



# WEBSITE GOALS

Use the worksheet on the following pages to help set your website goals for 2020.





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## BUSINESS GOALS & USER NEEDS

List a few business goals and user needs below.

*Example goals: Increase revenue, increase web traffic, increase conversions, easier site navigation.*

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## GATHER DATA

To know how you're doing, you need to track progress towards goals. What data is currently available, and how are you tracking current progress? Below, tie your goals to a data source.

*Example: Increase web traffic - measured through Google Analytics.*

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## 3

### SET BASELINES

Now, review your data, determine gaps, and set a baseline. Tie your goal and data source to a number with a time frame. A couple of examples to help you set baselines include Google Analytics, customer surveys, usability testing, etc.

*Example: Increase web traffic - Current web traffic visits averaged 10k a month in 2019.*

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## 4

### 2020 WEBSITE GOALS

Let's take our previous steps and combine them to create our 2020 goals.

*Example: Increase web traffic to an average of 15k visits per month by the end of 2020.*

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