

## Metrics to Measure:

	CURRENT	GOAL
Total Visitors to Website:	_____	_____
Website Bounce Rate:	_____	_____
Time on Website:	_____	_____
Top Performing Keywords:	_____	_____
	_____	_____
	_____	_____
Number of Inbound Links:	_____	_____
Number of Leads from Website (Monthly):	_____	_____
Total Sales Generated from Website (Monthly):	_____	_____
Total Number of Pages Indexed:	_____	_____