



Your Quiz Results

DATA MEASUREMENT & ANALYSIS

ABOUT THE AUTHOR



*Hello, I'm
Christa!*

I'm here to help you establish & implement the strategy, systems, and measurement you need to grow and scale your online business.

I have the knowledge, skills, and experience to help you put the whole picture together. Not just the marketing and business strategy but also the mindset, systems, design, tech, and data analysis to put it in motion and optimize your growth.

Work with Me

As a Certified Master Marketer and Business Strategist, Funnel Builder, and Automations & Data Measurement Specialist with well over a decade in the online business space, I can help you build and grow your profitable online business through proven strategies and data driven decisions.

It's my mission to help other women entrepreneurs create the financial freedom and independence that can help change the world.



your results

DATA MEASUREMENT & ANALYSIS

Your business will benefit most from you focusing on your data measurement and analysis.

You can't scale something that isn't working. It's critical you aren't just tracking the data and knowing your numbers but also understanding those numbers and which ones are actually important for you to be paying attention to. Just because you can track something doesn't mean it's worth your time!

Knowing the metrics that matter for you means you can see what's working and what's not. You can go all in on what's working and eliminate or optimize what's not. Without data you can't make sound decisions in your business. You're simply guessing, assuming, operating from hunches. Do you want your business to rely on you crossing your fingers and hoping for the best? Or do you want to make data driven decisions that you can measure and know will see results?



your blueprint

DATA MEASUREMENT & ANALYSIS

Don't you find yourself wondering where your traffic is coming from and what they're doing on your website? What about sales? Wouldn't you love to be able to know which of your efforts are resulting in sales and how your launches are converting?

Where you currently are in your business journey, and the types of products and services you offer, will determine what systems & automations you'll want to implement to grow and scale your business. Start out simple and you can get more creative and complex as your business evolves.

Find some recommended metrics to begin tracking on the following page.



your blueprint

DATA MEASUREMENT & ANALYSIS

Get Started with:

- Tracking where your website traffic is coming from
- Tracking views to your Services or Offer page
- Tracking top Social Media Traffic Referrers

Grow with:

- Tracking Lead Magnet Conversions
- Tracking Tripwire Offer on your Lead Magnet Conversions
- Tracking Performance of Content Marketing

Scale with:

- Tracking Sales Funnel Conversions
- Tracking Order Bump Conversions
- Tracking Upsell Conversions
- Tracking Your Average Order Value
- Tracking Cart Abandonment
- Tracking Paid Advertising Performance

DATA MEASUREMENT & ANALYSIS WORKBOOK

DO YOU HAVE GOOGLE ANALYTICS INSTALLED ON YOUR WEBSITE AND OTHER ONLINE PROPERTIES?

DO YOU KNOW WHERE YOUR TRAFFIC, LEADS, AND SALES ARE COMING FROM IN YOUR BUSINESS? WHAT IS THIS DATA TELLING YOU THAT CAN SUPPORT YOUR BUSINESS GROWTH RIGHT NOW?

DATA MEASUREMENT & ANALYSIS WORKBOOK

DO YOU KNOW THE CONVERSION RATES OF YOUR LEAD MAGNETS AND PAID OFFERS? WHAT IS THIS DATA TELLING YOU? DO SOME OFFERS NEED TO BE IMPROVED? REVAMPED? ELIMINATED?

WHAT ARE THE QUESTIONS THAT YOU WOULD IDEALLY LIKE TO SEE ANSWERED THROUGH YOUR DATA?

next steps

DATA MEASUREMENT & ANALYSIS

Are you ready to increase engagement, growth, and sales without increasing the amount of time you're investing or hiring out in your business.

Your Options

If you're looking to learn how to implement these strategies in your own business, then I recommend starting with [The Stand Out & Scale Success System](#).



If you're looking for a higher level of support, and desire an expert to partner with to create your new business & offer strategy, please check out our [1:1 Consulting Services, 1:1 Consulting including Done For You Services Retainer Packages](#), or [book a call](#) with us to discuss your next best step.

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