



Key Performance Indicators

Worksheet



Key Performance Indicators

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

→ 1

Subscriptions/sales - our goal is to have 40 new customers to our services; therefore, we need to track our sales to ensure we are on track for the end of the month.

→ 2

Website traffic to company page - we know the likelihood of customers subscribing will increase the more we send to the new product page

→ 3

Conversion rate - we need to understand how many of the number of people coming to the site are actually subscribing so we can optimize the landing page or the traffic coming to the site.

