



7 Traffic Metrics You May Want to Track

Online business owners these days make one of two mistakes: they either don't track anything in their business, or they over-track, monitoring numbers that have no real bearing on their bottom line.

Teach Traffic's Ilana Wechsler says the following seven metrics alone will provide a comprehensive and useful snapshot of your online business:

1. Traffic source report

Ideally, says Ilana, what you want from this is the conversion rate of each individual traffic source.

What you want to understand is, where does the majority of your traffic come from? And does it convert?

Say your Google organic traffic is the highest traffic source in terms of people coming, but its conversion is quite low. That needs to be examined.

Or if, say, your Google ad traffic contributes a fifth of your traffic, but accounts for 70 percent of sales, you may want to give it more of your attention. On the flip side, if it brings in only 5 percent of sales, you need to diagnose the traffic.

2. ROAS (return on adspend)

ROAS is associated largely with e-commerce people; for lead gen, it would be cost per acquisition.

Now, we live in a multi-device, multi-platform era. Someone might see a Facebook ad, which prompts them to check in Google if the business is legit. So there's a concept of direct return on ad spend, which is what the ad platforms report, versus a blended ROAS, which is the overall revenue from all your traffic sources, divided by, what have you spent in total?

Ilana likes to report on both these elements, the direct ROAS versus the blended ROAS, believing the truth lies somewhere in between that metric.

3. The funnel in as your goal

When you've set up your goal in the admin section of Analytics, you would have set up a funnel, and then Analytics reports on how people have progressed through that funnel. Importantly, what you're looking at is where or if people have dropped off somewhere in that funnel.

For e-commerce, for instance, step one of the funnel might be landing on the homepage,



step two would be landing on the product page, step three would be adding it to the cart, step four would be checkout, and so on. And you can see the drop-off points.

4. New people versus returning

This is like a segment within a segment, to some degree. We want to compare the behavior of someone who's never been to the website before versus a return visitor. And obviously, return visitors are going to convert higher.

But then we want to see the funnel of new versus returning. And ideally, what we want to see is that your funnel is doing its job of converting new people. And we want to compare the funnel conversion rate for new versus returning people.

If your funnel for new visitors is not converting, then you may need to improve the copy on your landing page or the product pages. You've got to maybe add reviews, you've got to have copy that's more benefit-driven rather than feature-driven, maybe add a video. It's just like trying to improve the overall conversion rate.

5. Pages people enter on and if they convert

These are specifically for pages that have a blog, that generate SEO traffic.

Say you're getting a large portion of your traffic, maybe 28 percent, from a certain blog post, but it doesn't convert to sales. There are a few things you can do. You maybe need to change the copy on the blog post, leverage the fact that 28 percent of your traffic is coming through that page. Whatever you can do to convince them to buy your product is good.

Or it might be diluting your retargeting lists, and maybe you're excluding the people who've entered on that page as if you for whatever reason can't get them to convert.

Ilana suggests focusing on the 80:20 - rather than updating all your blog content, just work through your pages that get the most amount of visitors. If you can optimize one page that ranks well, maybe hire a copywriter, that would have more impact than updating all the rest of your blog.

6. Demographics

Is there a certain segment of age or gender that converts really well, that if you're running, let's say, Facebook ads, you can just focus on that area of the market?

Aside from conversions, you'll want to consider, do the visitors bounce right away? Do they view more than one page? Are they engaged visitors? You want to gauge the quality of the traffic.



7. Focus on your mobile traffic conversions

Ilana believes this is important in 2022. More and more people are doing everyday things on their mobile. So the proportion of traffic from mobile and how it converts counts. If, for instance, 80 percent of your traffic is mobile, but has a very low conversion rate compared to desktop, possibly you need a better mobile-optimized site.

You might install some heat-mapping software like Hotjar. Do a free account, set up the recordings, and see what the user experience is like for people. Mobile usage is only going to grow, so you need to have a good experience for prospect buyers.

Want expert help with your paid traffic? Look up Ilana at teachtraffic.com