

Marsh Point Health (Success Measurements)

1. User Activity

- Track how many people visit the site each month.
- Check how often users come back and how long they stay.
- Watch for pages that people leave too quickly to find weak spots/errors.
- See how many pages visitors view during a visit.

2. Task Completion

- Count how many appointments are booked through the site.
- Measure how many visitors complete an action, like booking or sending a message.
- Track how often people download forms or documents.
- Note the number of new accounts created each month.

3. Engagement and Return Visits

- See how many visitors come back within 30 days.
- Compare how many users browse on phones versus computers.
- Look for how many contact requests turn into real appointments.

4. Technical Performance

- Check average load time for pages; aim for under three seconds.
- Track how often the site stays up and running smoothly.
- Record any system or form errors for quick fixes.

5. User Feedback

- Collect short survey ratings from patients on ease of use.
- Keep an average satisfaction score (1-5) to show progress over time.
- Review comments or survey notes to find ideas for improvements.
- Apply a questionnaire.