

// MEASURE WHAT MATTERS

Stop Obsessing Over Impressions

Everyone chases views. Here are the only two numbers Kasey actually tracks, and how often to look.

0.02

THE VANITY TRAP

Kasey's Serena Williams post was one of her best ever for **reach**, and a flop on the number that matters: a **0.02** share ratio. Big views, almost no impact. Views feel good. They don't predict income.

METRIC 1 · LAGGING · IMPACT

Share ratio

shares ÷ impressions

A share is the realest signal there is. Someone cared enough to pass your post to a friend, their team, their group. That is impact, and impact is what turns into income.

~0

FIX IT

0.3

SOLID

0.5+

RECREATE IT

METRIC 2 · LEADING · ATTENTION

Stay time

stop · stay · share

How long someone lingers (watch time on video, dwell time on a post). It is the early warning for metric 1: the longer they stay, the more likely they share. Watch this to predict impact before it shows up.

Scroll

NO HOOK

Stop

HOOK LANDED

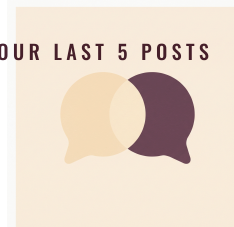
Stay

ABOUT TO SHARE

// THE CADENCE RULE

4×

Review quarterly, not daily. Look at your numbers like a scale: glance often, but only change the plan four times a year. Reacting to daily noise is how people quit. Pick the plan, run it a quarter, then adjust.



// YOUR MOVE

The 5-post *scorecard*

Pull your last five posts. Fill in the numbers. Do the division. Then act on the band it lands in. That is the entire ritual, once a quarter.

POST	IMPRESSIONS	SHARES	RATIO	VERDICT

// WHAT THE RATIO TELLS YOU TO DO

~0 to 0.02

IMPROVE

Reach without resonance. Change the hook or the topic. Do not just post it again.

~0.3

SOLID

This one connected. Note the format and angle. You are on the right track.

0.5 and up

RECREATE

This is the winner. Make more like it, same angle, fresh examples.

// GO DEEPER

Want the full content system?

This is the metrics layer of what we teach inside Brick by Brick.

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