

Analysing Site Guidelines

May, 2022

The following checklist is an outline list of items for consideration when you have completed your website. It is not sufficient to build your site and leave it. You need to ensure that you are constantly monitoring its progress. Whilst not exhaustive, it should give a solid basis for monitoring your website's progress. We recommend using this checklist in conjunction with our website development eBook.

Key Analytics to Consider:

Please note, most of these analytics are freely available via Google Analytics

- How many website visitors you have
- Where are those visitors are coming from
- What marketing channels are working best in terms of driving website traffic/visitors e.g
 - Social media (paid and organic)
 - Search engine marketing (see Think Digital eBook on SEO and PPC)
 - Content creation - video, blogs, photography, news etc.
 - Email marketing
 - Offers & promotions
 - QR codes
 - Online PR
 - Traditional marketing methods - press, radio, outdoor, flyers etc.
- Where is the traffic coming from?
 - On what device
 - Demographics of your visitors
 - Interests of your visitors
- What page of the website the visitors are landing on
- The pages are they spending time on and how they are navigating the site
- What country/region they are visiting from
- The devices they are using to access the website
- What is their path to purchase
- How many visitors are converting to customers
- The website bounce rate is the number of visitors who immediately leave the website. It is vital to encourage visitors to stay and have a lower bounce rate
- Which of your CTA's (calls to action) is working?
- Revenue from your website
- Average order value
- Revenue from organic search

- Revenue from Google AdWords or Facebook Advertising or other marketing efforts
- New customer orders vs returning customer orders
- eCommerce conversion rate
- Conversion rate by source (for example, Google AdWords or Email).
- Total sales revenue from the eCommerce store by the hour, day, week, month, quarter, or year
- Revenue per user
- Transactions/completed purchases on the site.
- Shopping cart abandonment rate
- Repeat vs unique visitors
- Pageviews
- Keyword sources (what keywords customers use to find you)
- Site content

It is crucial to assess what you can learn from these analytics. These should serve as a benchmark for future website and marketing efforts. Analytics should be checked and reviewed regularly.

