

Web Tips – Evaluating Success

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Here are some measures by which you can evaluate the success of your web site. Consider the purpose and goals of your site when you decide which measures are appropriate for your company's site. Some of these measures might be valuable in determining what is working and what is not in terms in regards to your content and site marketing, and in evaluating the specific impact that advertising campaigns have had on your site's productivity.

If you do not have an integrated marketing plan which synthesizes all of your marketing, advertising, and PR campaigns, and effectively communicates your brand image to your target markets (or if you don't have a brand image developed yet), we invite you to receive consultation from us. A strategic marketing plan which generates synergy between all of your efforts can have a significant impact on your success!

- Number of weekly and monthly page views for key pages of your web site
- How did your customers find your site? Search engines? Print ads? Word-of-mouth?
- Number of new prospects that found you via your web site
- Number of sales transacted on or coming from web site
- Number of dollars generated on or via your web site monthly and yearly
- Size of average unit sale on your site
- Cost of average web site sale vs. cost of average sale processed in the "traditional" manner (dollars per sale savings average?)
- Number of impressions of your brand image or product created via your web site monthly
- Number of new customers added to your database from your web site
- Amount of feedback, or other valuable or demographic info received from customers via your web site (what is the dollar value of your having this info?)
- Number of times your staff was able to refer people to your web site to find info instead of staying on the phone with customers (average length of customer service call decreased?)
- Number of times you referred customers to your web site instead of incurring the printing, postage, and time costs of mailing them a piece of info (dollars saved?)
- Number of dollars profit from selling ad space on your site
- Number of dollars profit from getting a percentage on selling someone else's product or service on your site
- Number of hours, or days, or weeks saved in sales closed faster because your product and/or work was displayed online (dollar value of time saved?)

...and the list goes on! These are items to get you thinking about ways that your site could produce results for you, and how you could measure the results over time. If you have ideas to contribute to this list, please e-mail us at info@rlwd.biz.

We appreciate having the opportunity to contribute to the success of your business!