Want to make your website and online channels more effective? Measurement helps you decide what actions to take.

Use the prompts to complete the last column. What should *you* be measuring to track awareness, engagement and purchase?

Channel	Awareness	Engagement	Purchase	What to measure (examples)	What to measure on your website
Website		✓	✓	• Clicks on phone number/email • Contact form submissions • Download of a resource • Online bookings/purchases • What content is most viewed?	
Email campaigns		✓	✓	• Which emails led to engagement or purchases on the website? • Which audience segments responded?	
Social media	✓	✓		• What type of posts get most engagement? • What type of posts lead to actions on the website?	
SEO (and Google Business Profile)	✓			Identify keywords you want to rank for: • What are the search volumes? • How well is the website ranking for these? • Are there variants that may work better?	