

Where Do You Start?

Step One: Self-Assessment

Where are we at the moment? What tools do we have? What expertise do we have? What level of commitment do we have?

Step Two: The Vision

Where do we want to be in 5 years? Look at the horizon and imaging where you want to be in the future. With a destination in mind, this will guide your Web efforts.

Step Three: The Numbers You Need

What do you *really* need to know? Measuring everything isn't a good idea just because you can.

Step Four: Low-Hanging Fruit

What are the three or four metrics that, if you have them today, would only take a small step for a programmer to end up as one giant leap for your organization? (Keep in mind your vision.)

Step Five: Prioritize

Work out a plan based on your organizational priorities and what is the most important.

Step Six: Find the Money

The Web team should not have a fund for e-metrics projects except for those which the team is directly responsible for such as server performance, network load and uptime. Everything else belongs in different business units. If HR wants to know how many people looked at a given job offer, it should be their responsibility both in resources and dollars to get this information. If the Web team develops cross-discipline tools that lower the cost and lesson the time to deliver this information, this should be easy to implement.

Step Seven: The Master Plan

Now that you have a couple of wins in your pocket, take a look over the landscape of data systems, Web servers and applications and map out a master plan. Which Web site should be torn down and recorded from the ground up? Which only need a few patches? How are you going to tie your legacy systems into the customer-facing applications? How are you going to retrofit your number-crunching capabilities so that you can actually tell what your company is doing, and what does that mean?

“Excerpts from Web Metrics, Proven Methods for Measuring Web Site Success by Jim Sterne”

Questions to Ask – What, Exactly, Do You Want to Know?

Asking what you want to know is simple, but the answer is elusive. We keep looping back to: How do you define success? What specific questions are you trying to answer? You might want to find your answers to any of the following questions:

- Are you attracting new people to your Web site?
- What site navigation do you wish to encourage?
- What behaviour indicates that a prospect is ready to buy or become a member?
- How do customer segments differ?
- What attributes describe your best customers?
- How can they help you target other prospects like them?
- How can profiling help you cross-sell or up-sell?
- How do you measure loyalty?

Getting a handle on what's important to you is the first step. Then it's all about setting goals. Be very clear about what you set out to accomplish. This becomes more and more important when you start to consider the challenge of getting your e-metrics projects funded.

Examples for Identifying Measurable Objectives for Your Web Site

These objectives might include:

- the number/percentage of target market site visitors that subscribe to receive ongoing information from your company via email;
- The number/percentage of target market site visitors that will request additional information about your organization's products or services;
- The number of customers who successfully resolve customer service needs online.
- The projected number of products and services sold online, or transactions originating from Internet visits.
- The number of new monthly visitors and repeat monthly visitors to your Web site.