

Benchmarking Audit Results Sheet

Business Name: _____

Report Creation Date: _____ Date Range: _____ > _____

1. Traffic Sources & Visit Counts

- Organic Search: _____ users _____ sessions
- Paid Search: _____ users _____ sessions
- Social Media: _____ users _____ sessions
- Direct: _____ users _____ sessions
- Referral: _____ users _____ sessions
- Other: _____ users _____ sessions
- Organic Shopping: _____ users _____ sessions
- Email: _____ users _____ sessions
- Affiliates: _____ users _____ sessions
- ? _____: _____ users _____ sessions
- Total Users: _____ Sessions: _____
- NEW Customers: _____ EXISTING: _____ ALL: _____

2. Engagement Metrics

- Pages Per User Visit: _____
- Time on Website (session avg.): _____ (engaged session avg.): _____
- TOTAL Page Views: _____

3. Conversion Insights

- User Conversion Rate : _____ (%) Session: _____ (%)
- Per User Value: £ _____ Session Value: £ _____

4. Financial Performance

- Total Revenue: £ _____
- Cost Per Click (CPC): £ _____
- Total Clicks : _____
- Period Advertising Spend: £ _____
- Return on Ad Spend (ROAS): _____ %
- Customer Lifetime Value (CLV): £ _____
- Customer Acquisition Cost (CAC): £ _____
- Average Order Value: £ _____

5. Keyword & Product Performance

- **Keywords Targeted in SERPs & Ads:**

See attached sheet

- **Top Sales by Product Category:**

See attached sheet

- **Top Product SKUs (80% of Revenue):**

See attached sheet

6. Seasonal Trends

- **Identified Seasonal Trends:**

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7. Competitor Analysis

- **Main Competitors:**

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- **Opportunities Identified:**

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- _____
- _____
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● **Threats Identified:**

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Additional Notes:
