

### **SMART Goals**

**Specific** - What metric? Who's working on it? What's the action plan?

**Measureable** - How are we quantifying this goal? What number or percentage do we need to hit?

**Attainable** - Is the goal rooted in reality? How do you know?

**Relevant** - Does the goal align with overall company objectives? How?

**Time-Bound** - What's the deadline to achieve the goal?



# **Crappy Goal**

"We want to increase website traffic and leads."

#### **SMART** Goal Breakdown

**Specific** - Double blog posting to 2 posts per week. Jim will continue posting once per week, and Mary will contribute 1 post week.

Measureable - 6% increase in blog traffic

**Attainable** - Last month we increased post frequency to one per week instead of one every other week. We saw a 4% increase in blog traffic.

**Relevant** - By increasing blog traffic we'll drive more leads and sales, resulting more customers. We'll also improve brand awareness.

**Time-Bound** - By close of business on the last day of the month.



#### **SMART** Goal

"By the end of September, we're going to increase our blog traffic by 6%, by increasing our blog posting frequency from 1 post per week, to 2 posts per week."



#### **Baseline Metrics**

**Website Traffic** 

**Conversion Rate/Leads** 

**Sales Opportunities** 

**Closed Sales** 



#### **Website Traffic Metrics**

Visitors by source

Average time on site

**Bounce rate** 

**Inbound links** 

**Google keyword impressions** 

Social reach

**Social shares** 

**Blog views** 

**Blog subscribers** 

**Email open rate** 

**Email click-through rate** 

Net new email subscribers

### **Conversion Metrics**

**CTA click-through rates (CTR)** 

**CTA CTR to conversion rates** 

**Landing page conversion rates** 

**Overall website conversion rate** 

**Leads by source** 

Specific	
Measurable	
Attainable	
Relevant	
Time-Bound	
SMART Goal:	
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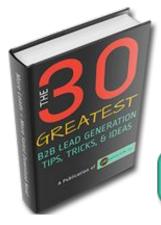
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# Need Help With Your Strategy?

Here's an additional resource to help with website traffic and lead generation:



#### MORE LEADS = MORE SALES

Learn the mechanics of online lead generation and why your contact form isn't nearly enough to generate leads on your website.

DOWNLOAD TODAY!