# Title: Website - April 2018 Aspirations

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| **Aspirations - April 2018** Freshsales, Website11 Apr 2018 |
| Mission: |

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|  | **Name** | **Email** | **Git home (if applicable)** |
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## **Success metrics - KPIs (Key Performance Indicators)**

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| 1. Pages shipped/modified 2. bugs on website - freshsales resolved |

## **Pages shipped - new pages / complete design&content updates**

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| crm software ( SEO ) |
| client management system ( SEO ) |
| b2b crm system ( SEO ) |
| email management ( SEO ) |
| webforms ( SEO ) |
| sales management systems ( SEO ) |
| deal management system ( SEO ) |
| lead scoring ( SEO ) |
| crm software (Landing Page) |
| central webinars page |
| 3 webinars independent pages |
| facilitron case study generalised template |
| Support page design/content update |
| Language site content updates and bug fixes |

## **Sign up failure bug  - fixed**

on average, **5-7** tickets each day related to failed signup.,

**0** tickets since 14 days

## **metrics**

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| Metric | Trend |
| Pages shipped | 8 seo + 1 lp + 4(webinar related) + 1(case study) |
| bugs identified and fixed | sing up failure bug on website |

## **Goals for upcoming months**

SEO Pages being churned out by content folks and designers. Finish as they come for development.

Planning to finish 10-11 SEO pages that are getting ready at content/design stage in next month.