Key Performance Indicators

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|  | **Website Goals** | **What to Measure** | **How to Measure it** |
| **Marketing Goals** | **Increase awareness**  **Develop a stronger social media presence**  **Target the right demographics** | Awareness level  Traffic to the site from social media platforms  Age, gender | Survey users before and after redesign  Google Analytics  Google Analytics |
| **Sales Goals** | **Increase Donations**  **Target the right stakeholders** | Revenue from online donations  Age, Gender | Google Analytics (Goal Rate)  Google Analytics |
| **Accessibility Goals** | **Make Watari.ca mobile-friendly**  **Improve navigation** | Usability Scores | [Website.grader.com](https://website.grader.com/results/www.watari.ca),Chrome Lighthouse  User testing |
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