YOUR PRACTICAL TRAFFIC TOOLKIT

Run one measurable experiment

Website / audience: ____

Problem observed and evidence: ____

Hypothesis: If we [one action] for [specific audience], we expect [measurable behavior] because [reason].

Primary channel: ____ Landing page: ____

Start / review dates: ____

Work limit (hours): ____ Spend limit: ____

Primary measure and definition: ____

Baseline and date range: ____ (unknown is acceptable)

Minimum useful result chosen before the test: ____

Stop rule: ____ (for example, broken tracking or spend limit reached)

What remains unchanged: ____

Weekly review

Compare equivalent periods and the same metric definitions. Record the source and date range beside each number.

Website sessions: ____

Qualified leads: ____ (define qualified before counting)

Email subscribers who requested messages: ____

Completed sales: ____

Spend in one currency: ____

Time invested: ____

Observed questions or objections: ____

What changed besides this experiment? ____

Lead rate = qualified leads / website sessions, only when both numbers describe the same population and period. Cost per lead = attributed campaign spend / attributed qualified leads, only when the denominator is greater than zero. ROAS = attributed revenue / ad spend, only when spend is greater than zero. It is not profit. Do not average channel rates to get an overall rate. Use corresponding summed numerators and denominators. Do not enter zero when something was not measured.

Decision: repeat / revise / stop / gather more evidence

Why: ____ Next action: ____ Owner / review date: ____

Small samples and uncontrolled comparisons are directional evidence; they do not prove causation.

Online experiment workspace: https://websitetraffic.live/growth-loop.html Import actual reports: https://websitetraffic.live/evidence-center.html