



Data Worksheet Template

This worksheet will help you make a note of the key data points from your website so you can benchmark your current performance.

You may have plenty of other data points to inform your decision making, so this worksheet covers those which are most commonly available in a typical business website.

By making a note of what your current data is telling you, you'll be encouraged not only to explore your data, but crucially take action based on what it's telling you. It will also serve as a benchmark to show how each data point has improved (or declined) when you revisit this worksheet over the coming weeks.

If you're not sure what your data is telling you and would like this exercise done for you, then check out our services at <https://adigital.agency>.



What are you researching?

Any research needs to start with defining what you hope to prove or learn as a result of it. For example:

'We are researching *whether the page speed of our website affects our conversion rate* **by asking the question** *how fast key pages load* **so that** *we can improve our conversion rate to increase sales/leads/enquiries.*

We are researching...

by asking the question...

so that...

With a clear understanding of what you're researching and for what reasons, you can focus your analysis on relevant metrics. You may even wish to explore several different attributes of your site that may present opportunities for improved performance.

Over the following pages you can make a note of how your website is performing currently to create a benchmark. These key metrics may not be directly related to your specific research focus detailed above, but will likely still be relevant for exploring possible problems and solutions.

Website Analytics

Your website analytics are a primary source of data when exploring the performance of your current site. While analytics collects hundreds of data points, its likely you'll want to focus on a few key metrics, at least to begin with.

Most websites use [Google Analytics](#), but other platforms are available such as [Adobe Analytics](#) or [Fathom](#). If you're using other platforms, you may find some differences in terminology or the availability of certain metrics. For this worksheet, we're assuming you'll have Google Analytics installed and know how to login and find the metrics below.

You can choose any timeframe you feel is appropriate, but for benchmarking, we recommend looking back on the last month, unless your website traffic is likely to vary by season or heavily influenced by campaigns or events.



Enter a date here

Summary Metrics



Total visits



Mobile and tablet visits



Desktop visits



Average session duration



Pages per session



New vs. returning users

Top 5 Visitor Sources

#	Source eg. Organic, direct	Users Total or %
1		
2		
3		
4		
5		

Top 5 Visited Pages

#	Page eg. Title or URL	Page Views Total or %
1		
2		
3		
4		
5		

Website Performance

Website performance generally refers to the speed of your website and can impact on your visitors' user experience and your search engine rankings.

Look back at the results you've recorded on the previous page and measure your 5 most popular pages using a page speed tool such as [Pingdom](#) or [GTmetrix](#).

Page Title/URL eg. Product X or /about-us	Performance Grade	Page Size (MB)	Load Time	Total Requests

Other Observations

Make a note of any other observations here, such as other suggestions to improve page performance reported by Pingdom.

Google Lighthouse

Google Lighthouse is Google's own web page performance tool which provides you with an overall score for both desktop and mobile simulated versions of your pages. Google uses a set of metrics known as Core Web Vitals which can influence your search engine rankings and provides audits for performance, accessibility and SEO.

You can test your pages in Google Lighthouse by going to <https://developers.google.com/speed/pagespeed/insights>. Alternatively, using **Google Chrome browser**, visit the page you want to test, right click on the page and choose *Inspect...* and choose *Lighthouse* from the console that appears.

Lighthouse Results

Record the metrics for a key page on your site below, adding your scores in the circles. Use the video guide at <https://www.youtube.com/watch?v=Ze-5p4J2HGg> to help you.

Page tested



Desktop



Your core web vitals

Largest Contentful Paint Time to Interactive Cumulative Layout Shift



Mobile



Your core web vitals

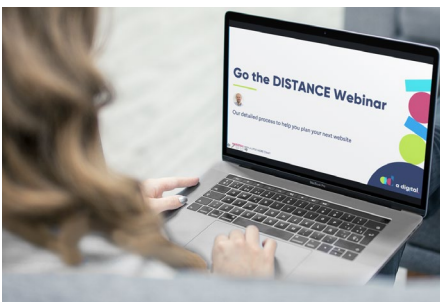
Largest Contentful Paint Time to Interactive Cumulative Layout Shift

Where to go from here

There are lots of other data points you can explore when reviewing your existing website, or planning a new one. Exactly what these are will depend on various factors, but this worksheet provides you with a starting point to capture some of the most common that are usually readily available.

You may also consider using experience analytics, focus groups and surveys to gather more qualitative data, and there will likely be other sources of data to information decision making such as your CRM, email campaign platform and sales reports.

Go the Distance™ Webinars



Join a **free** online presentation covering our unique Go The Distance™ process that will help you to plan your digital strategy.

Each step in our process will allow you to explore the 8 key stages that are fundamental to success.

Visit our website at <https://adigital.agency> for details of upcoming events.

Go the Distance™ Workshops



If you're ready to take more decisive action, then one of our Go the Distance™ workshops could be the way forward. These structured sessions allow us to give you specific guidance and advice on each of the 8 steps in our process.

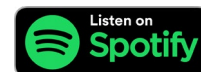
Book an introduction and understanding call at <https://adigital.agency/contact-us>.

The Clientside Podcast



If you're not quite ready to commit to a new digital project, then checkout the [Clientside Podcast](#).

Hosted by the founder and managing director of A Digital **Andrew Armitage**, join him as he talks with guests about a wide range of digital topics giving you plenty of takeaways to apply to your own digital strategy.



Buy the Book!

Exploring the Data from your website forms part of a process called Go the Distance™ which is explained in the book *Holistic Website Planning* written by the founder of A Digital, Andrew Armitage. The book is available to buy on Amazon in both paperback and Kindle formats.

For more information, visit <https://adigital.agency>.



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