

# SMALL BUSINESS

# MARKETING KPIs



Digital – website	
Unique visitors	How many people visited
Bounce rate	How many people did anything at all on your site
Conversion rate	How many people did something you wanted them to do on your site
Digital – SEO	
Domain ranking	Your rating from 0 to 100
# of backlinks	How many sites and pages are linking to your site (weighted for quality of sites)
Digital – PPC	
CTR	Click through rate. How many of those who saw your ad clicked on it.
CPC	Cost per click. What you paid the ad platform per click.
Cost per conversion	What you paid per person who not only clicked but also completed your desired action
Email marketing	
Open rate	What percent of emails delivered were opened?
Click rate	What percent of emails opened generated at least one click?
Conversion rate	What percent of emails sent led to someone completing your desired action?
Unsubscribe rate	What percent of emails sent led to someone unsubscribing?
Offline marketing	
Response rate	What percent of those targeted responded?
Cost per response	How much did it cost per response?
Cost per conversion	How much did it cost per person who both responded and completed your desired action?
Brand and 'soft' measures	
Likes, comments, mentions, follows, shares	
Requests to speak, blog or share expertise	
Unsolicited referrals	