

## Standard Website Metrics

The table below contains the standard top-level website metrics that every marketer needs to be familiar with, for three different websites.

*Your task is to assess the relative performance of these websites.*

<b>Key Metrics</b>	<b>Site A</b>	<b>Site B</b>	<b>Site C</b>
Users (visitors)	10,000	100,000	200,000
Sessions (visits)	40,000	120,000	400,000
Pageviews	200,000	150,000	2,000,000
CPC budget spend	\$5,000	\$40,000	\$100,000
Bounce rate	20%	80%	50%

### **Student Discussion Questions**

1. What is a bounce rate?
2. What does CPC stand for?
3. Based on these results, which website has performed the best? The worst?
4. Which website has spent their CPC budget well?
5. What general advice would you have for each of these websites?