Web Page Analytics

Date or # of Weeks Pre or Post Launch	#Web Page Views	#Downloads of Materials	#Unique Visitors (# of individual visitors regardless of how often they view the site)	#New Visitors	Average Time on Site

Social Media Analytics

Date or # of Weeks Pre or Post Launch	#Twitter Retweets	#Twitter Likes	#New Twitter Followers	#Facebook Shares	#Facebook Likes	#New Facebook Followers