

38 MOST IMPORTANT DIGITAL MARKETING METRICS



KEY PERFORMANCE INDICATORS

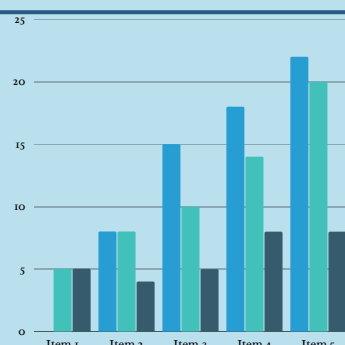


1. LEAD GENERATION

- > New Leads / Prospects
- > Qualified Leads
- > Cost Per Lead Generated
- > Cost Per Conversion
- > Average Time Of Conversion
- > Retention Rate
- > Attrition Rate
- > Net Promoter Score (NPS)

2. WEBSITE & TRAFFIC METRICS

- > Website Traffic
- > Returning Vs. New Visitors
- > Average Time On Page
- > Website Conversion Rate
- > Conversion Rate For Call-To-Action
- > Click-Through Rate On Web Pages (CTR)
- > Pages Per Visit



3. SEO OPTIMIZATION

- > Inbound Links To Website
- > Traffic From Organic Search
- > New Leads From Organic Search
- > Conversions From Organic Search
- > Page Authority (PA)
- > Google PageRank
- > Keywords In Top 10 SERP
- > Rank Increase Of Target Keywords
- > Conversion Rate Per Keyword
- > Unique Keywords That Drive Traffic
- > Volume Of Traffic From Video Content



4. PAID ADVERTISING

- > Leads From Paid Advertising
- > Conversions From Paid Advertising
- > Cost Per Acquisition (CPA)
- > Cost Per Conversion (CPC)
- > Click-Through Rate On PPC Advertising (CTR)



5. SOCIAL MEDIA TRACKING

- > Traffic From Social Media
- > Leads & Conversions From Social Media
- > Conversion Rate
- > Managed Audience Size
- > Engagement Rate
- > Mentions
- > Social Media ROI

