



protocol 80, Inc.

SMART Goals

Workbook

SMART Goals

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

Measurable - 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

Your SMART Goals

Specific	
Measurable	
Attainable	
Relevant	
Time-Bound	

SMART Goal:

--

Your SMART Goals

Specific	
Measurable	
Attainable	
Relevant	
Time-Bound	

SMART Goal:

--

Your SMART Goals

Specific	
Measurable	
Attainable	
Relevant	
Time-Bound	

SMART Goal:

--

Your SMART Goals

Specific	
Measurable	
Attainable	
Relevant	
Time-Bound	

SMART Goal:

--

Your SMART Goals

Specific	
Measurable	
Attainable	
Relevant	
Time-Bound	

SMART Goal:

--

Your SMART Goals

Specific	
Measurable	
Attainable	
Relevant	
Time-Bound	

SMART Goal:

--

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!