Key Performance Indicators for Marketing Sites

Recommended KPI's for Senior Managers	
Lead Generation Conversion Rate	If you have an online form, an email address and a phone number, all three channels should be tracked looking for leads. One thing you may want to consider is using a distinct phone number on your web site so that you can count the number of inbound inquiries the site generates differentiated from other business channels.
Average Amount Of Time It Takes The Organization To Respond To Inquiries	Leads and inquiries must be handled in a timely fashion. Keep track of how long it takes your staff to follow-up on leads from tradeshows, inbound telephone calls, submitted forms and emails sent directly.
The Average Cost Per Lead Generated	Acquisition marketing is the critical function of a lead generating web site, keep a close eye on acquisition marketing costs.
Average Estimated Revenue Per Visit	Most marketing and lead generation sites cannot assign a direct dollar value to conversion events. If you have a good estimate of the value of a lead or conversion, use that as part of the average revenue per visit calculation. This calculation provides a good comparator to gauge the efficacy of changes you're making to your site and marketing campaigns
Recommended KPI's for Strategists and Tactical Resources	
Average Visits Per Visitor	The average number of visits per visitor provides a leading indicator of the overall interest your visitors have in whatever it is you offer.
Percentage Of High, Medium And Low Time Spent	For most Web sites, it takes visitors at least 90 seconds to become engaged in content or find information. The percent of visits under 90 seconds is an important acquisition performance indicator.
Recency Visits	If a greater percentage of visitors to your site have been to the site very recently, meaning they have a low recency, you may see an increase in the number of leads you generate. Track your recency and the number of leads you're generating side-by-side to see if any useful patterns emerge.

ratio of new to returning visitors	Provides an indicator of the efficacy of your marketing efforts compared to visitor interest in your products or services.
percentage of visitors in a specific segment	One important consideration when calculating your lead generation conversion rate is that not every visitor to the site is a potential lead. Some visitors have already submitted a lead and are in the sales funnel, other visitors may be looking for jobs and investor information.
landing page “stickiness”	The “stickiness” of landing pages on content and advertising sites is perhaps more important than for any other business model; if all you’re trying to do is show page views and generate visitor loyalty, how can you possibly hope to accomplish your goals if visitors leave without exploring your site?
average searches per visit	Especially when yours is a complicated product or service, knowing whether your visitors are clicking and reading or searching for specific information can help you better understand their mindset.
percent zero result and zero yield searches	If you have search on your site, keep a close eye on whether visitor searches are returning results and generating clicks. An increase in either of these percentages likely indicates that visitors are not finding some piece of information they believe to be critical to their investigation of your products or services
lead generation rate for campaigns or campaign types	Tactical resources are advised to keep track of how types of campaigns and, in some circumstances, individual campaigns are driving leads through the web site.