

Web Site	Author	Date
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Time periods	Transactions	Change	Revenue	Change	Average Order Value	Change

Fill in 2 time periods and the key numbers. Avoid Vanity Metrics and focus on business critical indicators. Show changes over time. Actions should be about finding ways to improve these numbers.

Unique users	Nearly customers	Customers
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Nearly customers might be those who put something in their basket.

Best Selling Products	Product	No	Revenue	Marketing Mix	Channel	Sessions	Revenue	Revenue /session	
					Organic				
					PPC (branded)				
					PPC (unbranded)				
					Display				
					Direct				
					Social				
					Email				
					Referrers				
					Other				

Show what is selling. Focus on merchandising. Add notes to point our any surprises.

Make sure that branded and unbranded paid search can be separated - set this up in Analytics. Look for where value is being created. Take care to consider multi session transactions

Revenue by segment	Age	Revenue	Sex	Revenue	Location	Revenue	Sessions to purchase	Revenue
	18-24		Male				1	
	25-34		Female				2	
	35-44		Device				3	
	45-54		Mobile				4	
	54-55		Desktop		New		5	
	65+		Tablet		Returning		6+	

Understanding the audience is key. Draw in additional data from across this scorecard to build a complete picture. Examine mobile, returning and slow to purchase customers as well as demographics.

Interesting Pages	Page	Sessions	Valuable Pages	Page	Value	

Explore the pages that get the attention. If you can, remove the main navigation pages and focus on content, advice, articles etc.

Look for pages that generate value; contribute to the sales/goal journey.

Interesting Referrals	Referrer	Value	Search Opportunities	Keyword	Impressions	CTR	

Remove the obvious referrers such as Facebook from this list. Focus on potentially valuable partners. Identify and remove spam referrers.

Explore keywords for which the site is appearing often but for which you have relatively few clickthroughs.

Unbranded Search/Ad terms	Keyword	Value	Most expensive PPC	Keyword	Cost	Value	

Look at whether the unbranded keywords are generating sufficient value. Plan content around some of these terms.

Check to see what long-term assisted conversion value you are getting from expensive unbranded keywords.