

# MY 5-STEP PROCESS TO SETTING THE RIGHT GOALS FOR YOUR WEBSITE



# SO YOU'RE READY TO SET SOME GOALS?

Figuring out if your website is actually working tends to be difficult, huh? You've invested time and money into having this online resource to reach your people and yet chances are good you just aren't sure if it's worth it anymore.

## **Spoiler alert: it absolutely is!**

Setting goals and tracking your progress doesn't have to be difficult or scary - it just has to be intentional. And, you have to start in the right place, which means having the right goals from the very beginning.

Use this 5-step process to figure out what it is you want your website to do for you and then start small with setting and tracking just a few goals. Before you know it, you'll be on pace to blowing those goals away and setting new ones! Best of all, you'll be maximizing your reach and impact and sharing what you do with those who need it most.

Good luck - I'm cheering you on!

Andrea Shirey  
One Nine Design



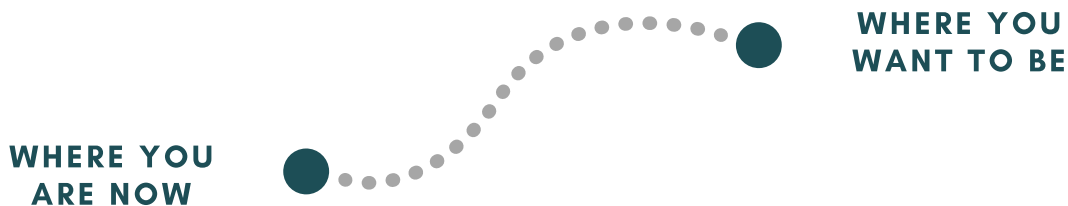
## VISIT THE NONPROFIT TEMPLATE SHOP

If you're ready to stop creating reports, plans, and graphics from scratch and want to start with an easy-to-update template instead, the shop has you covered!

[SHOP](#)



# CHOOSING SPECIFIC GOALS



Review your answers from step one. Then, decide which of the broad categories below best align with your primary objectives. There is no right or wrong answer and you may want to choose goals from both areas. Mark the section that best matches the goals you'd like to set. (More info on each goal is on the next page)

## **If your website objectives center around raising more money via online donations, possible goals would include:**

- Increase overall traffic to your website
- Increase conversions
- Increase referral traffic
- Decrease bounce rates
- Increase email subscribers
- Achieve higher SEO rankings for your top keywords

## **If your website objectives center around building credibility, awareness of your programs, increasing efficiencies, or simply providing information:**

- Increase overall traffic to your website
- Increase referral traffic
- Achieve a specific number of blog posts per month
- Increase the number of guest blog posts you write & backlinks
- Enhance current content to better reflect your expertise
- Increase time spent on your site
- Achieve higher SEO rankings for your top keywords
- Add functionality to your site through forms or other tools

# UNDERSTANDING THE TERMS

Need a refresher on what these analytic terms mean? Here's the basics!

- Site traffic**  
Simply put, the number of people visiting your website.
- Email subscribers**  
The number of people on your email list.
- Referral site traffic**  
The number of people getting to your site via another site (social media, other websites, etc.)
- SEO Ranking**  
The placement of your website when someone searches a keyword or phrase on Google or another search engine.
- Conversions**  
When a website visitor does the "thing" you want: makes a gift, signs up for something or joins your email list.
- Backlinks**  
Other websites that link to your website.
- Bounce rate**  
When a visitor lands on your page and leaves without visiting any other pages, that's a bounce. The rate the % who do this (pro tip: not always a bad thing)
- Time spent on site**  
The amount of time the average visitors spends on your website.

# WAIT! BEFORE YOU WRITE YOUR GOALS, DO THEY MEASURE UP?

We've probably all been taught to set SMART goals. But, I like the system from MIT a little better and recommend setting FAST goals instead.

Keep this framework in mind as you set your own website goals on the next page.

**F**

## **Frequently discussed**

There is no "set it and forget it." Website goals must be added to regular meeting agendas, evaluations, and kept front and center along with other organizational goals.

**A**

## **Ambitious**

Goals should be ambitious but not impossible to achieve. To set achievable goals that stretch you, ensure they are personal to you and your organization. Never set metrics based on what someone else is accomplishing. Establish a baseline and then aim high.

**S**

## **Specific**

Your goals should be specific enough to establish a clear measuring system around and include as much detail as possible. For example, instead of "increase traffic," your goal will be "increase website traffic from 300 weekly visitors to 500 weekly visitors."

**T**

## **Transparent**

Goals are not meant to be set and then shelved. Ensure all relevant team members understand the goals and the part they will play in achieving them. Consider holding team members accountable for goals they have direct control over, as well.

A GOAL PROPERLY SET IS HALFWAY REACHED

# SET YOUR FIRST THREE GOALS

Remember the FAST method. Then, include the goal, metric and timeframe in which you'll achieve the goal or measure your progress.

*Example: Increase website traffic by 10% by the end of Q1 2021. Or, decrease bounce rate by 10% by the end of Q2 2021.*

**Goal 1:**

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**Goal 2:**

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**Goal 3:**

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*Possible future goals if I am successful at tracking, measuring and accomplishing goals one through three:*

**Goal:**

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**Goal:**

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**Goal:**

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# RECORDING YOUR BASELINE NUMBERS

Before you grow your website, you need to capture where you are right now! Use the prompts below to record your baseline numbers and include the timeframe you've measured (month, quarter, year, etc.) If you set a goal that is not represented below, go ahead and add that metric on your own. Need help finding this info? Email me!

