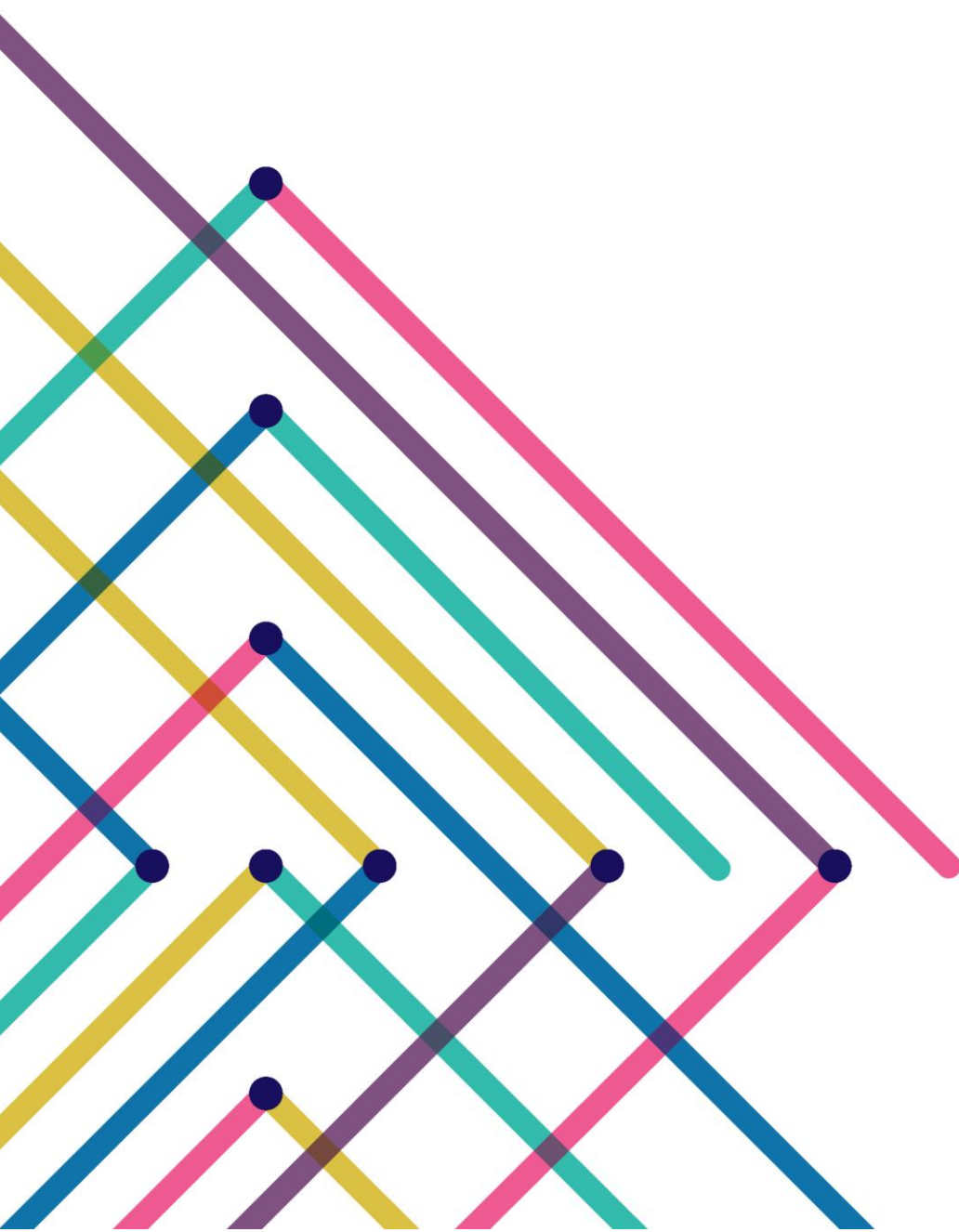


# The Online Measurement Framework Workbook



## What is the vision for your business?

Why do you exist?

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## What are our global business objectives?

What are you as a business looking to achieve?

Business Objectives



## How are these objectives related to your website?

What do you want people visiting your website to do? What are you currently tracking?

Core Website Objectives/Outcomes	Tracking (Y/N)
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>



## What are the objectives for of all webpages?

What do you want people to do on each of your website's pages? What are you currently tracking?

Page Name	Page Objectives/Outcomes	Tracking (Y/N)
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>



## What can you do to increase the likelihood of conversion taking place?

What is our conversion funnel and where are people dropping out? Is something broken, unclear or unnecessarily difficult for the user? Are you addressing the customer's needs, fears and anxieties? Where in the website are you frustrating people?

