The 5 Telecom Website KPIs You Need to Track

Want to make sure your website's working for you?

Keep track of these five website key performance indicators (KPIs) on a monthly, quarterly, and annual basis to measure your success and improve performance where needed.

Prep Work: Integrate Your Average Open Lead Value with Google Analytics

You'll get the most bang for your buck if Google Analytics can calculate how much value each lead brings to your business. In fact, some of the KPIs are actually dependent on this number being set.

1 Once you're in the correct Google Analytics account for your website, click on the Admin icon (a gear) in the lower left of your screen.

2 On the right, under "View," click on Goals.

3 If you've already created Google Analytics goals...

  ↳ Click on the goal you want to edit.

  ↳ Click on "Edit" to the right of "Goal Details."

  ↳ Under "Value," toggle the on-off switch to set it to "On."

  ↳ Input your average open lead value, then hit Save.

4 If you've never created a Google Analytics goal before...

  ↳ Click on "+ New Goal" at the top.

  ↳ Follow the steps according to your unique website set-up. Most will use the "Contact Us" option under "Inquiry."

  ↳ Name your goal, and then set how the goal is triggered. Most will use the "Destination" option under "Type."

  ↳ Input the URL of your Thank You page, or the page your form redirects to after submission. This should only be accessible by submitting your form (e.g., don't have the form redirect to your Homepage).

  ↳ Under "Value," toggle the on-off switch to set it to "On."

  ↳ Input your average open lead value.

  ↳ If you have a specific flow that users go through to convert, toggle the on-off switch next to "Funnel" to set it to on.

  ↳ Name each step in your flow (e.g., Sales Partner Program landing page, compensation plan page, thank you page) and input the URLs for each.

  ↳ Hit Save to save your changes.

Note that if you have different kinds of leads and some generate more revenue than others, you'll get more insights from setting up unique contact forms and goals for each type of lead.

Let's Get Tracking!

Ready to start keeping tabs on your website's performance and proving its value? Here are our top five telecom website KPIs to track.

KPI #1

How many conversions you receive from each traffic source, and their total estimated value.

Where is this KPI located?

In the lefthand menu, click on "Acquisition," then "All Traffic" and "Channels." This will display your list of traffic sources:

- ↘ Direct traffic (typing in the URL)
- 🔍 Organic search (searching for keywords and finding your website in the list of results)
- 🔍 Paid search (searching for keywords and finding your website's paid ad in the list of results)
- ✉ Email (referred via email)
- 💬 Social (referred via social media)
- 👍 Referral (referred via other, non-social or non-search websites)
- ＋ Other (if you're using campaign URLs, data from this will go here)

On the right, you'll see conversion data for the goals you've set up in Google Analytics, per traffic source:

- # Number of completed goals
- % Goal conversion rate
- $ Goal value

Pro tip:

You can get more granular by clicking on the traffic source groupings.

For example, clicking on "Social" will allow you to view sessions and conversion data separated by social network.

Why is this KPI valuable?

If you've ever wondered or been asked how your marketing efforts are driving new sales, this is where to start. You'll be able to see where you're generating the most potential revenue for your business, and concentrate future efforts accordingly.

This is most helpful if some of your efforts are pay-to-play, like Google PPC or social advertising. If organic methods like search or social referrals are driving more leads, you'll know how to adjust.

Of course, you may want to consider how much time you're investing in all of your marketing campaigns, paid or organic, and consider the value of your work when calculating the total return...
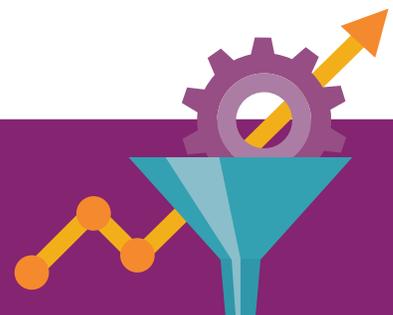
Where is this KPI located?

While you can import your campaign costs into Google Analytics and generate a cost analysis report, it's easiest to begin with some simple math. With KPI #1 and the steps below, you can get a high-level overview of how much financial return you're seeing from your marketing initiatives.

