

# 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?*** \_\_\_\_\_

**Most Popular pages:**

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**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 \_\_\_\_\_

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

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**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?***

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

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 there 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>**

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