

TRAFFIC CONVERSION CHART

Period: _____

Website: _____

TRAFFIC SOURCE	TOTAL VISITORS	CONVERSIONS	CONV. RATE %	NOTES
Organic Search				
Direct Traffic				
Social Media				
Email Marketing				
Paid Ads (PPC)				
Referral				
TOTAL				

FORMULA: (Total Conversions / Total Visitors) Ã— 100 = Conversion Rate %

KEY INSIGHTS & ACTION ITEMS