	August	September	October	November	December	January	February
Overall website - you can get this from Google Analytics							
Users (Unique)							
Pageviews							
Avg time on site							
Bounce rate (% who view only one page)							
Highest traffic single day							
Keywords (what they use to find you)							
Notes							
Website content (Pageviews)							
Most popular site content for the month							
Number of views of most popular content							
Second most popular site content for the month							
Number of views of second most popular content							
Home page views							
Notes							
Social referrals to website (Pageviews)							
Facebook							
Twitter							
LinkedIn							
Pinterest							
Instagram							

	August	September	October	November	December	January	February
YouTube							
Most popular other referral source							
Notes							
Facebook Insights							
Number of fans at end of month							
% change							
Post with the highest Reach							
Reach							
Post with the second highest Reach							
Reach							
Highest engagement post							
Engagement rate							
Second highest engagement post							
Engagement rate							
Avg engagement % (eyeball estimate)							
Facebook Ads performance							
Twitter Analytics							
# of twitter followers							
% change							
# mentions							
Retweets of me							
Most retweeted tweet							
From analytics.Twitter.com - Overall impressions							
Avg daily impressions							

	August	September	October	November	December	January	February
Engagement rate (average)							
Link clicks							
Favorites							
Replies							
Email Marketing	N/A	N/A					
Email open rate							
Email click through rate							
Most popular link clicked on in email							
# subscribers							