

# Wellington Decorators - Analytics & KPI Dashboard

Generated using: analytics skill (KPI framework, attribution models)

## Executive Dashboard

### Primary KPIs

KPI	Definition	Target	Tracking
Monthly Leads	Quote requests via website/phone	50+	CRM + GA4
Cost Per Lead (CPL)	Ad spend ÷ Leads	<\$80	Google Ads
Lead-to-Quote Rate	Quotes sent ÷ Leads	80%+	CRM
Quote-to-Job Rate	Jobs won ÷ Quotes sent	30%+	CRM
Customer Acquisition Cost (CAC)	Total marketing spend ÷ New customers	<\$400	Calculate monthly
Average Job Value	Total revenue ÷ Jobs completed	Track trend	Accounting
Google Review Rating	Average Google rating	4.8+	Google Business
Google Review Count	Total reviews	+5/month	Google Business

# Channel Performance Metrics

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## Google Ads

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Metric	Target	Frequency
Impressions	Track trend	Daily
Clicks	Track trend	Daily
CTR	5%+ (Search)	Weekly
CPC	<\$5	Weekly
Conversions	Track trend	Daily
Cost/Conversion	<\$80	Weekly
Quality Score	7+	Monthly
Impression Share	60%+	Monthly

## Facebook/Instagram Ads

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Metric	Target	Frequency
Reach	Track trend	Weekly
Impressions	Track trend	Weekly
Link Clicks	Track trend	Weekly
CTR	1%+	Weekly
CPM	<\$15	Weekly
Leads	Track trend	Weekly
Cost/Lead	<\$50	Weekly

## Organic Search (SEO)

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Metric	Target	Frequency
Organic Sessions	+10% MoM	Monthly

Metric	Target	Frequency
Keyword Rankings (Top 10)	+5 keywords/quarter	Monthly
“painters wellington” position	Top 3	Weekly
Organic Conversions	Track trend	Monthly
Pages indexed	All service pages	Monthly

## Google Business Profile

Metric	Target	Frequency
Profile Views	Track trend	Weekly
Search Impressions	Track trend	Weekly
Direction Requests	Track trend	Weekly
Phone Calls	Track trend	Weekly
Website Clicks	Track trend	Weekly
Photo Views	Track trend	Monthly

## Social Media (Organic)

Metric	Target	Frequency
Followers	+50/month	Monthly
Post Reach	500+ avg	Weekly
Engagement Rate	3%+	Weekly
Profile Visits	Track trend	Weekly
Website Clicks	20+/week	Weekly

## Email Marketing

Metric	Target	Frequency
List Size	+50/month	Monthly

Metric	Target	Frequency
Open Rate	25%+	Per campaign
Click Rate	3%+	Per campaign
Unsubscribe Rate	<0.5%	Per campaign

## Conversion Funnel

**AWARENESS**

Impressions → Clicks → Website Visits  
 Target: 10,000 impressions/month → 500 clicks → 400 visits

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**CONSIDERATION**

Website Visits → Page Views → Time on Site  
 Target: 400 visits → 3 pages/session → 2+ min avg

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**CONVERSION**

Quote Form Submissions + Phone Calls  
 Target: 50 leads/month (12.5% conversion rate)

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**CLOSE**

Leads → Quotes Sent → Jobs Won  
 Target: 50 leads → 40 quotes → 12 jobs (30% close rate)

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**DELIGHT**

Job Complete → Review Request → 5-Star Review  
 Target: 12 jobs → 12 requests → 8 reviews (67%)

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## Attribution Model

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### Recommended: Position-Based (U-Shaped)

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Touchpoint	Credit
First Touch	40%
Middle Touches	20% (split)
Last Touch	40%

### Tracking Setup (GA4)

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**Conversion Events to Track:** 1. `quote_form_submit` - Quote form submission 2. `phone_click` - Click to call 3. `email_click` - Click to email 4. `directions_click` - Get directions click 5. `chat_start` - Live chat initiated (if applicable)

