



Question/Metric	Key Performance Indicator (KPI)
<p>Foundation Metrics – Establish baseline understanding of what is happening on your site.</p> <p>How many pages were requested?</p> <p>How many visitors are coming to the website?</p> <p>What percentage of these were new visitors?</p> <p>How much time are visitors spending on the website?</p> <p>What is the average number of pages viewed during a visit?</p>	<p>Page Views, Visits, Unique Visitors, Pages per Visit, Bounce Rate, Time on Site, Daily Returning Visitors, Traffic Sources</p> <p>Segmentation:</p> <ul style="list-style-type: none"> • Marketing: referring domains/sites/pages/social media/email links and referring search keyword/phrases • Technology: browser – web/mobile, browser version, platform, mobile devices, screen size • Time: Day/24 hours, week, month, season and year • Content: pages, downloaded files, subscriptions, offsite links, on-site search queries, page depth compared to time on site • Demographics: network/ISP/organization, country, state/local, city, zip code • New vs Returning Visitor <p>Sparklines:</p> <ul style="list-style-type: none"> • Going up for: page views, unique visitors, new visitors, and traffic from email, social media and campaigns? • Going down for: bounce rate and on-site search queries
<p>How many visitors leave without viewing a second page?</p>	<p>Bounce Rate</p> <p>Segmentation:</p> <ul style="list-style-type: none"> • Which pages have the highest bounce rate? • Marketing • Key Word or concept • Time: Day/24 hours, week, month, season and year
<p>How effective are each of the homepages at engaging the user to view additional content on the site?</p>	<p>Page Report</p> <p>Segmentation:</p> <ul style="list-style-type: none"> • Page Depth of visits where visitor has seen more than three pages starting from the home page. • Marketing • Time on site • New vs. Returning
<p>On which pages are visitors starting their visit?</p>	<p>Entry Page</p> <p>Segmentation:</p> <ul style="list-style-type: none"> • Marketing • Marketing by bounce rate • Page Depth • Time on site • Bounce rate



	<ul style="list-style-type: none"> • Technology • New vs. Returning
Are you ad banners driving traffic to your key messages?	<p>Click Report</p> <p>Segmentation:</p> <ul style="list-style-type: none"> • Marketing • Bounce rate (of key message page) • Time on Site • Page Depth • New vs. Returning
Which pages get the most visitors?	<p>Segmentation:</p> <ul style="list-style-type: none"> • Marketing • Technology • Visits that viewed more than 3 pages. • Returning visitors. • Next Page • Keywords • New vs. Returning
Are visitors viewing more pages and spending more time on the website?	<p>Segmentation:</p> <ul style="list-style-type: none"> • Top landing page • Marketing • New Vs. Returning
What are the popular search terms?	<p>Keywords Report</p> <p>Segmentation</p> <ul style="list-style-type: none"> • Referring Traffic
What keywords are visitors searching for with the on-site search?	<p>On-site Search Keywords</p> <p>Segmentation</p> <p>Referring Traffic</p>