Page Name	Customer barriers and frustrations



## Business & Website Goals (Example)

Objective	Website Goal	KPIs	Segment	Benchmark (June)	Target (September)	Tactics to improve performance
<b>Increase new business enquiries</b>	Complete contact form	- # of submissions - Conversion Rate	- Exclude internal traffic and registered users	- # of submissions (2 per week) - Conversion Rate (1.17%)	- # of submissions (5 per week) - Conversion Rate (2.5%)	- Set up contact form tracking! - Clearer sign posting to contact form. - Less form fields. - Conversion test form.
<b>Increase new business enquiries</b>	Pick up the phone and call us	- # calls - # call conversion rate	- Exclude internal traffic and registered users	14 per week	25 per week	- Get phone number on every page of the website. - Set up call tracking - Ask team to record outcomes of call in lead sheet.
<b>Increase brand awareness in France</b>	Drive and convert new users from France. Educate on our offering.	- % New Visitors - # Contact Forms - Conversion Rate - Avg time on site	- filter to visitors from France only - Exclude internal traffic and registered users	- % New Visitors (0.3%) - # Contact Forms (0 per week) - Conversion Rate (0%) - Avg time on site (1.2 mins)	- % New Visitors (5%) - # Contact Forms (2 per week) - Conversion Rate (2.0%) - Avg time on site (2.5 mins)	- translate key pages in French - set up paid search campaign targeting French users - e-shot to French contacts - stand at French trade show
<b>Increase customer engagement &amp; loyalty</b>	Increase engagement with customers thorough website	- Return Rate - Avg time on site - Avg pages perview - Blog Comments	- Exclude internal traffic and segment by registered users ONLY	- Return Rate ( - Avg time on site (3.5 mins) - Avg pages perview (4.3) - Blog Comments (0.1%)	- Return Rate - Avg time on site - Avg pages perview - Blog Comments	- bi-weekly e-shot out to existing customers - Improve links between related blog content - Introduce video content - message at end of blogs to encourage comments
<b>Increase email database</b>	Get visitors to sign up to our newsletter.	- # Newsletter sign ups - Newsletter conversion rate	- Exclude internal traffic	- # Newsletter sign ups (1 per week) - Newsletter conversion rate (0.5%)	- # Newsletter sign ups (5 per week) - Newsletter conversion rate (1.5%)	- promote newsletter sign up on all pages in the blog - hold monthly competition for subscribers - Promote awareness through social channels



## Business & Website Goals

What are your Key Performance Indicators? How will you segment data for further clarity? Where are you today? What is the target? How can you improve conversion?

<b>Objective</b>	<b>Website Goal</b>	<b>KPI</b>	<b>Segment</b>	<b>Benchmark</b>	<b>Target</b>	<b>Tactics to improve performance</b>



## Campaign Performance Assessment Sheet

Which channel is bringing you the best return on investment? Are you missing any channel opportunities? Where should you be spending your money and time? Where can you improve ROI and reduce CPA?

Channel	Costs	# Conversions	Revenue	CPA	ROI
Direct					
Referral					
Organic					
PPC					
Email					
Social					





## Performance Calculations Cheat Sheet

$$\text{Conversion Rate (\%)} = \left( \frac{\# \text{ Conversions}}{\# \text{ Visits}} \right) \times 100$$

$$\text{Average Visitor Value (£)} = \left( \frac{\text{Total Revenue}}{\# \text{ Visits}} \right)$$

$$\text{Average Order Value (£)} = \left( \frac{\text{Total Revenue}}{\# \text{ Orders}} \right)$$

$$\text{Cost Per Aquisition (£)} = \left( \frac{\text{Total Ad Spend}}{\# \text{ Orders}} \right)$$

**Aquisition Cost (£)**

$$= \text{Average Order Value} \times \left( \frac{\text{Marketing Budget (\%)}}{100} \right)$$

$$\text{Return on Investment (\%)} = \left( \frac{\text{Net Profit per Order}}{\text{Total Outgoings}} \right) \times 100$$

$$\text{Return on Marketing (\%)} = \left( \frac{\text{Net Profit per Order}}{\text{Marketing Spend}} \right) \times 100$$

$$\text{Return on Ad Spend Rate (\%)} = \left( \frac{\text{Revenue from Ad Campaign}}{\text{Cost of Ad Campaign}} \right) \times 100$$

