Note: This document is “view only”. Please create a copy of this document and save it to your drive.

**Master: SOP- Metrics - Systems Vault**

**PREREQUISITE**

[SOP- Monthly Metrics- Systems Vault](https://docs.google.com/document/u/0/d/1GQ_ZQPBAOstmvgeEkw3KYAItikSDbgbc-J_D6BsZpuE/edit)

[SOP- Weekly Metrics- Systems Vault](https://docs.google.com/document/u/0/d/1V3OFLDW40TI32bXKHB9lgtX46j371OZWE4wc1uZ9yVA/edit)

[Google Analytics](https://analytics.google.com/analytics/web/) - sarah@sarahnoked.com

[Ontraport](http://sarahnoked.com/ontraport)

[Master: URLS (master links)- Systems Vault](https://docs.google.com/spreadsheets/u/0/d/1mlQjpjNMlD4NJVtNFufaUVEE326vNw4TkKrwULAD43U/edit)

[SOP- Creating Goals in Google Analytics- Systems Vault](https://docs.google.com/document/u/0/d/16G9KVRzFf1W9JeKSdfANGzU0fko_nuB5Yo5pKQ-F4FI/edit)

[Master: Metric & KPI Planning & Tracking- Systems Vault](https://docs.google.com/spreadsheets/d/1OTXpFNDUCOTQ1BeItyQ49McrzLW6TKo5H906EhZC2Dc/edit?usp=sharing)

**PURPOSE**

We track all relevant metrics to one main document for review. Monitoring metrics allows us to keep an eye on trends and the overall health of the business and marketing efforts

**POLICY**

Metrics are tracked weekly and monthly and updated here [SN Master: Metrics](https://docs.google.com/spreadsheets/d/19wmGf9HFWkDmUCWjUwcCZK_6MeDgxJS05N9-6SPo07I/edit?usp=sharing) in their respective tabs.

There are recurring tasks in [Teamwork](https://sarahnoked.teamwork.com/#/home/projects) to track report metrics weekly and monthly.

Metrics are reported via Screencast and sent through the INTERNAL channel in [Teamwork Chat](https://sarahnoked.teamwork.com/chat/channels/55606) with a mention to @all

When you need to set up or update goals in analytics refer to this SOP: [SOP- Creating Goals in Google Analytics- Systems Vault](https://docs.google.com/document/u/0/d/16G9KVRzFf1W9JeKSdfANGzU0fko_nuB5Yo5pKQ-F4FI/edit)

**PARTY**

Online Business Manager

**PROPERTY**

Online Business Manager

**PROCESS**

Part 1: Report Weekly Metrics

Part 2: Report Monthly Metrics

Part 3: Setting up Goals

**PROCEDURE**

**Part 1: Report Weekly Metrics**

See: [SOP- Weekly Metrics- Systems Vault](https://docs.google.com/document/u/0/d/1V3OFLDW40TI32bXKHB9lgtX46j371OZWE4wc1uZ9yVA/edit)

**Part 2: Report Monthly Metrics**

See: [SOP- Monthly Metrics- Systems Vault](https://docs.google.com/document/u/0/d/1GQ_ZQPBAOstmvgeEkw3KYAItikSDbgbc-J_D6BsZpuE/edit)

**Part 3: Setting up Goals**

See: [SOP- Creating Goals in Google Analytics- Systems Vault](https://docs.google.com/document/u/0/d/16G9KVRzFf1W9JeKSdfANGzU0fko_nuB5Yo5pKQ-F4FI/edit)

**Created by:**

**Department:** Metrics

**Date:**

**Revised:**

**Revised by:**