Worksheet 41



Setting Up Your KPIs

A	OBJECTIVES/GOALS:	
	Gain 60 Visitors to the landing page in 14 days	
_	Gain 20 Online Comments in 10 days	
-	Increase aquistion by refferal by 60% in 14 days	
-	Increase Session Duration by 60% in 7 days	
-		

CRITICAL SUCCESS FACTORS:

1. Gain more Users on landing page, Want 60 in 14 days

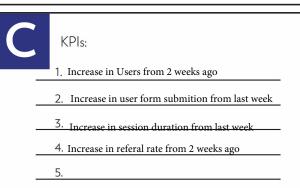
2. Obtain more User input in Form, we want 20 online comments in 10 days

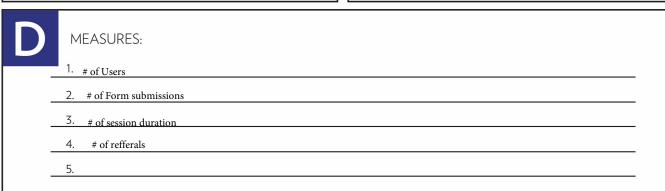
3.

attract Users for a longer period of time on the page

4. by 60%in 7 days

5. Gain more users from different links, increase refferal by 60% in 14 days





Ε	METRICS (FINAL KPIs):
	1.
	2.
	3.
	4.
	5.