5 Key Measures for WordPress Agencies

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Measure What Matters

- Make **better-informed decisions** through data!
- Learn from your past, build on your successes, and avoid making the same mistakes over and over.
- If you don’t make changes based on results, then you are probably measuring the wrong things.
- Identify what moves the needle.
Be Intentional and Specific

- Measure your performance against a target — it really is that Simple.
- If you can’t measure it, you can’t manage it.
- Consistently monitor results, not just when you think there is a problem.
1. Job Profitability

Are you making any money?
*Project Profit Margin; think Profit First!*
2. Revenue per Billable Performer

What is your average billable rate? The measures the productivity of your workforce and helps you understand Project Pricing.
3. Revenue per Total Employees

How efficient is your Organization overall? Measures the efficient use of resources.
4. Lead Value

How well are you converting Leads to customers? You MUST monitor your sales pipeline, to help forecast and stay ahead of the curve.
5. Customer Satisfaction

What is the **Quality** and **Value** of your services? Identify your customer’s pain points, Innovate, and solve problems.
Identify Other KPI’s

Try to Focus on Leading vs. Lagging Measures
Share KPI’s with your TEAM so that...

- Better Questions can be asked;
- Better Decisions can be made;
- You can build upon successes; and
- You can stop doing what is not working well.
Q&A
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