

The Chocolate Shop

What to Track	When to Track	Why to Track	KPIs
Homepage Visits	Page Load	Measure site traffic	Total page views
Product Page Views	Page Load	Assess product interest	Total product views
Product Purchases	Thank you Page	Track revenue generation	Total revenue, Conversion rate
Add to Cart Actions	Button Click	Measure shopping intent	Add to Cart Rate
Newsletter Sign-ups	Form Submission	Grow the email subscriber list	Total sign-ups
Contact Form Submissions	Form Submission	Measure customer inquiries	Total submissions
User UX experience	Time session	Measure the friendliness of the website	Bounce Rate