

UPDATED -- 2010

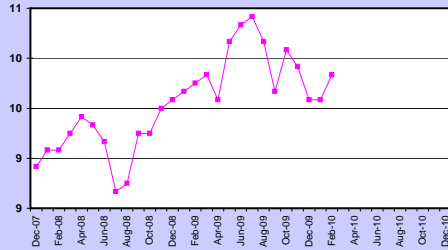
Please scroll down two pages for three pages of instructions and hints on use and customization!

Website Tracking Dashboard

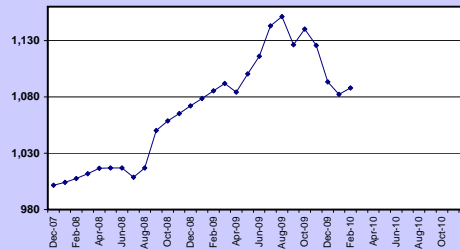
8-Charts: Used to see just how your Website is performing for you!



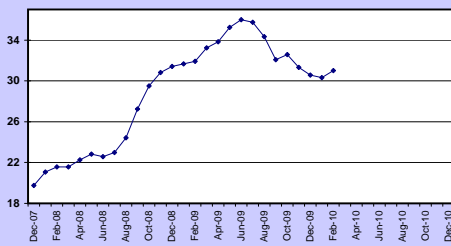
1: WHAT CAUSES TRAFFIC* = # Ads/Month 12MMA



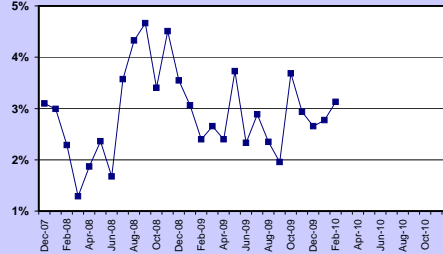
2: TRAFFIC = # Visitors per Month 12MMA



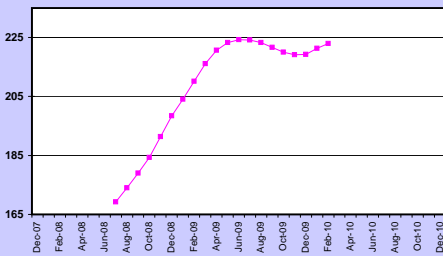
3: # of Sales per Month 12MMA



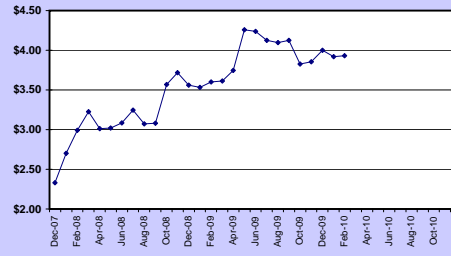
4: Conversion Ratio % (Cht 3 div Cht 2) 12MMA



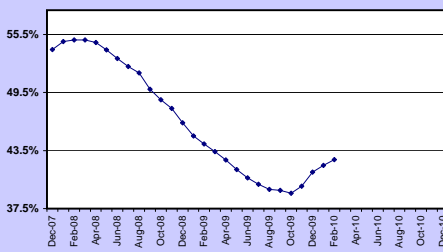
5: # Opt-Ins (New Subscribers) per Month 12MMA



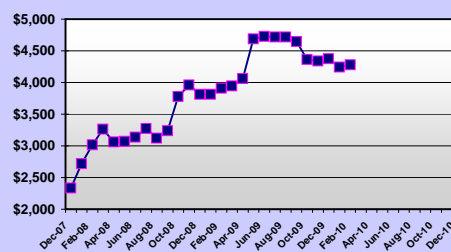
6: Site Effectiveness = Sales per Visitor 12MMA



7: Bounce Rate (Looky-Loos) per Month 12MMA



8: \$ Revenues per Month 12MMA



KEY: 12MMA = 12-month-moving-average. 3/3mma = growth rate of this 3 months compared to same 3 months last year (sum of 3 mos / sum of 3 mos).

* Here are a few other ideas for What Causes Traffic: # of searchable key words, # of search engines registered, # of pay-per-click services signed up for. How about number of non-web causes or drivers behind traffic: examples might be # of audiences addressed, # of direct mailings, # of qualified sales calls, # of referrals, # of specially-developed leads. Brainstorm with your close associates to figure out the key drivers in your business. Then test your findings and see which ones REALLY drive traffic up! Then go with those

BUY IT!

