**PROJECT DEVELOPMENT PHASE**

**Model performance Metrics**

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| Date | 13 November 2023 |
| Team Id | 634AF22140249FEB192412EFFC6B4CFF |
| Project name | How to create a landing page in hubspot |

1.Page Views:

* Track the total number of page views to understand the overall reach and visibility of your landing page.

2. Conversion Rate:

* Measure the conversion rate by calculating the percentage of visitors who complete the desired action (e.g., filling out a form).

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Conversion Rate = (Number of Conversions / Total Visitors) \* 100

3. Click-Through Rate (CTR):

* If your landing page includes clickable elements, monitor the click-through rate to evaluate user engagement.

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CTR = (Number of Clicks / Total Visitors) \* 100

4. Bounce Rate:

* Assess the bounce rate to understand the percentage of visitors who navigate away from the page without interacting further.

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Bounce Rate = (Single-page Visits / Total Visits) \* 100

5. Average Time on Page:

* Measure the average time users spend on your landing page to gauge engagement.

6. Form Submission Rate:

* If your landing page includes a form, monitor the rate at which visitors submit the form.

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Form Submission Rate = (Number of Form Submissions / Total Visitors) \* 100

7. Scroll Depth:

* Utilize scroll tracking to understand how far users scroll down your landing page. This can help identify content engagement.

8. Conversion Funnel Analysis:

* Analyse the conversion funnel to identify drop-off points and optimize the user journey.

9. Device and Browser Performance:

* Check how your landing page performs across different devices and browsers to ensure a consistent user experience.

10. Load Time:

* Monitor the page load time to ensure fast and efficient loading, reducing bounce rates.

11. SEO Metrics:

* Check the landing page's SEO performance, including organic traffic, keyword rankings, and click-through rates from search engines.

12. Social Sharing Metrics:

* If you have social sharing buttons on your landing page, track shares and engagements on social media platforms.

13. Heatmaps and User Interaction:

* Use tools that provide heatmaps to visually analyze where users are clicking and interacting the most on your landing page.

14. Error Tracking:

* Monitor for any errors or issues on your landing page using HubSpot's error tracking features or external tools.

15. HubSpot Analytics Dashboard:

* Leverage the HubSpot Analytics dashboard to get an overview of your landing page performance and access detailed reports.

16. A/B Testing Results:

* If you're running A/B tests, analyze the results to understand which variations perform better in terms of your defined goals.

17. User Feedback:

* Collect user feedback through surveys, chatbots, or other means to gain qualitative insights into user satisfaction.

18. HubSpot CRM Integration:

* If applicable, assess how well your landing page is contributing to lead generation and customer acquisition in HubSpot CRM.

19. Content Performance:

* Analyse the performance of individual content elements (headlines, images, CTAs) to optimize for better engagement.

20. Compliance Metrics:

* Ensure your landing page complies with data protection regulations and monitor relevant compliance metrics.