

Blog Post Sample

Add On Content for SEO Optimization

Mar 2022

Topic: Guide to Understanding KPIs

Client: Swydo (Netherlands)

Difference between KPI and Goals

What are the differences between goals and KPIs?

Goal: This is the desired final outcome. It is usually defined as what success will look like at a certain point in time. In business, it can be increased revenue or a higher profit margin than last year.

KPI (key performance indicator): Not all metrics are KPIs. Instead, a good KPI is relevant to your business, well-defined and measurable. It is an important key metric showing you if your company is performing well in achieving your specific goal in the end.

What is an example of a goal vs KPI?

Goal: Acquire 100 customers as new subscriptions or paying members for April.

KPI: Amount of website traffic and unique visitors on a specific landing page for the April marketing campaign on social media.

A. Digital Marketing KPIs

What are Digital Marketing KPIs?

Definition: Online Marketing KPIs are metrics that are implemented solely on the internet. These are directly tied to your digital marketing strategy on several channels such as your website, email newsletter, search engine advertising displays on Google, LinkedIn organic posts and social media campaigns on Facebook or Instagram.

What are some Digital Marketing KPI examples?

1) Brand Awareness KPIs: These measure the brand's visibility, recognition and sentiment across social media platforms, community or business related media-sharing websites (YouTube and LinkedIn) and major search engines (Google, Bing and Yahoo!).

2) Lead Generation KPIs: Lead generation is a process of attracting prospects to your business. Your sales, marketing and PR teams strive to increase their interest (MQLs or marketing qualified leads) through nurturing with the objective of converting (SQLs or sales qualified leads) them into a customer.

3) SEO (search engine optimization) KPIs: These are values used to measure the performance of your website mainly for organic search results. It is important to note that company sites serve as the centralized content hub and main inbound marketing touchpoint for most B2B or B2C target audiences.

Click-Through Rate

Conversion Rate

Cost per Lead

Customer Lifetime Value

Email Engagement

Keyword Performance

Number of MQLs & SQLs

Social Engagement

Web Traffic Sources

B. PPC KPIs

What are PPC (Pay-Per-Click) KPIs?

Definition: PPC is a type of internet marketing where advertisers pay a fee each time their ad display is clicked. It is used to buy visits to your website against earning web traffic through organic methods. PPC KPIs are metrics valuable to the success of your paid marketing campaign.

What are some PPC KPI examples?

1) Average Click-Through Rate (CTR) KPIs: CTR measures the total number of clicks against how many people see (impressions) your online ad. This is important as it allows the company to

understand its viewers and customers.

2) Cost Per Click (CPC) KPIs: This is a key indicator that calculates how much you pay every time a user clicks your ad. If an ad campaign requires high costs but generates low clicks and conversions, then you need to revamp your marketing strategy to stay on budget.

3) Conversion Rate (CVR) KPIs: This is the reason your company decided to run paid ads. Conversion rate measures your campaign's success. The value comes from the number of people who saw your ad, clicked on it, followed your call-to-action (CTA), and became your customer (sale).

Average Click-Through Rate (CTR) KPIs

Average Order Value (AOV) KPIs

Average Position KPIs

Conversion Rate (CVR) KPIs

Cost Per Action (CPA) KPIs

Cost Per Click (CPC) KPIs

Impressions KPIs

Return on Investment (ROI) KPIs

C. SEO KPIs

What are SEO (search engine optimization) KPIs?

Definition: As mentioned above, these are performance indicators that evaluate how well your website works with major search engines especially on search engine results pages (SERPs).

What are some SEO KPI examples?

1) Organic Traffic KPIs: These numbers pertain to your company website traffic from all non-paid clicks that come from search engines. Increased webpage visitors can be a good sign from your SEO efforts.

2) Keyword Ranking KPIs: The analysis refers to a site's organic ranking positions in the search page results for specific keywords. Businesses have particular keywords they prefer to rank higher for and are more valuable to the company's products or services. There are third-party rank tracking tools such as Ahrefs, Semrush and Moz.

3) Referring Domains KPIs: This is an inquiry showing a list of websites and their corresponding pages that link to your website. With Google as the dominant search engine on the web, backlinks are important for its ranking factors and how it affects your company's visibility.

Average Session Duration KPIs

Bounce Rate KPIs

Keyword Ranking KPIs

Leads & Conversions KPIs

Organic Traffic KPIs

Page Load Time KPIs

Pages per Session KPIs

Referring Domains KPIs

D. Content Marketing KPIs

What are Content Marketing KPIs?

Definition: The whole content marketing ecosystem is a long-term business strategy that builds your website content into various pathways for sales conversions. It takes months to see impactful search engine results and to find out your return of investment (ROI).

What are some Content Marketing KPI examples?

1) File Download KPIs: Downloadables such as PDF documents reveal the popularity of your article and the level of the reader's interest or prospect's engagement. Is this the type of content that you can replicate or build upon?

2) Web Visitor Activity KPIs: How engaged are your visitors? The type of action that your audience does tells a lot about your content and who they are. These usually include likes, dislikes, reactions, favorites, comments and shares.

3) Sign-Up KPIs: These are call-to-action (CTA) metrics that either go further into the MQL funnel for nurturing or SQL pipeline for sales. A newsletter sign-up is a good indicator for a growing audience. On the other hand, a demo or trial sign-up has more potential of a sale or paid subscription.

E. Website Performance KPIs

What are Website Performance KPIs?

Definition: Web performance is an objective calculation of the perceived user experience of a website or device application. It includes but not limited to load time, usability, navigability and interactivity.

What are some Website Performance KPI examples?

1) Page Speed KPIs: These key indicators refer to the entire time span from an HTTP server request to the complete display of the web page on a browser. People do not like waiting around. Loading time is crucial or risk bouncing off site visitors.

2) Average Time on Page KPIs: The average time spent on your page signals how long users stay on your site. The industry standard is between 2 to 3 minutes. This is important because it indicates user engagement, quality of content and its relevance.

3) Onsite Search KPIs: The simple search bar on your website is one of the most useful tools for your visitor. Onsite search queries show the type of information your readers are looking for within your site. Make sure this is connected to an analytics program such as Google Analytics.

F. Social Media KPIs

What are Social Media KPIs?

Definition: These key performance indicators focus solely on popular social media metrics on Facebook, Instagram, Twitter and TikTok. Other community media sharing platforms can be included such as YouTube and Pinterest. Moreover, LinkedIn is also a social network that focuses on business and professional networking.

What are some Social Media KPI examples?

1) Follower Count KPIs: Subscribers and followers are one of the primary metrics to track. Building fans takes time. There are also a lot of factors involved such as your company credibility, reputation and goodwill.

2) Mentions KPIs: A social mention is whenever someone name-drops your company name

directly or through a hashtag. It can also associate brand names, product names, unique services and key people in the business, whether good or bad.

3) Social Referral Traffic KPIs: How much traffic to your website is coming from social media? You will need to see the percentage of website visitors from your social media content marketing in order to see what works in these channels. Usually, you need Google Analytics to track these types or referrals.

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