

# CONVERSIONS WORKSHEET

**Website Objective Example :** *To collect donations online.*

**Conversions**

*Website visitors make a donation.*

**Goal Name**

*Donations*

**What does this measure?**

*Donations collected from the website*

**Microconversions**

*Visitors click on 'Donate Now' button*

*Visitors begin to fill out donation form,  
but abandon the process.*

**Goal Names**

*Donate Now Button Click*

*Begin Donation Process*

**What does this measure?**

*Intention to donate*

*Intention to donate*

**Website Objective One :**

**Conversion**

**Goal Name**

**What does this measure?**

**Microconversions**

**Goal Names**

**What does this measure?**

# GOALS WORKSHEET continued

## Website Objective Two :

Conversion

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Goal Name

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What does this measure?

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Microconversions

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Goal Names

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What does this measure?

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## Website Objective Three :

Conversion

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Goal Name

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What does this measure?

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Microconversions

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Goal Names

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What does this measure?

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