

GROWTH COMPARISON CHART

Organic Performance Analysis

Reporting Period: _____ to _____
Department: _____

KPI METRIC	PREVIOUS PERIOD	CURRENT PERIOD
Direct Web Traffic		
Organic Search (SEO)		
Referral Inbound Links		
Social Media Reach		
Email List Size		
Customer Retention Rate		
CLV (Customer Lifetime Value)		
Net Promoter Score (NPS)		
Total Organic Revenue		

EXECUTIVE SUMMARY & OBSERVATIONS
Internal Strategic Document Generated: 2023-Q4 Revision