#### UTM Parameters:

Google Ads:

```
?utm_source=google&utm_medium=cpc&utm_campaign={campaign}&utm_term={keyword}
```

Facebook Ads:

```
?utm_source=facebook&utm_medium=paid&utm_campaign={campaign_name}
```

Email:

```
?utm_source=email&utm_medium=newsletter&utm_campaign={email_name}
```

GMB:

```
?utm_source=google&utm_medium=organic&utm_campaign=gmb
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## Reporting Cadence

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### Daily (5 min check)

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- Google Ads spend vs. budget
- Conversions/leads received
- Any critical alerts

### **Weekly (30 min review)**

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- Channel performance summary
- Lead quality assessment
- Social engagement check
- Review responses
- Competitor ad monitoring

### **Monthly (2 hour deep dive)**

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- Full funnel analysis
- CAC and ROI calculation
- Keyword ranking changes
- Content performance
- Budget reallocation decisions
- Next month planning

### **Quarterly (half day strategic)**

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- YoY comparison
  - Goal progress review
  - Strategy adjustments
  - Competitive landscape
  - New opportunity identification
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## **Monthly Report Template**

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# # Wellington Decorators Marketing Report - [Month Year]

## ## Executive Summary

[2-3 sentence overview of performance]

## ## Key Metrics

Metric	Target	Actual	Δ vs Last Month	Status
Leads	50	XX	+X%	●/●/●
CPL	<\$80	\$XX	+X%	●/●/●
Website Traffic	+10%	XX	+X%	●/●/●
Reviews	+5	XX	+X	●/●/●

## ## Channel Performance

### ### Google Ads

[Stats + insights]

### ### SEO/Organic

[Stats + insights]

### ### Social Media

[Stats + insights]

## ## Wins This Month

- [Win 1]
- [Win 2]
- [Win 3]

## ## Challenges/Learnings

- [Challenge 1]
- [Learning 1]

## ## Actions for Next Month

1. [Action 1]
2. [Action 2]
3. [Action 3]

## ## Budget Status

Channel	Budget	Spent	Remaining
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Google Ads	\$X	\$X	\$X
Meta Ads	\$X	\$X	\$X
Other	\$X	\$X	\$X

## Benchmarks (Painting Industry - NZ)

Metric	Industry Avg	Target (Outperform)
Google Ads CTR (Search)	4-6%	6%+
Google Ads CPC	\$3-8	<\$5
Landing Page CVR	5-10%	10%+
Cost Per Lead	\$50-150	<\$80
Quote-to-Close Rate	20-35%	30%+
Email Open Rate	20-25%	25%+
Facebook Engagement	1-3%	3%+

## Tools Required

Tool	Purpose	Cost
Google Analytics 4	Website tracking	Free
Google Search Console	SEO monitoring	Free
Google Ads	PPC campaigns	Pay per click
Meta Ads Manager	Facebook/Instagram ads	Pay per result
Google Business Profile	Local presence	Free
SEMrush or Ahrefs	SEO tracking	\$99-199/month
Mailchimp/Klaviyo	Email marketing	\$15-50/month
Canva	Social graphics	\$12.99/month
Later or Buffer	Social scheduling	\$15-25/month

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## ROI Calculation Framework

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### Monthly ROI Formula

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Monthly Marketing ROI = ((Revenue from Marketing - Marketing Cost) / Marketing Cost) × 100

Example:

- Marketing spend: \$5,000
- Leads generated: 50
- Jobs won: 12 (30% close rate)
- Average job value: \$4,000
- Revenue: 12 × \$4,000 = \$48,000

ROI = ((\$48,000 - \$5,000) / \$5,000) × 100 = 860%

### Breakeven Calculation

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Breakeven Leads = Marketing Spend / (Avg Job Value × Close Rate)

Example:

$\$5,000 / (\$4,000 \times 0.30) = \$5,000 / \$1,200 = 4.2 \text{ leads}$

Need 5 leads per month to break even on marketing spend.