

THE VIDEO MATRIX

Testing & Measuring Your Traffic & Conversion

“What gets measured gets managed.” Peter Drucker

- This matrix is for the web portion of your business
- Install Google Analytics & CrazyEgg.com to easily track these numbers
- All measurements should be *per month - check 2x a month*

TRAFFIC SOURCES: Where are people coming from?

- From Web Search _____
- From YouTube _____
- From Facebook _____
- From Twitter _____
- From Pinterest _____
- From SEO, Google Search _____
- From Articles & Blogs _____
- From referrals _____
- Networking event or trade show _____

- Paid Ads

- Facebook _____
- Google _____
- YouTube _____
- Blogs _____
- Print _____
- Other _____

Where is most of your traffic *really* coming from? _____

CONVERSIONS: What actions are being taken?

- What is the number of ***unique visitors*** to your landing page per month? _____
- What is the ***bounce rate***? _____
- What is your average ***page load speed***? _____
- What percentage of those ***optin with their email***? _____
- What percentage of those ***confirm their optin***? _____
- What percentage of those ***book a call/contact/visit***? _____
- What percentage ***place items in the cart but abandon***? _____
- What percentage ***place items in the cart & buy***? _____
- What percentage of those ***order/book immediately***? _____
- What percentage of those ***order/book at a later date***? _____

THIS IS THE KEY TO HITTING EVERY INCOME GOAL YOU SET FORTH IN YOUR ONLINE BUSINESS

Most Popular pages:

What are the biggest areas of conversion opportunity you see right now?

- Traffic
- Optin
- Confirmation
- Book call/contact/visit
- Order immediately
- Order at a later time

What is your optin rate? (unique visitors divided by confirmed optins)

example: 1,000 unique visitors, 320 optins = 32% optin rate

optin rate _____

What is your closing rate? (leads divided by sales)

example: 100 optins, 12 sales = 12%

closing rate _____

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What Actions will you take to take advantage of the opportunities discovered?

Your 90-Day Financial Goal \$ _____ /mo.

Your product price points A. _____ B. _____ C. _____
Quantity of products A. _____ B. _____ C. _____

Amount of traffic necessary to achieve that goal at current state

Number of Visits: _____ /mo.

BIG QUESTIONS YOU NEED TO ANSWER:

- *How many visitors do you need to hit your current or any future revenue goal?*
- *Which traffic sources converted the highest?*
- *What did it end up costing you per lead?*
- *What lead sources will you invest more time/money into next/again?*
- *What would it mean financially to bring your closing rate from 12% to 25%?*
- ***How PRECISELY will you get there on your own?***

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Have a question or need help? We specialize in online strategies that get you to meet any income goal you set forth? (Video is just one portion of what we are good at).

Though there is a lot to this form above, we assist you in making it very easy. this is only one of our tools that we use to help every client optimize their business.

THERE IS NO MAGIC TO ATTAINING ANY FINANCIAL GOAL, IT'S JUST NUMBERS!

We also help you find money that you are leaving on the table; help you complete your funnels, get more traffic and boost conversion. In short, we optimize under-performing web properties and make you look good!

**Just call Matthew at 608.234.4210 or check Matthew's calendar and schedule a call at
at a time that is convenient for you at <http://ExpertVideoEmpire.com/strategy-call>**

