

Traffic Worksheet

Use this simple worksheet to see if your website is getting the right kind of traffic.

Who Do You Want to Come to Your Site?

Fill out this questionnaire and then check your analytics to see if you have the right traffic demographic on your site.

What is their gender?

- ☐ Mostly males
- ☐ Mostly females
- ☐ Both

Where do they primarily live?

☐ _____

How old are they?

- ☐ 13-18 years old
- ☐ 18-25 years old
- ☐ 25-30 years old
- ☐ 30-40 years old
- ☐ 40-50 years old
- ☐ 50-65 years old
- ☐ 65+ years old

What is their annual income?

☐ _____ – _____

Are they married?

- ☐ Yes
- ☐ No

How many children do they have?

- ☐ None
- ☐ 1
- ☐ 2-3
- ☐ 4+

How much education do they have?

- ☐ Some high school
- ☐ GED
- ☐ Some college
- ☐ Technical degree
- ☐ Associate's degree
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate
- ☐ Professional degree (doctor, lawyer, etc)

What is My Target Audience Looking For?

Answer the following questions with regard to your site and/or offer. You may need to talk to current users for more information.

What does my target audience value most? (pick one).

- ☐ Price
- ☐ Ease/Comfort
- ☐ Quality
- ☐ Appearance
- ☐ Newness/Uniqueness/Cutting Edge
- ☐ The “human touch”

Does your site/offer provide what your audience values most? (ie, if your audience values “Appearance,” do you have the best-looking website in your niche?).

- ☐ Yes
- ☐ No

What are three words/phrases your target audience uses to describe the most frustrating thing about their current situation/options? (note, mark “Yes” if your offer solves this problem).

1. _____ (☐ Yes ☐ No)
2. _____ (☐ Yes ☐ No)
3. _____ (☐ Yes ☐ No)

What are three words/phrases your best customers use to describe you or your offer?

1. _____
2. _____
3. _____

Do these two lists match up fairly well? In other words, if your target audience is frustrated by service quality, do your best customers rave about your service quality?

- ☐ Yes
- ☐ No

If these lists aren't in good agreement, you probably have a mismatch between what you think your target audience is looking for and what they actually value.

The key to effective marketing is understanding your customer's problems and then showing your customer how you can solve those problems. If you understand what your customer needs and your offer fits the bill, you're well on your way to targeting the right traffic.

Am I Getting the Right Traffic?

Fill out the following worksheets for your relevant traffic sources.

Organic Search Traffic

Answer each of the following questions with regard to your organic search traffic.

What were the 3 most-visited pages on your site over the last 3 months?

1. _____
2. _____
3. _____

Which 3 pages on your site drove the most conversions during the last 3 months? (phone calls, form submissions, email signups, chats, sales, etc).

1. _____
2. _____
3. _____

Is there good alignment between these lists? (if content pages like blog posts are among the most visited pages on your site, is there good alignment between the content on those posts and the pages that produce the most conversions?).

- ☐ Yes
☐ No

Does the content on these pages refer to one or more of your target's top 3 frustrations? (especially in the title and meta description).

- ☐ Yes
☐ No

Does the content on these pages mention one or more of the 3 things your customers rave about?

- ☐ Yes
☐ No

If you answered "No" to any of the preceding questions, consider revising the content on your pages to bring it into better alignment with your customers' needs.

In addition, if your pages that drive traffic are very different from the pages that produce conversions, consider putting some serious time and energy into increasing the search engine ranking of your high-converting pages.

These are the pages that matter, so they should get as much traffic as possible!

Paid Search Traffic

Answer each of the following questions with regard to your paid search traffic.

Which 5 keywords produced the most traffic during the last 3 months?

1. _____
2. _____
3. _____
4. _____
5. _____

Which 5 keywords drove the most conversions during the last 3 months? (phone calls, form submissions, email signups, chats, sales, etc).

1. _____
2. _____
3. _____
4. _____
5. _____

Is there good alignment between these lists?

- ☐ Yes
☐ No

Is your impression share on these keywords over 90%?

- ☐ Yes
☐ No

Does your ad copy refer to or evoke at least one of your target's top 3 frustrations?

- ☐ Yes
☐ No

Does your ad copy mention at least one of the 3 things your customers rave about?

- ☐ Yes
☐ No

Are you profitable on these keywords?

- ☐ Yes
☐ No

If you answered "No" to any of the preceding questions, consider changing up your ad copy to bring it into better alignment with keywords and customers' needs.

How Much are You Spending on the Wrong Traffic?

The following exercise will help you determine how much of your paid search budget you are wasting on the wrong traffic.

For this exercise, you will need to use the data found in the "Keywords" tab of your paid search account.

In the last 3 months, how many keywords did not produce conversions?

☐ _____ keywords

In the last 3 months, how much did you spend on keywords that did not produce conversions?

☐ _____

In the last 3 months, how much did you spend on paid search overall?

☐ _____

Divide how much you spent on keywords that did not produce conversions by your total paid search spend and multiply by 100%.

What percentage of your budget did you waste on the wrong keywords?

- ☐ < 40%
☐ 40-60%
☐ 60-80%
☐ 80-90%
☐ >90%

If you are wasting more than 40% of your budget on key-words without conversions, your account is in need of serious help!

Social Media

Answer each of the following questions with regard to your social media accounts. Reprint this page for each account. You may want to print a copy for each paid social account as well.

Account: _____

What were your 3 most popular posts over the last 3 months? (by social share count)

1. _____
2. _____
3. _____

Which 3 posts drove the most traffic to your site over the last 3 months?

1. _____
2. _____
3. _____

Which 3 posts produced the most conversions during the last 3 months? (phone calls, form submissions, email signups, chats, sales, etc).

1. _____
2. _____
3. _____

Is there good alignment between these lists?

- ☐ Yes
☐ No

Does the content of these posts refer to one or more of your target's top 3 frustrations?

- ☐ Yes
☐ No

Does the content of these posts mention one or more of the 3 things your customers rave about?

- ☐ Yes
☐ No

Are you regularly posting content that addresses the same sorts of topics or themes as these posts?

- ☐ Yes
☐ No

Non-Paid Social Media Accounts Only

Do the majority of your followers fall within your target demographic?

- ☐ Yes
☐ No

Paid Social Media Accounts Only

Does your audience targeting match your target demographic?

- ☐ Yes
☐ No