

Your personal five-metric scorecard

⌚ approx. 25 min

Module: The 5 Metrics That Matter

Type: mini-audit

Task: Then calculate: what would your annual revenue increase be if you improved the metric you marked red by twenty percent?

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. Which of the five metrics is currently furthest from a green rating in your shop?

2. How would you communicate the potential of improving revenue per visitor in your next strategy meeting?

3. Which metric is most underrated in your business, and why?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.