

# ADJUSTMENTS, ADJUSTMENTS, ADJUSTMENTS.



What are you going to adjust? Where are you going to adjust? First, we need to be careful and aware of vanity metrics and real metrics. Vanity metrics might look cool and shiny, but don't drive revenue, expamle being shares or likes on social media. You want to make sure your metrics are lining up with your KPI's, such as revenue achieved or traffic on site. Once you can identify your real metrics, you can adjust as needed.



**ATTENTION!  
HOT NEWS!**

 @TYTANIUMIDEAS

