

MY 5-STEP PROCESS TO SETTING THE RIGHT GOALS FOR YOUR WEBSITE



SO YOU'RE READY TO SET SOME GOALS?

Figuring out if your website is actually working tends to be difficult, huh? You've invested time and money into having this online resource to reach your people and yet chances are good you just aren't sure if it's worth it anymore.

Spoiler alert: it absolutely is!

Setting goals and tracking your progress doesn't have to be difficult or scary - it just has to be intentional. And, you have to start in the right place, which means having the right goals from the very beginning.

Use this 5-step process to figure out what it is you want your website to do for you and then start small with setting and tracking just a few goals. Before you know it, you'll be on pace to blowing those goals away and setting new ones! Best of all, you'll be maximizing your reach and impact and sharing what you do with those who need it most.

Good luck - I'm cheering you on!

Andrea Shirey
One Nine Design

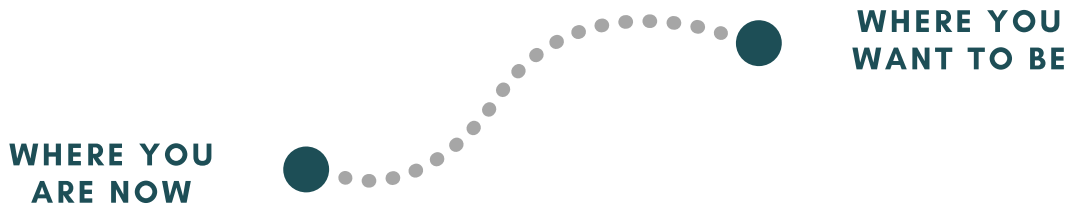


LET'S BE ONLINE FRIENDS!

I hang out over on Instagram almost daily and share all kinds of tips, tricks, and thoughts on making a great first impression online. Prefer Facebook? Follow me there, too!

[INSTA PAGE](#)

CHOOSING SPECIFIC GOALS



Review your answers from step one. Then, decide which of the broad categories below best align with your primary objectives. There is no right or wrong answer and you may want to choose goals from both areas. Mark the section that best matches the goals you'd like to set. (More info on each goal is on the next page)

If your website objectives center around raising more money via online donations, possible goals would include:

- Increase overall traffic to your website
- Increase conversions
- Increase referral traffic
- Decrease bounce rates
- Increase email subscribers
- Achieve higher SEO rankings for your top keywords

If your website objectives center around building credibility, awareness of your programs, increasing efficiencies, or simply providing information:

- Increase overall traffic to your website
- Increase referral traffic
- Achieve a specific number of blog posts per month
- Increase the number of guest blog posts you write & backlinks
- Enhance current content to better reflect your expertise
- Increase time spent on your site
- Achieve higher SEO rankings for your top keywords
- Add functionality to your site through forms or other tools

UNDERSTANDING THE TERMS

Need a refresher on what these analytic terms mean? Here's the basics!

- Site traffic**
Simply put, the number of people visiting your website.
- Email subscribers**
The number of people on your email list.
- Referral site traffic**
The number of people getting to your site via another site (social media, other websites, etc.)
- SEO Ranking**
The placement of your website when someone searches a keyword or phrase on Google or another search engine.
- Conversions**
When a website visitor does the "thing" you want: makes a gift, signs up for something or joins your email list.
- Backlinks**
Other websites that link to your website.
- Bounce rate**
When a visitor lands on your page and leaves without visiting any other pages, that's a bounce. The rate the % who do this (pro tip: not always a bad thing)
- Time spent on site**
The amount of time the average visitors spends on your website.

WAIT! BEFORE YOU WRITE YOUR GOALS, DO THEY MEASURE UP?

We've probably all been taught to set SMART goals. But, I like the system from MIT a little better and recommend setting FAST goals instead.

Keep this framework in mind as you set your own website goals on the next page.

F

Frequently discussed

There is no "set it and forget it." Website goals must be added to regular meeting agendas, evaluations, and kept front and center along with other organizational goals.

A

Ambitious

Goals should be ambitious but not impossible to achieve. To set achievable goals that stretch you, ensure they are personal to you and your organization. Never set metrics based on what someone else is accomplishing. Establish a baseline and then aim high.

S

Specific

Your goals should be specific enough to establish a clear measuring system around and include as much detail as possible. For example, instead of "increase traffic," your goal will be "increase website traffic from 300 weekly visitors to 500 weekly visitors."

T

Transparent

Goals are not meant to be set and then shelved. Ensure all relevant team members understand the goals and the part they will play in achieving them. Consider holding team members accountable for goals they have direct control over, as well.

