SMART Goals

For Websites

Wildheart Media

SMART Goals

The SMART framework is a tool that you can use to help you define, evaluate and plan your goals.

There are a few different versions of this framework that you can use depending on your approach. The SMART criteria was popularised by the father of modern management training, Peter Drucker.

Check out the reference links at the end of this presentation.

Business Goals

Before deciding on your website goals it's a worthwhile reviewing and clarifying your business goals.

This is important because your website goals need to be aligned with your overall business goals.

Once you clarify your goals you'll need to break them down into tasks so you can identify the next steps to start working on them.

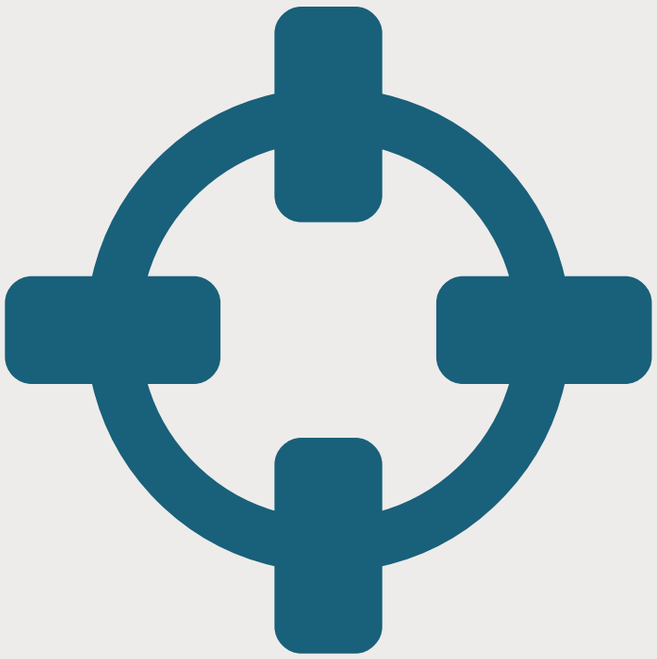
Setting Goals

The SMART framework is useful to help set and evaluate goals:

S	M	A	R	T
Specific	Measurable	Achievable	Rewarding	Timely

Specific

When choosing a goal its important to be specific:



- **Get more customers** is not a good goal because its not specific enough
- **Get more website traffic** is what is known as a ‘vanity metric’ these are numbers that make you feel good but don’t have a specific benefit to your business

- Increase monthly sign up of beginners courses from ___ to ___, increasing monthly revenue from ___ to ___ over 3 months.

Measurable

What is the one number you need to track?

- **No. of views of beginners course page** is irrelevant
- **Time on page** and **repeat visits** shows engagement
- **Email enquiries about the course** indicates interest

- In this example the one key metric to measure progress is: **the number of people who paid for the course each month.** This can be represented as revenue, profit and number of people

Achievable

Is your goal realistic right now?

- What tactics can you try to achieve this goal?
- What are the specific next steps that you need to do?
- If you can’t achieve this goal now, what other goal or goals do you need to complete first? What specific tactics can you use to achieve this goal and what are the next steps?

Rewarding

Is this goal worth doing, what will success look like?

- **Doing something else** will take less effort and be more profitable - What is it?

- Just because a goal can be done doesn't mean it should be done.

- If this goal is the most rewarding thing you could be doing now then proceed otherwise choose a goal that is more important.

Timely

Can you achieve this goal in a timely fashion?

- **It will take too long** Can you break this goal down into smaller goals?
- **I don't have time to do this** Can you delegate this or outsource it?

- Move forward with this goal if it can be completed in a reasonable time frame and successfully delegated.

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Links

SMART goals for websites and marketing
An introduction to SMART goals

SMART criteria on Wikipedia
Background on the SMART framework

Management by objectives on Wikipedia
Peter Druckers process of defining managerial objectives