Measuring Criteria:

**Number of Unique Visitors and Subscribers:**
For us to become successful, we need more and more targeted audience to our site, to ensure we capture the interest of as many people as possible that we are targeting. What we want to see is at least a 10% to 20% growth annually of unique visitors so that we know our site is relevant, and bringing in new customers at double digit growth. The high growth of unique visitors is critical in the first few years, as we won’t have many established clients, and our growth is dependent on getting new customers. The more unique visitors we have and more chances we have for customers subscribing or even inquiring for our services. We can have multiple benchmarks here, starting with these three:

a) Unique Visitors to Subscribers ratio.
b) Unique visitors from referral traffic to Subscribers ratio.
c) Subscribers to successful inquiries ratio.

**Average session time and Average number of pages browsed per session:**
If we are capturing more than just a few seconds of a visitors time on our main page, we are showing success. Here we would love to see at least 3 to 6 clicks to products and/or services from each unique visitor so that our site is not just a visit by random, but rather it was visited for a reason, and what we are offering is on trend to what the users want, and are interested in, hence their desire to learn more and go beyond the home page. We would be most successful if the traffic behavior flows from Home or landing page to our services and subscription pages, cause that would be a lead for us pursue and eventually convert it into a sale.

**Visitor to customer conversion ratio:**
In a perfect world, a 1:1 ratio would be outstanding. This is reality, and in the first year, if we could convert 1 visitor out of 100 we are in good shape. By year 3, we should be at least 5% conversion rate, and it will climb with our referrals growing, and brand being established online, where we hope beyond year 3, we will one day achieve a 25% ratio where 1 of 4 unique visitors becomes a customer. So initially we would be having huge advertisements and more unique and new traffic but later down the line we expect more return traffic or direct traffic, for which we don’t have to spend on acquisition.

**Feedback on Website and Social Media:**
With the help of website analytics such as Google Analytics and using metrics provided by social media providers, we hope to gather positive feedback and positive social comments about our products and services. It is critical that we are a keen to this aspect, as negative feedback in this space, will significantly impact our business going forward due to the fact that our main audience utilizes this channel for feedback our products and brands they are shopping for. Plus we will also shoot an email to our customers a week after successful completion of a service so that we can make correction where possible as per the customer’s feedback.

**Brand Awareness:**
This will be a harder matrix to measure especially in the first few years, but with tools like Google Analytics 360, Facebook®, Kiss Metrics and others, we would like to see if we are starting to see our brand being searched more often with keywords associated with smart home automation, and at the same time seeing if we could understand if our brand is being talked about in a positive manner in online forums, blogs, etc. We want to ensure our Smart Home® brand has a positive halo effect in the sense that potential consumers and
existing customers start to associate home automation with our products and services we offer because our brand is the trusted brand to bring that automation to life at your home.