A GOAL PROPERLY SET IS HALFWAY REACHED

SET YOUR FIRST THREE GOALS

Remember the FAST method. Then, include the goal, metric and timeframe in which you'll achieve the goal or measure your progress.

Example: Increase website traffic by 10% by the end of Q1 2020. Or, decrease bounce rate by 10% by the end of Q2 2020.

Goal 1:

Goal 2:

Goal 3:

Possible future goals if I am successful at tracking, measuring and accomplishing goals one through three:

Goal:

Goal:

Goal:

RECORDING YOUR BASELINE NUMBERS

Before you grow your website, you need to capture where you are right now! Use the prompts below to record your baseline numbers and include the timeframe you've measured (month, quarter, year, etc.) If you set a goal that is not represented below, go ahead and add that metric on your own. Need help finding this info? Email me!

Website traffic *Be specific. Are you tracking all visitors or unique visitors?*

Typical conversion rate

Online sales or donations received

Percentage of website traffic from social media sites

Average time on site

Current number of email subscribers

Number of blog posts posted (and/or guest posts)

Other:

PLAN TO MEASURE

Choose a day each month that you will check in on your progress and adjust your strategies, where needed. Write that date in the boxes below!

2020

JANUARY



FEBRUARY



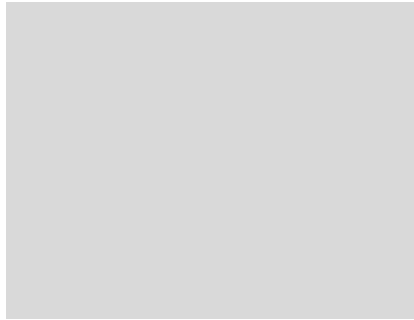
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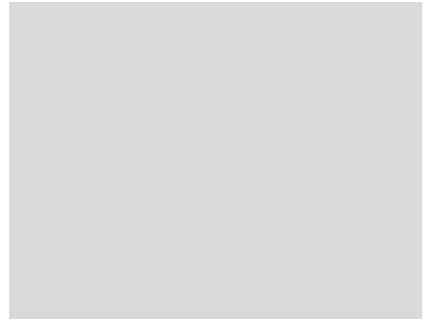
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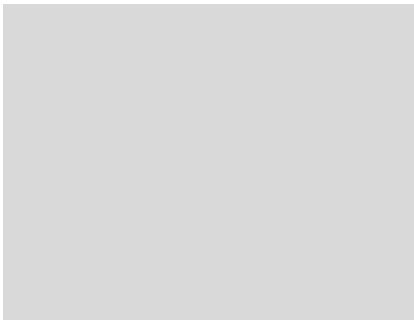
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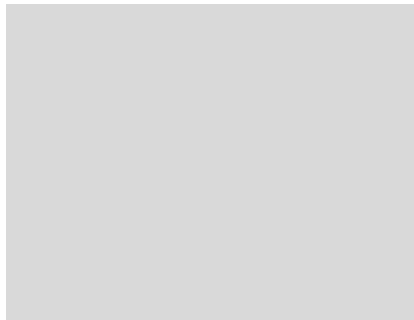
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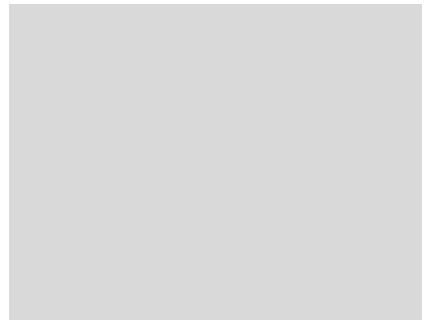
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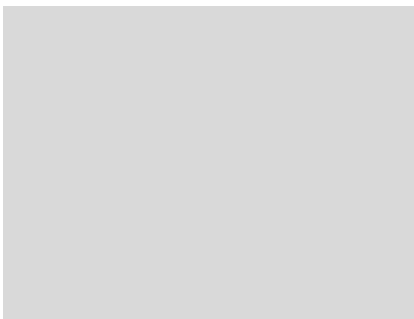
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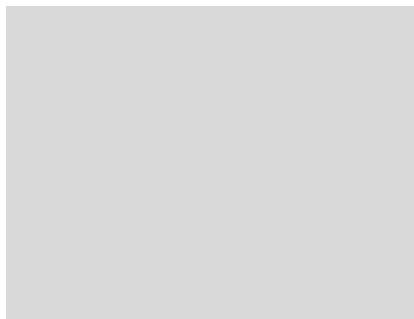
SEPTEMBER



OCTOBER



NOVEMBER



DECEMBER