+ Begin with each traffic source's total goal value.

− Subtract this amount by the total spend invested in creating content, campaigns, and strategy for this source.

÷ Divide the result by your total investment – both your paid spend and your hourly rate, if applicable.

× Multiply this total by 100 to get the percentage.

For example, if you yielded $1000 in open lead value from paid search, and invested $250 to fund the campaign, you would calculate this:

($1000 - $250) / $250 = 3
3 * 100 = 300
Your ROI on paid search is 300%.

However, this may not provide the clearest picture. If your team also spent 1.5 hours to develop the campaign strategy and 1.25 hours to manage it, all at an hourly rate of $200, the math now looks like this:

[$1000 - ($250 + [1.5 + 1.25]200)] / ($250 + [1.5 + 1.25]200) = 0.25
0.25 * 100 = 25%
Your ROI on paid search, factoring in time invested, is 25%.

Why is this KPI valuable?

Digital marketing has made it easy and cost-effective to reach more potential leads across different channels. From running PPC search ads to creating eBooks for download and posting blogs on Twitter, it's important to understand what works and what you can easily scale.

Once you know which marketing efforts yield the most return, and which take up the most of your team's time, you'll be able to become more efficient and effective with your marketing.

For the most insight, pair this KPI with how likely leads from this source are to eventually close.

Where is this KPI located?

In the lefthand menu, click on "Conversions," then "Goals" and "Overview." This will display:

- ✓ **Goal Completions:** How many goals have been submitted.
- $ **Goal Value:** The total value of the submitted goals. (You should already know this from the work we did for KPI #1.)

Pro tip:

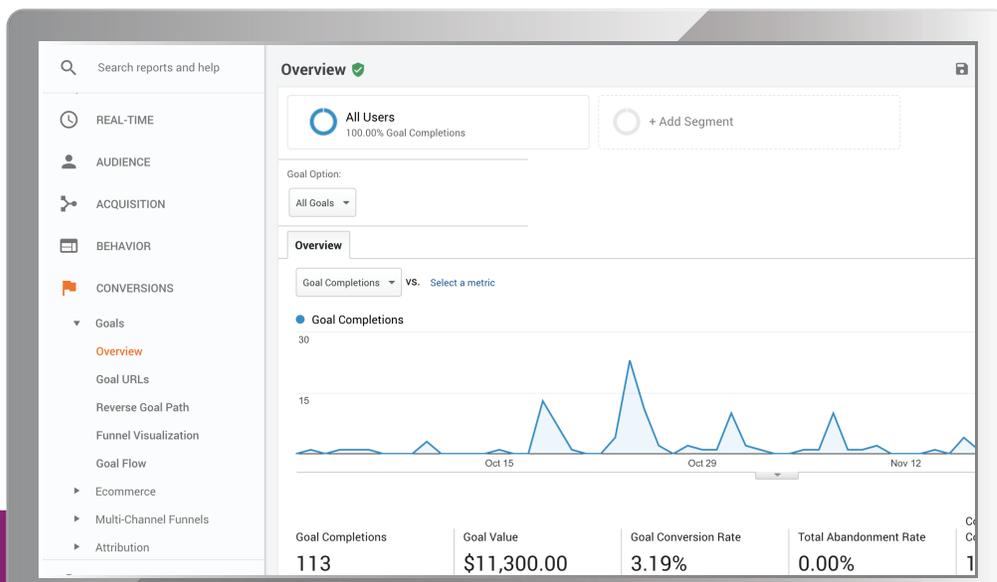*You can view abandonment rate in a more visually-oriented way, too.*

In the lefthand menu, click on "Conversions," then "Goals" and "Funnel Visualizations" to see the stages at which people are dropping off.

- % **Goal Conversion Rate:** The total number of goals submitted, divided by the total number of sessions.
- % **Abandonment Rate:** If you inputted a goal flow funnel when you set up your goal, you'll see how many people began the indicated flow and then exited out without completing it.

Why is this KPI valuable?

