



ANALYTICS & KEY PERFORMANCE INDICATORS

Growth Metrics	Rationale
# of new visitors to the main site	Demonstrates how well site promotion and SEO are performing in delivering new members to your community
# of new registered members	Demonstrates how well community registration messaging and CTAs are performing
% of new visitors that register (conversion rate)	Successful communities would consider around 10%, to be healthy and progressive
# of registered members during previous month	Demonstrates whether month-over-month growth is being demonstrated. A marked decrease in new registration may indicate an issue with promotion efforts or the registration process itself
# of active members (have made at least one post within the month)	This should be considered the primary metric against which growth is gauged. It is more relevant than total members
Total members	<p>Essentially a vanity metric, but worth recording for reporting purposes. You need to communicate to the senior team that total membership, although interesting, often glosses over a community that isn't engaging or contributing valuable content.</p> <p>For example, it's far better to have 100 active members in a small community of 1,000 members, than it is to have 50 active members in a large community of 10,000</p>

Activity Metrics	Rationale
# of new members that made a contribution	Demonstrates efficacy of the onboarding process
% of new members that made a contribution	Understanding the proportion of new members who are contributing will suggest whether the community is proving inviting and safe for new users, and could indicate if onboarding calls to action are proving to be effective.
Total # of comments within the previous month (less staff)	<p>One of your main KPIs should be positioning the value of comments (engagement) over total members, so the best sign of active engagement at present is # of comments posted during a given month.</p> <p>It's important to understand what users are doing without staff contributions to get a clear picture of health of the community</p>



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Total # of comments within the previous month	Another vanity metric but worth recording for reporting. It can help to demonstrate how much work staff are having to do to stimulate engagement
# of posts per active member (less staff)	Helps to build an overall picture of community health
# pageviews for the month	<p>A good indicator of technical, accessibility or engagement issues. If pageviews increase and posts decrease, there is a barrier to engagement that needs to be addressed.</p> <p>It's worth noting that it isn't unusual for there to be some discrepancy between analytics platforms (eg. Google Analytics and your in-platform reports). What's important to focus on is establishing a benchmark and watching for any deltas that could indicate a problem based on a recent change</p>

Other Metrics	Rationale
% increase/decrease in comments	Shows progress against member engagement goals
# of responses initiated by the Community Manager/s	This will show how generally effective the Community Managers are at eliciting responses from the members
# of discussions initiated by community members	This is a useful comparison for comparing against the previous metric
# of responses to discussions initiated by the community	This metric will help to gauge how effective posts are at driving engagement
% of activity initiated by the community	An important metric for determining whether a community is reaching critical mass (when more than 50% of posts generated organically), the difference between a new and an established community