

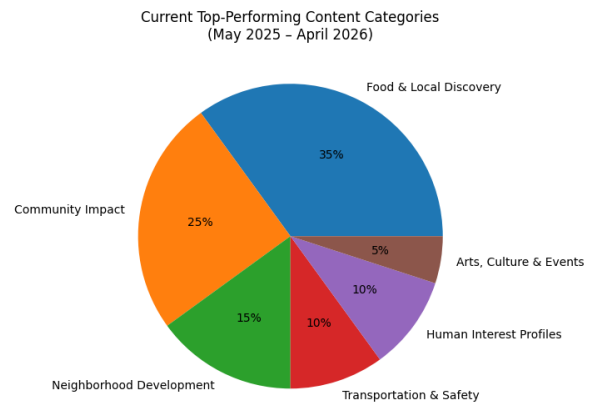
Performance Analysis & Editorial Strategy Recommendations

May 2025 – April 2026

Current High-Performing Content Mix

top-performing stories:

- Food & Local Discovery: 35%
- Community Impact Stories: 25%
- Neighborhood Development & Change: 15%
- Transportation & Public Safety: 10%
- Human Interest Profiles: 10%
- Arts, Culture & Events: 5%



Food guides may be less about food itself and more about the qualities these stories share:

- Highly local
- Practical and useful
- Searchable
- Easy to share
- Directly relevant to readers

Bucket List can reduce its reliance on food guides while keeping engagement by **expanding other forms of local discovery and journalism.**

Growth Area #1: Neighborhood Development & Change

Readers consistently engage with stories about changes occurring in their communities.

Potential Series:

- Denver in Transition
- What's Changing in Your Neighborhood?
- Development Watch
- Before & After Denver neighborhoods
- Local businesses impacted by growth

Growth Area #2: Human Interest & Local Profiles

Launch a recurring "Colorado Lives" or "Meet Your Neighbor" series.

Potential Series:

- Colorado Lives
- Meet Your Neighbor
- Uncommon Colorado
- A Day in the Life
- Faces of Denver

Story Ideas:

- Unusual professions
- Immigrant success stories
- Community leaders
- Artists and creators
- People with extraordinary experiences

Growth Area #3: Local Discovery Beyond Food

Preserve the successful listicle format while expanding into other topics.

Potential Series:

- Hidden Denver
- Denver Bucket List
- Local Legends
- Colorado, You Should Know