

**Web Analytics Worksheet**

Step 1: Business Objectives		Step 2: Goals <i>1-3 per objective</i>	Step 3: KPI <i>1 per goal</i>	Step 4: KPI Targets <i>1 per KPI</i>
<b>1</b>				
<b>2</b>				
<b>3</b>				

Segmented KPI <i>Work out an example</i>		

*Adapted from a model by Avinash Kaushik*

**Our passion is increasing your revenue by making the best use of your data.  
 Ready to get started? Contact Bonnie: (312) 463-1050 or [bdmassa@massainc.com](mailto:bdmassa@massainc.com)**