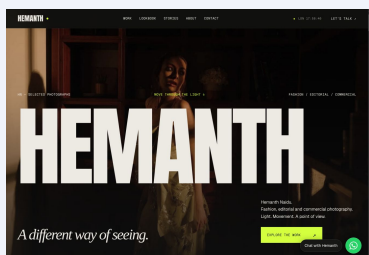


Simple website measurement plan

Measure customer actions that connect to your goals.



FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

YOUR ACTION PLAN

- 1 Choose a few useful events such as enquiry completion or booking confirmation.
- 2 Define what counts as a completed action and avoid counting a button click as a sale.
- 3 Identify the tool and person responsible for measurement.
- 4 Test with sample actions and check that duplicate events are not inflating counts.

EXAMPLE - ILLUSTRATIVE

A lead is counted after a successful form submission, not merely after opening the contact page.

CHECK YOUR RESULT

Do your numbers represent completed actions rather than intentions?

Simple website measurement plan

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

Business goal:

Event:

Completion condition:

Measurement tool:

Owner:

Test result:

DONE WHEN

Do your numbers represent completed actions rather than intentions?

FURTHER READING

[Google SEO Starter Guide](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.