Website traffic *Be specific. Are you tracking all visitors or unique visitors?*

Typical conversion rate

Online sales or donations received

Percentage of website traffic from social media sites

Average time on site

Current number of email subscribers

Number of blog posts posted (and/or guest posts)

Other:



# PLAN TO MEASURE

Choose a day each month that you will check in on your progress and adjust your strategies, where needed. Write that date in the boxes below!

2021

**JANUARY**



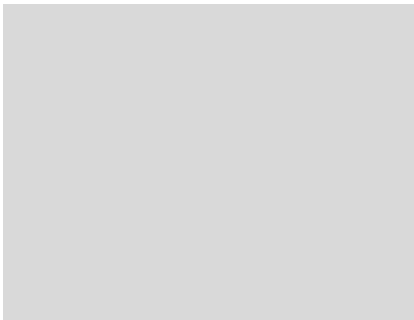
**FEBRUARY**



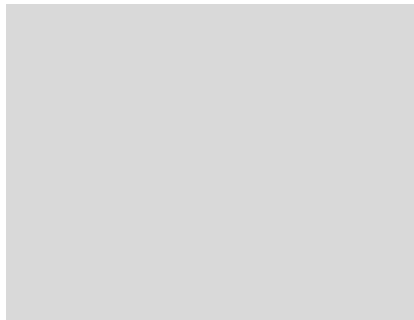
**MARCH**



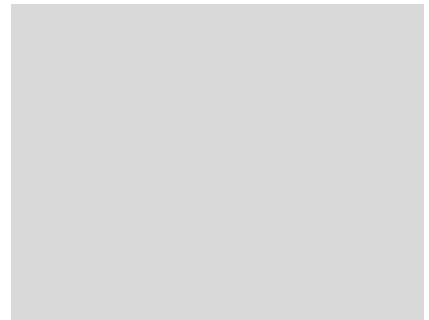
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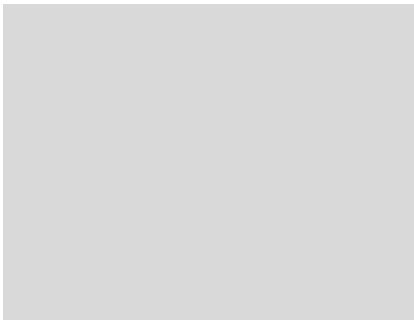
**MAY**



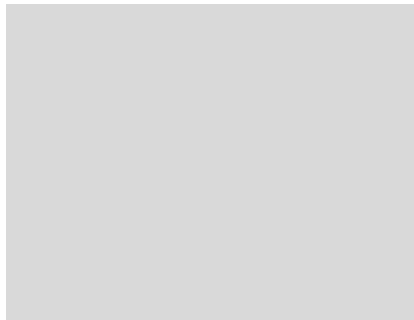
**JUNE**



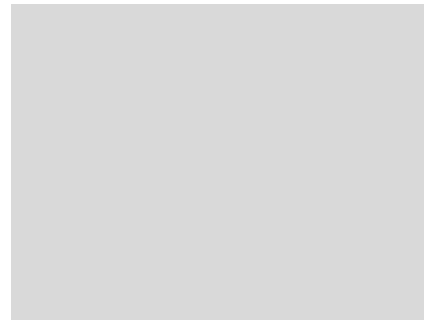
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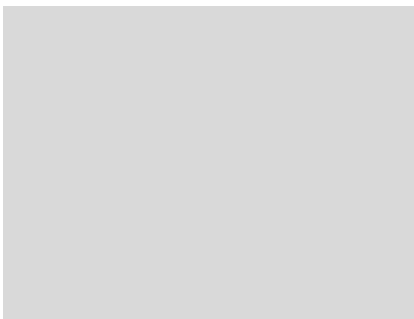
**AUGUST**



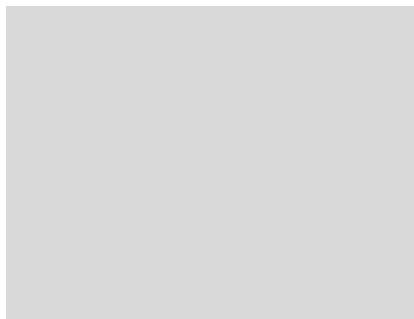
**SEPTEMBER**



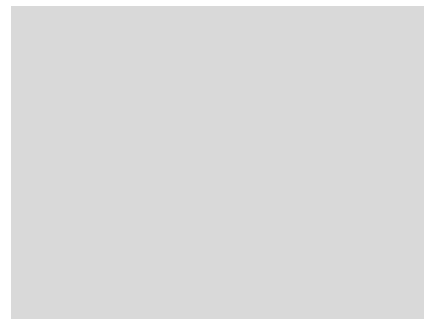
**OCTOBER**



**NOVEMBER**



**DECEMBER**





# DOES YOUR WEBSITE NEED A REFRESH?

My Squarespace Essentials Course might be a great fit for you! Take your Squarespace website from template to totally customized without paying a designer or thousands of dollars!

Not on Squarespace? You can move your existing website to Squarespace with this course in just a week or two! You'll find Squarespace to be super-easy to navigate and update, on your own!

[SEE COURSE DETAILS](#)



**"Andrea Shirey, One Nine Design**

"Andrea is an experienced marketing professional who not only engineers beautiful work but does so efficiently and professionally."

*-Amy, happy One Nine Design customer*