

Digital Marketing Metrics Checklist



There's a seemingly infinite number of marketing metrics to track. It's easy to get lost in the data. The difficult thing is selecting the right numbers to pay attention to, and ignoring the rest.

To help with that, we've compiled this long (but still not quite comprehensive) list of digital marketing metrics for your business to consider.

Review this checklist with your team. Acknowledge which ones you're already tracking. Consider a few others that you didn't know about before. Resolve to ignore the metrics that don't matter.



✓ WEBSITES

- Traffic: Sessions, users, page views
- Duration: session duration, dwell time, page load speed
- Attrition: bounce rate, exit rate
- Demographics: location, language, age, gender
- Technology: device type, screen size, browser
- Referral source: direct, organic, paid, social, email
- Behavior: pages visited, clicks, video views
- Conversions: form fills, purchases, file downloads
- Heat map: scroll depth, rage or dead clicks



✓ EMAIL MARKETING

- Email list: current size, growth rate, segments
- Opens & open rate
- Clicks & click-through rate
- Website referrals
- Email replies
- Churn: unsubscribes, hard & soft bounces, spam
- Spam score
- Deliverability



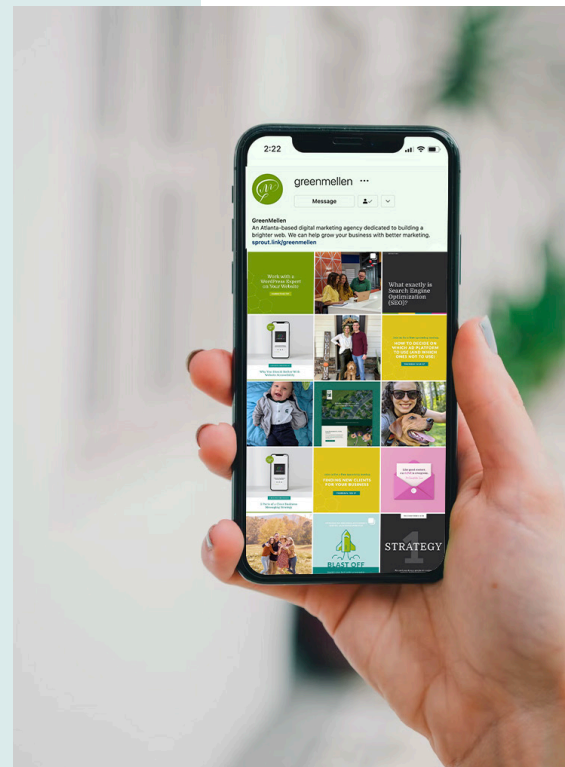
✓ **SEO / BLOGGING**

- Post Views
- Time on page
- Organic traffic
- Keywords: number of ranking keywords, keyword difficulty, search volume
- Domain & page authority
- Indexed pages
- Internal links
- Backlinks: new or lost backlinks, backlink traffic, backlink quality
- Competitor rankings



✓ **SOCIAL MEDIA**

- Audience size: followers, platform growth, channel distribution
- Impressions: reach, views, unique users
- Demographics: age, gender, interests
- Engagement: likes, shares, comments, clicks
- Posts: text posts, image posts, video posts, carousel posts
- Video: video views, watch time, completion percentage
- Website referrals



✓ **PAID ADS**

- Ad impressions
- Cost per impression
- Clicks & click-through rate
- Cost per click
- Conversion and conversion rate
- Lead acquisition cost
- Budget: total spend, return on ad spend

✓ **BUSINESS DEVELOPMENT**

- Leads: new leads, marketing qualified leads, lead liquidity
- Customers: new customers, customer lifetime value, customer acquisition cost
- Loyalty: customer satisfaction, net promoter score
- Revenue: gross or net, growth, sales

✓ **NEGATIVE KPIS**

- Bounces
- Spam traffic & comments
- Lost clients
- Unsubscribes
- Negative reviews



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We look forward to working with you, and if you have any questions about anything in this document, please don't hesitate to ask.