

# SMART goals sheet



## Is your team ready to work SMART?

A website redesign is a big project and usually involves many groups working together - sometimes even with outside companies. To clarify your goals and expectations of the redesign project, you can set SMART goals to make your objectives measurable.

**Specific:**

**Measurable:**

**Attainable:**

**Relevant:**

**Time-based:**



# SMART GOALS!

**Specific:** Make specific, tangible goals that can be followed up on and measured - this could include the use of specific numbers in line with your KPI's.

**Example:** Rather than setting broad goals like *"I'd like to improve the website user experience"*, be more specific and instead say *"I'd like to improve the website user experience by decreasing the bounce rate"*

**Measurable:** Set quantifiable metrics as your targets. There are several metrics you can monitor to show the results of the redesign such as: Conversion rate, traffic, bounce rate, revenue or search engine rankings.

**Example:** Instead of saying that *"I'd like to improve website conversions"*, you should define a metric to both track and prove the increase in website conversion. For example: *"We expect to see a 10% increase in free trial sign-up conversions within a month of the redesign launch"*.

**Attainable:** Don't overestimate your team's ability or resources. Be realistic in the goals that you set and only set those that you deem achievable.

**Example:** We achieved a 5% increase in search engine traffic from necessary updates of three pieces of content that were not high-performing. We believe that a 10% increase in traffic for high-performing content is achievable.

**Relevant:** The goals you set should be aligned with your organization's core business goals and values.

**Example:** Search engine traffic offers the most valuable organic traffic source for our business and brings in the most qualified leads and conversions, so it is highly relevant to the success of the business.

**Time-based:** Set deadlines for each goal to keep you on track in the process.

**Example:** Optimization to be completed within the next 2 months followed by monitoring of the results until the next quarter.