



Setting Website Goals that Work

The most important step in building a website figuring out what your website goals are. Don't over think this, just write down what you think as a first draft.

Organization Mission/Purpose Statement

Write your organization mission/purpose statement here.

Identify Your Target Audience

Though you will welcome everyone to your website and your physical location, there is a certain subset of people that find your organization the most helpful to them.

Think about your favorite customer, member, or client. If you could clone that person, who would that be, and what is it about them that makes them your best customer?

FAVORITE CUSTOMER:

ATTRIBUTES:

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-
-
-
-

SMART Website Goals

(SEE EXAMPLES BELOW)

Don't over think this, just write down some website goals that come to mind as a first draft.

SPECIFIC MEASURABLE ACHIEVABLE RELEVANT TIME-BOUND

GOAL #1:

BASELINE:
TRACK USING:

GOAL DATE:

GOAL #2:

BASELINE:
TRACK USING:

GOAL DATE:

GOAL #3:

BASELINE:
TRACK USING:

GOAL DATE:

GOAL #4:

BASELINE:
TRACK USING:

GOAL DATE:

GOAL #5:

BASELINE:
TRACK USING:

GOAL DATE:

EXAMPLE: RESTAURANT GOALS

THESE ARE EXAMPLES ONLY

GOAL #1: Increase online sales from the website by 20% by July.

BASELINE: \$8,500 MONTH IN JANUARY

TRACK USING: Online order sys, monthly **GOAL DATE:** JULY 2017

GOAL #2: Have 5 or more people interested in opening a franchise fill out a contact form on our website at least 3 of the next 4 months.

BASELINE: AVERAGED 1 PER MONTH NOV-JAN

TRACK USING: Gravity Forms, monthly **GOAL DATE:** MAY 2017

GOAL #3: Bring in 50 online orders each month from customers who use a coupon from our weekly email newsletter.

BASELINE: N/A

TRACK USING: Online order sys, monthly **GOAL DATE:** APRIL 2017

GOAL #4: Reduce bounce rate to below 5% within 3 months of launching new website to increase online orders and engagement.

BASELINE: 25% IN APRIL 2016

TRACK USING: Google Analytics **GOAL DATE:** APRIL 2017

GOAL #5: Have at least 500 customers download mobile app from website link by the end of May.

BASELINE: NO DATA AVAILABLE

TRACK USING: Bit.ly link **GOAL DATE:** MAY 2017

EXAMPLE: NON-PROFIT GOALS

THESE ARE EXAMPLES ONLY

GOAL #1: Raise \$3,000 this month to house 100 homeless people overnight during the coldest days.

BASELINE: N/A

TRACK USING: Online giving system

GOAL DATE: JANUARY 2017

GOAL #2: Add 400 people interested in the work we are doing to our email list from the website by the end of May.

BASELINE: Added 33 people over the past 4 months

TRACK USING: Gravity Forms, monthly

GOAL DATE: MAY 2017

GOAL #3: Raise \$150,000 within 12 months to fund the renovation of a building for homeless people. Start date is January 1, 2017.

BASELINE: N/A

TRACK USING: Our accountant

GOAL DATE: DECEMBER 2017

GOAL #4: Get 500 more likes on our Facebook page from our volunteers and donors within 3 months.

BASELINE: 1672 likes to our Facebook page as of January 1, 2017

TRACK USING: Facebook

GOAL DATE: APRIL 2017

GOAL #5: Raise an additional \$15,000 this year through a birthday campaign initiative where people can request donations for their birthday that go to our homeless ministry.

BASELINE: N/A

TRACK USING: Need to implement tool

GOAL DATE: MAY 2017

EXAMPLE: CHURCH GOALS

THESE ARE EXAMPLES ONLY

GOAL #1: Have at least 90% of the congregation (as measured as 1.5x average weekly attendance) subscribed to our email list by the end of the year.

BASELINE: 841 on mailing list with weekly average attendance of 725

TRACK USING: MailChimp & ACS

GOAL DATE: DECEMBER 2017

GOAL #2: Have at least 50% of the kids that attend this year's VBS be unchurched kids. Registration is through the website.

BASELINE: Only 15% were in 2016

TRACK USING: Gravity Forms, monthly

GOAL DATE: JULY 2017

GOAL #3: Over the next 3 months have 25% of visitors to the church indicate on their guest card that they found the church through the website.

BASELINE: Last 3 months we had only 12% of visitors mark website

TRACK USING: First time guest cards

GOAL DATE: APRIL 2017

GOAL #4: Increase online giving by the end of the year to \$50,000 per month.

BASELINE: \$33,000 in online giving in January 2017

TRACK USING: Finance Director

GOAL DATE: DECEMBER 2017

GOAL #5: Ask members to invite friends using a special invitation that gives their first time guest a free specialty coffee drink. Send it out via email and social media. Collect 200 cards by Easter.

BASELINE: N/A

TRACK USING: Coffee shop volunteers

GOAL DATE: APRIL 2017
