.<sup>7</sup>



### *To improve the content KPIs, consider implementing the following strategies:*

- “Ungate” relevant content to remove unnecessary access barriers.
- Ensure new content undergoes rigorous user testing for usability and relevance.
- Tailor content development to user needs, leveraging insights from traffic and search analytics.
- Actively seek and incorporate user feedback, demonstrating commitment to continuous improvement.
- Make your existing content more interactive by including downloadable templates, checklists, or infographics that users can engage with directly on the page.

## Content Takeaways

Content KPIs measure the effectiveness of a content strategy. Pages with Engagements per Session provide insight into the nature and spread of user interactions, offering a roadmap for content optimization.

*To improve your content-related metrics, follow these tips:*

- Dive deep into user behavior and demographics to tailor your content more precisely.
- Strive for transparency and accessibility by ungating content wherever feasible.
- Ensure responsiveness to user feedback, fostering a culture of engagement and continuous enhancement.
- Regularly audit your content to identify underperforming pages. Revamp these pages with updated information, improved visuals, or more engaging formats.
- Collaborate with different departments (like sales, customer support, and product development) to generate new content ideas that are closely aligned with user needs and business goals.

The use of these strategies can make your content more relevant, user-friendly, and satisfactory, ultimately leading to a more successful and impactful content strategy.

# Self-Service and Case Deflection

In today's fast-paced world, self-service and case deflection are not merely operational metrics but cornerstones of customer empowerment and satisfaction. Technical documentation emerges as a pivotal tool in this arena, offering users the means to independently navigate and resolve their inquiries, thereby fostering self-service success and alleviating the load on support teams. Let's explore strategies to harness documentation effectively and bolster these vital business objectives.

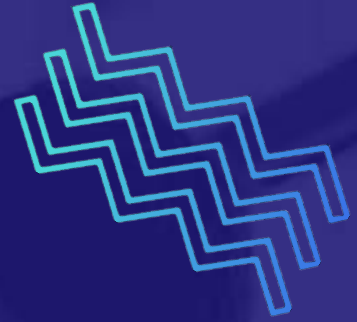
**Case Deflection - 58%**

Case deflection measures the extent to which customers can independently find answers without requiring live customer service assistance. A high case deflection rate is indicative of a positive customer experience, as customers are able to resolve their issues independently.

## *To improve case deflection, consider the following:*

- **Improve search functionality:** Ensure that the search function on your site is easy to use and provides accurate and relevant results.
- **Make content easily accessible:** Ensure that helpful resources and authoritative content are available where your users are - inside your web application, community or support site.
- **Consolidate all technical content -** regardless of the content sources or authoring tools - make sure all content is presented in a unified way, with knowledge consistency.
- **Regularly analyze user queries and support tickets** to identify content gaps. Address these gaps by creating new content or updating existing content, ensuring that users find answers within your documentation.
- **Implement a feedback loop** where users can easily suggest improvements to documentation. This can be as simple as a "Was this helpful?" prompt at the end of articles with an option for users to comment.

## Self-service rate - **89%**



The Self-Service Rate quantifies the proportion of sessions where users successfully address their concerns without escalating to support tickets. A high rate is indicative of operational efficiency, substantial cost savings, and, crucially, heightened user satisfaction.

### *To improve your Self-service Rate, consider the following:*

- Employ analytical tools to dissect user behavior, identifying patterns or areas needing refinement. Insights gleaned can guide enhancements in self-service resources.
- Predict and address common user challenges, offering preemptive resources and guidance, effectively reducing the need for direct support.
- Create guided troubleshooting pathways for common issues. Use a step-by-step approach with checkpoints where users can confirm if the step resolved their issue or if they need to proceed further.
- Ensure that your content is easy to understand and available in the languages of your primary user base. Simplifying the language and localizing content can significantly improve comprehension and the user's ability to self-serve.
- Conduct regular internal knowledge sessions where team members share insights from customer interactions. These insights can help identify common challenges or questions, informing how you structure and prioritize content.

By embedding these strategies into your self-service framework, you are not just streamlining operations but also enriching the user experience. The aim is to cultivate an environment where users feel supported, yet autonomous - a balance that, when struck, signifies a mature, user-centric approach to technical documentation and customer support.

# GPT and AI

Last year's introduction of generative AI technologies, and in particular Large Language Models (LLMs) such as ChatGPT, are a major disruption to the technical content industry and to how technical content is produced and consumed. Virtually every company is exploring the use of GenAI for productivity gains, and the most popular use cases are customer support and self-service. 37% of companies are already actively adopting conversational AI for customer service.<sup>8</sup>


We are witnessing steady growth in GPT adoption and performance across our global customers database, and happy to share the GPT for Technical Documentation key KPIs benchmarks:

## GPT Search Usage


As a result of the ongoing trend of 2023,<sup>9</sup> Zoomin GPT searches have experienced a phenomenal monthly growth rate of 318.52%.



GPT-generated answers are designed to provide concise and relevant information to the user's query. In many cases, these answers can successfully address the user's question within a short paragraph, eliminating the need for further reading. Users typically click on "read more" when they seek a deeper understanding, or when the answer involves a complex procedure that cannot be fully covered in a brief response.

How to install Zoomin for Salesforce? 

Zoomin GPT Response:

 To install Zoomin for Salesforce, log in to your Salesforce organization and paste the supplied package ID and instance URL, choose the type of org (Production or Sandbox) and install the package on.

[Learn More](#)  
[How to Install Zoomin for Salesforce Package](#)

<sup>8</sup> Zoomin's [Top 10 Trends in Technical Content in 2023](#)

<sup>9</sup> 'From the Era of Search to the Era of Answers' trend, Zoomin's [Top 10 Trends in Technical Content in 2023](#)

# GPT Accuracy and Coverage

Benchmark based on a sample of 9,083 GPT Queries.



**Accuracy**

**85%**



**Coverage**

**77%**

Discover what it takes to be AI and GPT ready in our *'How to consolidate & secure knowledge for your AI applications'* on-demand webinar.

# Summary and Conclusion

This Technical Content Benchmark Report for 2024 has provided a nuanced analysis of the role of technical content in driving organizational growth. The findings illustrate that a thoughtful approach to enhancing technical content can lead to significant benefits, with potential gains - from business expansion to increased customer satisfaction and noticeable cost savings. Conversely, overlooking these key areas may result in substantial daily operational inefficiencies.

The benchmarks and KPIs outlined in this report serve as a framework for evaluating and refining your content strategy. By closely monitoring these indicators and aligning your practices with industry standards, you can effectively address performance gaps and enhance your content's effectiveness. The insights in this report are intended to assist in fully leveraging your technical content, ultimately strengthening your position in the market.



Zoomin revolutionizes the way customers experience technical content by bringing together product user guides, support articles, developer documentation, and more, to match the right answer to the right person at the right time. This not only increases trust and improves self-service, but also gives businesses crucial insights into their customers' behavior.

Zoomin offers a proven methodology to help customers and other companies build a content ROI framework. Our approach involves identifying relevant content KPIs, compiling a comprehensive data set of these indicators, and utilizing our benchmarks and tools to quantify your data into a straightforward monetary value report.



CONTENT KPI



DATA



BENCHMARK TOOLS



VALUE REPORT

As a bonus, partnering with Zoomin also includes a full benchmark analysis, which compares each of your KPIs to industry standards. This analysis provides clear actions to take to ensure your company stands out as a leader in your industry.

**Build your content ROI with Zoomin ▶▶**

