

Complete list of metrics that matter for bloggers

Below is the ultimate **list of all the metrics you should be monitoring and analyzing** to measure your blogging progress and success. It's more than 70 metrics, so make sure you capture everything but focus yourself on metrics that really matter in a specific blog development stage and even more on one metrics that matters (OMTM) the most.

Financial metrics

Revenue

- Infoproducts (eBooks, Webinars, etc.)
- Advertising
- Affiliate income
- Services (consulting, freelancing, etc.)
- Sponsorships
- Managing community and subscriptions
- Selling physical products
- Other ways

Costs

- IT infrastructural costs
- Content production
- Tools and software
- Marketing
- Competencies development
- Services and Staff
- Administrative costs
- Other cost

Profit/Loss

Cash flow

Opportunity costs

Conversions

- Micro-conversions (subscribing to newsletter, commenting etc.)
- Macro-conversions (number of sales)
- Time to completion

Hours spent blogging

Activities breakdown

- Content production
- Content administration
- Marketing and distribution – *spend at least 50% of your time on marketing and distribution*
- IT Infrastructure
- Competencies development
- Administration
- Other

Other benefits

- Social influence – Klout Score
- Developing competences (writing, domain knowledge etc.)

Author contribution

New blog posts

- New blog posts/pages in a month – *min 10 posts per month, 1 breakthrough sharing hit*
- Total number of blog posts/pages
- Total number of new words published
- Number of all posts / Number of Months Blogging
- Number of Words in a Post / Number of Posts

Other digital assets created

- Presentations
- Podcasts
- Videos
- E-books
- White papers
- Templates
- Infographics
- Photos
- Software
- Other types of content

Blog conversation rate

- Number of comments on blog
- Number of replies on blog
- How fast your reply
- Blog conversation rate = Comments + Replies / Number of posts

Website analytics

- Page uptime
- Page speed
- Users – *5% growth each month*
- New vs. Returning Users – *at least 25% returning visitors*
- Sessions
- Pages per Session
- Total Page Views
- Average Session Duration
- Bounce Rate
- Exit pages
- Top landing pages

Traffic sources

Volume, costs, diversity and stability

- Search – *not more than 40 - 50%*
 - Direct – *aim for 20 - 30%*
 - Social
 - Referral – *more than 20%*
 - Email
 - Paid
-
- Your TOP 10 traffic sources

Best performing based on

- Bounce Rate
- Time on Site
- Pages per Visit
- Micro-Conversions
- Macro-Conversions

Search Engine Optimization metrics

- Keyword Ranking
- Google PageRank - outdated
- Alexa Score / SimilarWeb Rank
- Moz Domain Authority (DA) – *15+ as soon as possible*
- Moz Page Authority (PA) – *15+ as soon as possible*
- Number of Referring Domains – *30+ as soon as possible*
- Number of Backlinks
- Anchor text distribution
- Spam score
- Majestic Citation Flow (CF) – *15+ as soon as possible*
- Majestic Trust Flow (TF) – *15+ as soon as possible*
- Trust Flow – Citation Flow Ratio – *Below 1.08*
- Number of indexed pages
- Number of broken links
- Crawl Error Reports
- Pages Crawled per day and time spent downloading

Email marketing metrics

- RSS Subscribers
- List size / Emails sent – *5% monthly growth*
- Number of email campaigns sent – *at least one campaign per week*
- Bounce Rate
- Delivery Rate – *95%+*
- Open Rate - *25%+*
- Click-Through Rate – *10%+*
- Click-To-Open-Rate – *20%+*
- Unsubscribe Rate – *less than 0.5%*
- List Growth Rate

- Forward Rate (Referral/Share)
- Complaint rate – *less than 0,05%*
- Conversion Rate (CR)
- Earnings per Email Sent
- Yearly Churn Rate – *less than 25%*

Social media metrics

- Number of social networks you use and their performance
- Post creation rate
- Audience: Fans/followers/subscribers
- Audience growth rate
- Blog awareness – brand mentions
- Reach and impressions
- Applause rate – likes
- Amplification rates - shares
- Conversation rate - comments
- Response rate – how fast you respond
- Click-through rate – outbound clicks to blog
- Engagement rate – likes, shares, comments (+clicks) / posts, reach, followers
- Number of direct messages
- Conversion rate and economic value

Validated learning

- NPS
- Interviews
- Split-testing

While preparing the ultimate list of metrics I created also the following files:

- 70+ pages eBook explaining all the different metrics
- 30+ income reports from bloggers (all of them I could find online)
- 10+ ways how bloggers make money (mindmap)
- 170+ affiliate programs and ad networks for bloggers
- Ultimate Excel template to follow all the metrics

You can **download everything for free here:** [Blogging metrics](#)