We all want to generate leads. Smart marketers will test different kinds of form headlines, rewrite landing pages to optimize conversion rates, and identify weak spots in their goal funnels.

If you're seeing higher conversion rates on one form versus another, examine its components to see what's working and what's not. Dig deeper into goal abandonment pages to see what you can improve and how you can reduce drop-offs.

Search reports and help

REAL-TIME
AUDIENCE
ACQUISITION
BEHAVIOR
CONVERSIONS
▼ Goals
Overview
Goal URLs
Reverse Goal Path
Funnel Visualization
Goal Flow
▶ Ecommerce
▶ Multi-Channel Funnels
▶ Attribution

Overview

All Users
100.00% Goal Completions

+ Add Segment

Goal Option:
All Goals

Overview

Goal Completions vs. Select a metric

● Goal Completions

Goal Completions	Goal Value	Goal Conversion Rate	Total Abandonment Rate
113	$11,300.00	3.19%	0.00%

Where is this KPI located?

Whether or not you allow users to download content pieces (typically, these are PDF files) directly from your site or you send the content directly to them via email, direct message, or another delivery method, you can create an URL parameter to track every time your PDF is shown. Here's how to do it:

1 Start with the URL of your content. (e.g., http://www.gimmemojo.com/content/Lead-Generation.pdf)

2 Add this formatting - ?pdf=LeadGeneration101 - to the end (e.g., http://www.gimmemojo.com/content/LeadGeneration.pdf?pdf=LeadGeneration101).

3 Of course, you would want to customize the text after "pdf=" to differentiate between different flyers, brochures, etc. (e.g., ?pdf=SalesSlick)

4 Use this link wherever you're making the PDF available. You can use it in an automated response email, use it directly on your website, etc.

5 Then, in Google Analytics' lefthand menu, click on "Behavior," then "Site Content," and "All Pages."

6 In the search box on the right side of the page, search for "pdf" to see all of the PDFs that have had this tracking applied.

Why is this KPI valuable?

Content plays a valuable role for prospects that are still at the top of the funnel. When you have interesting, relevant, and helpful content available for download, users can stay engaged and gain value from your brand.

Whether or not you have users fill out a lead generation form before they can access your content, you'll be able to see which content pieces are most interesting to users. You can even divide the number of content views by the number of overall sessions, or by the number of pageviews for the content offer page. This will show you the average content conversion rate.

visited
10:28:33
12/2/17

Where is this KPI located?

If you've ever wondered what the most relevant pages are on your website, or what pages help users convert on your site, this is the KPI for you.

Note that this final KPI assumes that you've integrated your average open lead value with Google Analytics, as discussed earlier in this PDF. Without this, no data will display for page value.

To find this KPI in Google Analytics' lefthand menu, click on "Behavior," then "Site Content," and "All Pages." You'll then see a column on the far right that reads "Page Value." This number is:

Your total goal value divided by that page's views.

Note that only pageviews that occurred before a lead submission are counted in the total -- not every single time that page was viewed. Users are also only counted once per visit, no matter how many times they visited the page.

For example, if you've yielded $100,000 in potential revenue from your conversions, and your homepage was viewed 1000 times in total but only 500 times before a conversion, the math would look like:

$100,000 / 500 = $200
not
$100,000 / 1000 = $100

You'll want page value to be a higher number.

Why is this KPI valuable?

Page value shows you which pages are really pulling their weight and driving conversions. More importantly, it enables you to make smarter decisions with your marketing.

For example, if you're seeing that a certain blog post has a higher page value than others, you'll be able to use that in future nurture campaigns, social media postings, and more.

This KPI can also provide more insight into what's actually relevant to your audience. Audiences may be less interested in a page than you would expect, and you'll be able to see where pages that should aid with conversions can improve.

NEED MORE INFO?

When you need to get the most out of your cloud, IT, or telecom website, let us help. At Mojo Marketing, we specialize in turning websites into lead generating, and revenue-driving machines. Contact us today to learn how we can help you optimize your website and regularly top off your sales funnel with new leads.