Website Metrics Scorecard

How to Use This Scorecard

1. **Assess Present Metrics:** Fill in the current values of each predefined metric using your website analytics tools.
2. **Set Goals/Objectives:** Identify your business goals and input your target values next to each metric.
3. **Analyse Performance:** Compare the present values with your goals to identify areas where improvement is needed.
4. **Define Custom Metrics:** Add additional metrics specific to your business under the Custom Metrics section to track specialised KPIs.
5. **Review Regularly:** Schedule periodic reviews to update your scorecard, evaluate progress, and adjust your strategy as necessary.

Traffic Overview Metrics

Metric	Total Website Sessions	New vs. Returning Visitors	Average Session Duration	Page Views per Session	Bounce Rate (%)	Traffic by Source/ Channel	Geographic Distribution
Present Value							
Goal/Objective							

Engagement Metrics

Metric	Impressions	Top Landing Pages	Time on Page (Top Pages)	Exit Pages	Scroll Depth
Present Value					
Goal/Objective					

Conversion Metrics

Metric	Click-Through Rate (CTR)	Conversion Rate (%)	Lead Generation Forms	Shopping Cart Abandonment	Email Sign-Ups	Goals Achieved
Present Value						
Goal/Objective						

User Experience Metrics

Metric	Page Load Speed	Mobile vs. Desktop Traffic	Site Usability	Heatmap Analysis
Present Value				
Goal/Objective				

Custom Metrics (Add Your Own)

Metric					
Present Value					
Goal/Objective					