



Website Key Performance Indicator Index

In order to accurately know how your website is performing, you need to be tracking Key Performance Indicators, or KPIs. These are key metrics that inform you about your website visitors and their actions, which can help you better your digital presence. Reference the chart below to learn what different KPIs measure and what a good result looks like.

KPI	What It Measures	What's a Good Result?
Average Time on Page	The average time spent on a single, given page across all your visiting users.	High, but not too high. Generally, a user spending more time on a page indicates they are interested in the content. However, if users are spending a long time on pages with only a little content, it could mean it is difficult to understand.
Average Time on Site	The average amount of time a user spends exploring your entire website.	High, like Time On Page, a longer time spent on your overall site is an indication a user is more likely to convert.
Bounce Rate	The percentage of users who exited a page/your website before it finished loading or soon after.	Low. When people quickly leave a page, it means there's something wrong with it - either it wasn't what they were really looking for or that it was taking too long to load and the user lost interest.
Conversion Rate	The percentage of users who complete one of your desired conversion actions, often resulting in a purchase or obtaining the user's email contact.	High conversion rates mean a larger portion of your total site visitors are taking actions like making a purchase or filling out a form. This depends on you setting appropriate conversion actions for your business.
Goal Completion	The amount of times a website goal (which you define) is completed by a user. This can overlap with conversions, but they are not the same.	High, because that means more users are doing the actions or hitting the milestones that you've set for your website's goals, nudging them toward becoming clients or customers.
Pages Per Session	The number of unique pages a user clicks on while visiting your site in a single sitting.	High, like Average Time on Site, because if a user visits more of your pages, it's an indicator they are interested in your content & services.
Top Exit Pages	A list of pages on your site that users most frequently leave your site from.	Low. When you have a small number of exit pages, you can examine those pages and make intelligent changes in order to reduce the amount of people leaving your website.
Top Landing Pages	A list of pages on your site that users most frequently enter your site from.	High or low, depending on how you look at it. A high number of landing pages means you're attracting a wide audience with diverse content. However, similar to Top Exit Pages, having a lower number helps you know what about the page attracted users. Additionally, if there's significant overlap between your Top Landing and Top Exit Pages, you should investigate why.
Traffic By Source	A list of your top traffic sources. Monitor this to know how users are discovering your website.	This KPI result is less of a good or bad and more a thing to monitor in order to know where online users are finding your website. It helps inform you of where online you should focus more resources.
Unique Website Visitors	Total number of unique users that have visited your website. A more accurate look at website popularity than total visitors.	High, as a higher number means your website is being visited, and unique visitors are more valuable than total visitors, because that means your site is reaching a broader audience.