

WEBSITE TRAFFIC LOG

REPORTING PERIOD: _____
BUSINESS NAME

TARGET MONTHLY GOAL

| Week | Organic Search | Social Media | Direct/Email | Paid Ads | Total Visits |
|------------------------|----------------|--------------|--------------|----------|--------------|
| Week 1 | | | | | |
| Week 2 | | | | | |
| Week 3 | | | | | |
| Week 4 | | | | | |
| Week 5 | | | | | |
| MONTH TOTAL | | | | | |

KEY INSIGHTS & PERFORMANCE NOTES