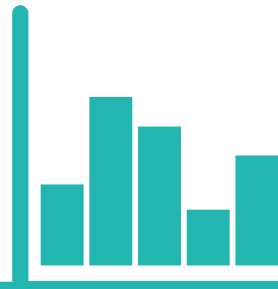


# Thinking inside the Box



A guide to reporting and analytics  
DIY or with our help

[bryte-box.com/reporting](https://bryte-box.com/reporting)  
[@brytebox](https://twitter.com/brytebox)



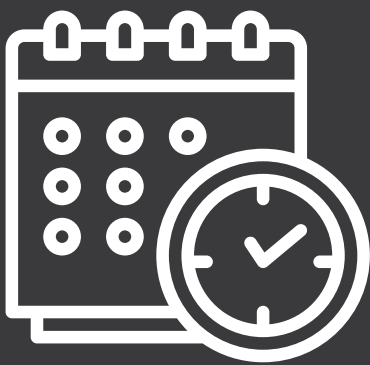
## DETERMINE WHAT TO MEASURE

The first step to effective reporting is determining your objective. Write down what you are going to measure, and why it is important to measure it. Use Key Performance Indicators (KPIs) to track your goals and progress.



## AUTOMATE WHEN POSSIBLE

Once you have determined what you are going to measure (KPIs), determine how you will get that information. Automate and integrate your insight tools early on. Our favorite reporting tools are Iconosquare and Google Analytics/Search Console.



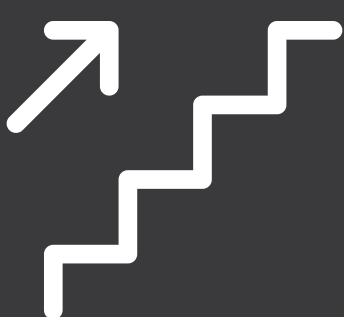
## DETERMINE REPORTING SCHEDULE

Your data is only as good as the frequency in which you review it. Based on your KPIs and resources available, determine how often your metrics must be analyzed. Use a tool, like Google Data Studio, to record your findings over time, and keep track of events that influence change.



## CONDUCT ROUTINE ANALYSIS

On a consistent basis, review your data and make an analysis. Evaluate each of your KPIs for external and internal influences. Revisit metrics from previous periods to gauge progress, and assess long-term goals periodically.



## PLAN NEXT STEPS

Analytics reporting should tell the whole story, not just the positive. After making an analysis, detail your next steps to resolve issues and grow opportunities. Provide the specificity required to take action, and assign responsibility when possible.