To buy this tool in easy to use Excel Format, go to: www.ceotools.com and use Visa or M/C. It's \$78.70 in ready-to-use Excel format. Emailed immediately to your email address!



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Kraig's Website Improvement Tips

1. We're not experts by a long shot, but we have discovered a few nifty ways for making your website hugely more successful at marketing and sales!
2. Work on improving Traffic & Conversions: go to www.stomperblog.com and sign up for Going Natural Videos to learn how to grow T & C. These folks ARE the experts (StomperNet).
3. Work on figuring out "What Causes Traffic" for *YOUR* website: look at # of ads per month, number of Opt-ins (subscribers) per month, # of emails you send per month, # of searchable ky-words, # of search engines registered, # of pay-per-click services or word combos, etc.
4. Work on figuring out "What Drives Conversions" for *YOUR* website: try improving your homepage design to guide the visitors' eyes to what you want them to see, offer specials, do affiliate marketing with synergistic and strategically-allied websites, reduce your bounce rate, improve your site effectiveness (\$sales per visitor or calls-to-action per visitor), and define new calls-to-action – after all, you have a website to get visitors to *DO* something you want them to do, right? If you don't know what most of the foregoing means, your or your marketing person should spend a little time at the StomperNet website mentioned above: they have the answers! Better yet, join StomperNet by clicking that link on my website www.ceotools.com.
5. Get and use Kraig's Website Performance Dashboard to track your key web statistics on T12M charts (or equivalent 12mma charts), available at www.ceotools.com – customize this great tool to *YOUR* website needs!
6. Here are some useful definitions: bounce rate = the percentage of visitors that visit your website for only a few seconds, usually via a search engine; opt-ins = the number of new subscribers or sign-ups to get your emails or website information; website effectiveness = \$ sales per visitor or # responses to your call-to-action per visitor; traffic = total # of visitors per month; conversion = # sales per visitor or # of responses to your call-to-action.
7. Use Google Analytics (www.google.com/analytics) or similar to get the various measures of website performance, but be sure to track them using our Website Performance Dashboard. Those stats are virtually useless without 12mma charts and the dashboard!

WEBSITE PERFORMANCE DASHBOARD -- How's Your Website Doing?

*** Please read and accept the Software License above before using this Tool. Otherwise, please don't use this or other CEO Tools! ***

HOW TO USE THIS CUSTOMIZABLE TOOL IN YOUR BUSINESS:

1. Understand how to use Trailing 12 Month (T12M) Charts by visiting www.ceotools.com website and getting the free download of T12M Charts (click the refresh button until T12M appears in the free tools box on the right of the homepage, then request that tool and it will be in your email in-basket instantly). Even better, read all about T12M Charts in Kraig Kramers' book (pages 86 - 97): **"CEO Tools: the Nuts 'n Bolts of Business for Every Manager's Success."**
2. To prepare your 8-Charts on one page, either enter or import your data into the appropriate data fields (green headings) under the "Data" tab at the bottom of your screen. If you plan to use the eight charts shown above, you're almost done once you've entered your data. All you need to do to complete your chart page is to re-scale and title each of the charts and type in the correct name of your business. To re-scale the charts, double-click your cursor in the vertical scale on the left side of the chart. Then select "Scale" at the top of the dropdown. Enter the minimum and maximum amounts for your data and click "okay." Save your charts under the name you choose.
3. If you wish to change the charts to reflect other information you've entered, simply change the titling to suit. **To get some ideas on Key Indicators for your customized dashboard, please go to the website www.ceotools.com and click on New Tools Catalog, and scroll down to CEO Dashboard, then click on the PDF and print it out. A fairly comprehensive list of Key Indicators is there!**
4. Review your Dashboard at least annually to see that you still are tracking the MOST IMPORTANT key indicators. Because the business world is changing so increasingly quickly, we recommend you review your strategic direction at least every two years, and then your Key Indicators. Change your Business Dashboard to reflect the new key indicators dictated by your strategic direction and operating needs.
5. The nomenclature with each chart (and the logic in the data table and on the charts) is as follows:
T12M Trailing 12-Month Total (sum of the past 12 months for each month on the chart)
12MMA Twelve-month Moving Average (average of the past 12 months for each month on the chart)
4QMA Four-quarter Moving Average (average of the past 4 quarters for each quarter on the chart)
6. You also may want to go to www.ceotools.com and click on "New Tools Catalog" and scroll down through the tools to get ideas on what your own 8 Key Indicators might be. Especially useful are the "What Causes Sales" tool as well as the "Customer Satisfaction" and "Employee Satisfaction" tools.



