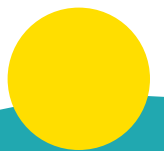




Key Performance Indicators

Worksheet



Key Performance Indicators

Draft three KPIs for your selected business based on your SMART goal for your selected business

→ 1

Website traffic to the new section of the site – The likelihood of getting more customers drastically increases once the customer views the contents of the site.

→ 2

Conversion rate – Understanding how many people have become customers after looking at the site and are actually interested in hiring photography services and hire Paola Snaps.

→ 3

Reviews present on the website from previous clients – This can help determine the true success of the operation, to test and see if the wedding photography services is beneficial or would be detrimental for the growth of the company through reviews and suggestions from previous clients.

