

CALCULATING YOUR CONVERSION RATE



You know what your business' BIG goals are and you've implemented the strategies to meet them. But you can't call it a day just yet! How do you know those strategies are actually working? Knowing your **Conversion Rate** will give you that answer, and don't worry, this isn't Calculus class...it's easier than you think to find it!



USE THESE SIMPLE STEPS TO DETERMINE YOURS AND GET STARTED.



LIST TWO OR THREE OF THE LARGER STRATEGIES YOU ARE FOCUSING ON IN YOUR BUSINESS.

WHAT ACTIONS ARE ASSOCIATED WITH EACH OF THESE STRATEGIES?

Examples: Make a purchase, watch a video, redeem a coupon, subscribe to blog or email, etc.

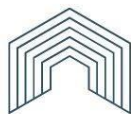
NOW, LET'S CALCULATE YOUR CONVERSION RATE!

(Number of Actions Taken ÷ Total Number of Potential Customers) x 100

Examples:

10 sales (actions taken) resulted from 100 calls (potential customers) = 10%

5 purchases (actions taken) from FB ad that reached 500 people (potential customers) = 5%



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