The 8-Charts Tool is from the author of: [CEO TOOLS...for EVERY Manager's Success!](#)
Visit us at www.ceotools.com for more tools and information on the hot-selling book/CD.
Contact Kraig Kramers at 770-389-8511 or email kwker@mindspring.com, please!



Kraig's Chart Tips

1. **Line graphs, never bar charts, seldom pie.**
2. **One graph per chart...stack charts vertically if you want comparatives!**
3. **Two years of history plus the year we're now in and tracking.**
4. **Re-scale to fill up vertical space (see Page 7 aka Fix Up Your Chart!).**
5. **T12M for one variable vs. 12MMA for two (% , ratio, index).**
6. **Right chart time frequency: T12M, T4Q, T52W, and/or T365D.**
7. **Power-Tools: 4-Charts, 5-Charts, 8-Charts @ www.ceotools.com.**
8. **Only T12M-type charts; those ordinary and YTD charts lie!**
9. **You can track ANYTHING with T12M and related charts.**
10. **Use to forecast budget or projections – and track actuals against.**
11. **No trailing 3-month, 6-month, or 18-month charts: they'll bite you!**
12. **Charts should have white background and big data point markers along the lines of your graphs.**
13. **Eventually, we'll talk about 3-over-3 and 12-over-12 charts (also known as rate-of-change charts), but please understand T12Ms thoroughly first, else confusion will probably result! Yes, I do love those RoC charts, too!**
14. **Try Dashboards: visit www.ceotools.com, click on New Tools Catalog, then scroll down to various dashboards on many business topics!**

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FIX UP YOUR CHARTS!

From CEO Tools at www.ceotools.com

Many users have complained that Microsoft Excel's charting is not user-friendly and doesn't "work." This forced us to develop some information on using, applying, and overcoming Excel's charting shortcomings. Excel can indeed work, and we're all stuck with it, so here are a few tips, tools, and ideas based on extensive use of Excel's XP versions...other versions and operating environments before and after XP (e.g., 95, 2000, Vista, Seven) contain many of the same challenges, inconveniently re-packaged by Microsoft into even more challenging apps. Please use this guide to overcome these, but also please adapt our approach to different Excel versions. These tips also work for most charts in other software.

How to Re-Scale Your Charts: It is necessary to re-scale your chart when you first enter your data in any Trailing 12-Month (T12M) Chart or 12-Month Moving Average (12MMA), dashboard, or for that matter, any ordinary chart (it's just basic Excel 101A), and then every once in a while thereafter. The idea is to get your graph on each chart to "fill up" the vertical space of the chart border, so that your eye can most easily see ups and downs over the months. To re-scale, right-click in the vertical (left-hand, Y-axis) of each chart to get a "Format Axis" dropdown; then just select "Options" or "Format Axis" and you should see where you can select "Scale." Do select Scale and then change the Min, Max, Major & Minor Units, as well as the X-Axis Cross Point to be compatible with the full range of your calculated or entered numbers being charted. Again, the idea is to run your graph from your smallest number to the largest from that column (take a look at how we did it on T12M Charts at www.ceotools.com). Save after re-scaling!

Another thought: you may need to re-scale or change the horizontal axis to show the right months. At www.ceotools.com we re-set all charts each year so that you can download them with the upcoming year ready-to-go. If you want to do this yourself, just follow the same logic presented for the vertical axis to change your time (horizontal) axis.

How to Structure Your Charts: We like our charts to have two years of history plus the year we're currently tracking (currently in). What this does is allow you to see an overall trend, not just this year versus last. But at the same time, you don't want more than two years of history, else your chart might be scaled so severely that you don't see the fluctuations in current months that you need to see. So, let's say you want to set up a chart to track your sales each month during 2010 – you'll want to show each month of actual sales for 2008 and 2009 with the 12 months of 2010 on the chart with no numbers in them as you start the year. Take a quick look at the free PDF of the T12M Chart at www.ceotools.com to see an example of this.

How to Update Your T12M or 12MMA Charts Each Month: As you enter your regular monthly number each month into the data column for an Excel chart, it will be necessary to *copy-paste* the logic for calculating that month's *T12M* or *12MMA number* down one row each month as you enter the actual new monthly number.