



## How much is your website worth?

### How much is a customer worth?

How many times per year will the average customer buy from you?		
For how many years on average will someone remain your customer?	x	
<b>AVERAGE LIFETIME NUMBER OF SALES PER CUSTOMER</b>		
What is the average dollar value of a purchase?	x	\$
<b>AVERAGE CUSTOMER LIFETIME VALUE</b>		\$

### How well is your website working for you?

How much website traffic do you have (visitors/month)?		
What percentage of your traffic converts to buying customers?	x	%
<b>CUSTOMERS GENERATED BY YOUR SITE (PER MONTH)</b>		
Multiply by 12 months	x	12
<b>CUSTOMERS GENERATED BY YOUR SITE (PER YEAR)</b>		
What is your average lifetime customer value?	x	\$
<b>VALUE GENERATED BY YOUR SITE (PER YEAR)</b>		\$

## How much is a 10%, 20% or even 30% improvement in your conversion rate worth? *It's not a rhetorical question!*

We tend to under-value our websites. They're something we need to have, like business cards, brochures and phone lines. It takes a real step back to figure out, as you've done on this page, just how valuable your website is and how much it can bring to your business.

**Let's talk. Tell me about your business goals, and let's harness your website to achieve them. Let's make it happen together. Call me today at 514-909-9228.**