

STEP TWO: BENCHMARKS

	CONVERSIONS	ENGAGED TIME	RECIRCULATION RATE	RETURNING VISITORS	PAGEVIEWS
TOP PIECE #1 -----					
TOP PIECE #2 -----					
TOP PIECE #3 -----					
BOTTOM PIECE #1 -----					
BOTTOM PIECE #2 -----					
BOTTOM PIECE #3 -----					
AVERAGE (BENCHMARK)					