



Collaboration

business consulting

www.Collaboration-LLC.com

Marketing and Online Metrics												
Marketing Tool	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
Website (google analytics)												
Visits												
Absolute Unique Visitors												
Pageviews												
Time on Site												
Bounce Rate												
New Visits												
Top 3 Traffic Sources: 1												
2												
3												
Top 3 Viewed Pages: 1												
2												
3												
Blog (# posted)												
email subscribers												
RSS												
Social Media												
Facebook												
Referrals to Website												
Monthly Active Users												
New Likes												
Lifetime Likes												
Post Views												
Post Feedback												
Twitter												
Referrals to Website												
Tweets												
Followers												
ReTweets												
Hubspot Grade - company												
individual #1												
individual #2												
individual #3												
individual #4												
Linked In												
# of connections												
# of interactions (activity)												
Youtube												
New Videos Posted												
Views												
New Comments Total												
Emails												
eNewsletter												
newsletter # sent												
newsletter opened												
newsletter clicks												
Invitations												
Invite Opened												
Clicks												
# attended												
Press Release												
Events												
Chamber of Commerce												
Private Events												
Speaking Engagements												
Sales By Source												
Online / Website / Social Media												
Advertisement												
Networking Group												
Client Referral												
Strategic Partner Referral												
Biz Expo / Trade Show												

*If you would like to receive this tool in an Excel document, email Kaitlin King at kking@collaboration-llc.com