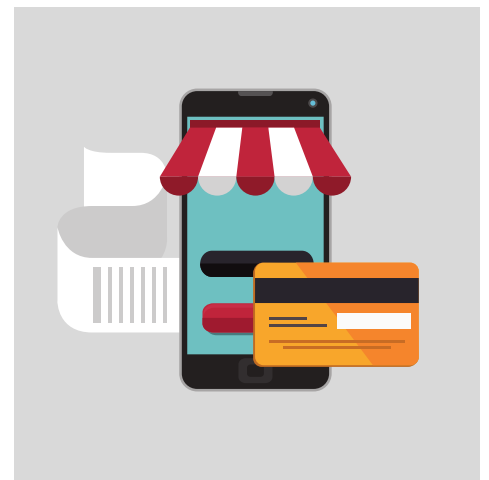# FREE GUIDE [+ CHECKLIST]

CREATING AND IMPROVING SELF-SERVICE CONTENT

for SaaS + membership businesses

Francesca's simple guide + checklist for transforming customer feedback into self-service content

Do you only use customer feedback for changing pricing, product details, or technical issues on your website? How about changing the way you deliver customer support by creating content from it that helps customers find answers themselves? Spend less time on customer support, increase overall customer happiness, reduce churn, improve referrals, and get fewer people abandoning cart.

Where do you find valuable customer feedback?

(Remember: customers discover and interact with your content, products, and services differently - try to prioritise feedback that occurs most frequently, so you're not trying to make a million changes at once - this is not the most efficient or effective use of your time!)

1   Blog comments

Do readers ask for more clarification on certain points you mention in your posts? Is there a clear call to action?

2   YouTube explainer video comments

YouTube comments can be more honest than a typical customer service interaction, so you may find more critical comments on how-to or product demo videos. Was the audio clear enough? Did the video skip important steps?

3   Course comments

Enrolled course members want the best value from a course, so they'll tell you what info they're missing, what wasn't clear, and what didn't work!

4   Customer emails and phone calls

Emails are a goldmine of feedback - product problems, questions about how to use your service, payment issues, tech issues - you name it!

5   Live chat

Most chat integrations allow visitors to give a rating or comments indicating satisfaction, the

kinds of questions they're asking, but also which page they activated the chat on can tell you a lot about what info was missing that prompted them to start an interaction in the first place.

6 Questions and comments on social media

Like YouTube, social media offers up more honest comments (people tend not to hold back as much). Look for constructive criticism, questions, issues, and conversations on your Facebook pages, in Facebook groups, Twitter, Instagram, and check these sites for mentions of your brand, too (sometimes the best comments are not directed at you).

7 Messenger interactions

What messenger bot questions get asked the most? Does the bot successfully help the visitor? Do they often struggle to find the answer or the page they're expecting?

8 Customer survey results

A place where you can directly ask for customer comments if you need some actionable feedback at different stages of the buying process. After checkout, post-customer service interaction, even after they cancel.

9 Webpages where visitors drop off

Looking at your analytics, what are your most common exit pages? This could be due to a lack of information, vague content, having content in the wrong format (a paragraph of text instead of an explainer video, for example).

10 Checkout stage where buyers drop off

Again - look at your abandon cart rate, at what point in the checkout process they leave, do they open your abandon cart emails? Do you even HAVE abandon cart emails?

Using customer feedback to create & improve your content

Before you start working on your content...

| 1 | **Make a list of the feedback you want to prioritise** | ☐ |

- ❏ Most common questions
- ❏ Product issues
- ❏ Most popular survey answers
- ❏ Abandon cart
- ❏ Most common exit pages

| 2 | **Audit your content** | ☐ |

- ❏ Make a spreadsheet or Trello board to keep track
- ❏ Title of your content
- ❏ Format (video, blog post, etc.)
- ❏ URL
- ❏ Buyer's journey stage
- ❏ Date published

| 3 | **Identify which content can be improved with the feedback** | ☐ |

- ❏ Discover which pieces of content address the feedback
- ❏ Highlight the content in your audit that needs to be worked on

| 4 | **Identify gaps in your content** | ☐ |

- ❏ Is the feedback not being addressed in any of your content?
- ❏ Keep a spreadsheet or brainstorm ideas for new content that addresses this

Start working on your content

5 Improve your existing content ☐

- ❏ Write in 2nd person (you, your)
- ❏ Cut unnecessary filler words
- ❏ Include internal links to other relevant content or products
- ❏ External links to helpful resources
- ❏ Replace difficult words with easier to read alternatives
- ❏ Include [keywords customers are searching for](#)
- ❏ Make sure content is suitable for your buyer persona

6 Create new content ☐

- ❏ Are there FAQs missing?
- ❏ Product feature pages or descriptions need updating with more info?
- ❏ How-to videos, webinars, live demos that would answer common questions?

7 Repurpose your content ☐

- ❏ Expand on existing content by creating new, more in-depth posts
- ❏ Transform content into new formats (videos, podcasts, social media posts)
- ❏ Make content interactive (games, assessments, quizzes)
- ❏ Create a course or email series to explain a product or service

Create clear, helpful content every time

8 Create 5-10 headlines ☐

- ❏ Do this first, it helps your content to stay relevant
- ❏ Use [power words](#)
- ❏ Use relevant keywords
- ❏ Keep it short

9 Clarify the points you want to address ☐

- ❏ Jot down a summary of your content

- ❏ Include a story where your customer is the hero
- ❏ Address pain points (from feedback) and a solution
- ❏ Always make it about your reader, not about you
- ❏ Include resources or helpful links

10 Write your content draft ☐

- ❏ Write your points first
- ❏ Intro and conclusion
- ❏ Avoid going back to edit until you're finished

11 Cut out the fluff and filler ☐

- ❏ Remove unnecessary filler words (adverbs, adjectives)
- ❏ Find clearer, descriptive alternatives to words like 'great'
- ❏ Cut sentences shorter
- ❏ Don't meander - keep to the point
- ❏ Address each point one at a time

12 Replace difficult words with easy ones ☐

- ❏ Use a thesaurus to find easy to understand alternatives
- ❏ Get rid of pretentious words or industry jargon that readers may not understand fully

13 Avoid cliches ☐

- ❏ Say what you mean
- ❏ Don't generalise with cliches
- ❏ Give examples to show what you mean, if you can

14 Decide a call to action ☐

- ❏ Who are you writing this content for? Line up your CTA (call to action) with the stage in your buyer's journey
- ❏ What do you want the reader to do next? Download a freebie, sign up for a free trial?
- ❏ Tell them clearly what you want the reader to do
- ❏ Offer the ability to leave feedback and comments

What happens next?

| 15 | Share new or updated content | |

- ❏ Share on social media where customers hang out
- ❏ Pin or announce important, high-priority content
- ❏ Update messenger bot with links to new content
- ❏ Share in your email newsletter

| 16 | Continue using this checklist | |

- ❏ Regularly refine and create new content as your business evolves
- ❏ Keep content audit up to date (once a month)

| 17 | Always be open to feedback | |

- ❏ Keep commenting spaces open
- ❏ Encourage customer feedback where possible
- ❏ Implement a feedback-collecting procedure in your customer support strategy