S.M.A.R.T. Website Objectives

# Step 1: Select Website Objective(s):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| B:\Sales Project 2012\Templates\artwork\icons_vector_1.eps  Increase Sales or Number of Leads | B:\Sales Project 2012\Templates\artwork\icons_vector_2.eps  Enhance Brand or Build Awareness | B:\Sales Project 2012\Templates\artwork\icons_vector_3.eps  Enhance Customer Experience | B:\Sales Project 2012\Templates\artwork\icons_vector_4.eps  Reduce Costs | B:\Sales Project 2012\Templates\artwork\icons_vector_5.eps  Improve Workflow |

# Step 2: Complete S.M.A.R.T Worksheet

Refer to the following pages for corresponding S.M.A.R.T. worksheets with relevant examples

# Step 3: Start Getting *Results On Internet (ROI)*

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Increase Number of Leads through the Website

|  |  |  |  |
| --- | --- | --- | --- |
|  | Criteria | Objective | Test |
| S | Specific | Generate 100 additional leads through the website per month (constitutes a 100% increase compared to performance of the current website) | 🗸 |
| *What do you want to accomplish?* |
| M | Measurable | Lead volume will be measured on a monthly basis via the CRM and compared to the results generated through the old website. | 🗸 |
| *How will we know it is accomplished?* |
| A | Attainable | Yes, by targeting and driving the right high-value customers to the new website and converting them into sales opportunities by employing customer-centric messaging, unique value proposition, effective calls to action, and proper conversion mechanisms | 🗸 |
| *Is this goal realistic?* |
| R | Relevant | Yes, increasing the lead volume to the new levels will help meet the company's sales growth objectives for the year | 🗸 |
| *Does it match your business needs?* |
| T | Timely | Within six months of the site’s launch | 🗸 |
| *When will this goal be accomplished?* |

Increase Sales through the Website

|  |  |  |  |
| --- | --- | --- | --- |
|  | Criteria | Objective | Test |
| S | Specific | Generate $50,000 in additional sales through the website per month (constitutes a 100% increase compared to the current website) | 🗸 |
| *What do you want to accomplish?* |
| M | Measurable | Sales volume will be measured on a monthly basis via the CRM and compared to the results generated through the old website. | 🗸 |
| *How will we know it is accomplished?* |
| A | Attainable | Yes, by targeting and driving the right high-value customers and converting them by optimizing and making shopping experience more customer-centric, cross-selling and up-selling as well as strategically positioning CTAs and simplifying the checkout process | 🗸 |
| *Is this goal realistic?* |
| R | Relevant | Yes, this will directly contribute to the company's sales objectives for the year | 🗸 |
| *Does it match your business needs?* |
| T | Timely | Within six months of the site’s launch | 🗸 |
| *When will this goal be accomplished?* |

Enhance Brand (Build Awareness)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Criteria | Objective | Test |
| S | Specific | Improve brand recognition  (or increase awareness) by 50% | 🗸 |
| *What do you want to accomplish?* |
| M | Measurable | Conduct surveys prior to and 6 months after deployment of the new website to determine improvements to the brand perception (awareness) and the effectiveness of the website’s marketing and sales supporting role | 🗸 |
| *How will we know it is accomplished?* |
| A | Attainable | Yes, by effectively communicating the mission, establishing credibility with case studies and testimonials, capitalizing on press and publications, reinforcing with social proof and position as a valuable resource | 🗸 |
| *Is this goal realistic?* |
| R | Relevant | Yes, as it supports leadership’s vision for the organization's image and growth | 🗸 |
| *Does it match your business needs?* |
| T | Timely | Within six months of the site’s launch | 🗸 |
| *When will this goal be accomplished?* |

Enhance Customer (User) Experience

|  |  |  |  |
| --- | --- | --- | --- |
|  | Criteria | Objective | Test |
| S | Specific | Improve customer experience by 50%  (to achieve a 90% approval rating) | 🗸 |
| *What do you want to accomplish?* |
| M | Measurable | Conduct surveys of internal and external users to measure the difference between before and after satisfaction levels | 🗸 |
| *How will we know it is accomplished?* |
| A | Attainable | Yes. With by applying research findings, user feedback and usability-testing, a user-centric website will significantly improve the internal and external user experience | 🗸 |
| *Is this goal realistic?* |
| R | Relevant | Yes. By improving (introducing) the functionality (features) the organizations will increase customer (user) satisfaction resulting in more sales (or leads) and decrease the volume of support issues | 🗸 |
| *Does it match your business needs?* |
| T | Timely | Improved user experience should be seen almost immediately after the site's launch | 🗸 |
| *When will this goal be accomplished?* |

Reduce Operating Costs

|  |  |  |  |
| --- | --- | --- | --- |
|  | Criteria | Objective | Test |
| S | Specific | Reduce operating costs by 50%  ($100,000 per month) | 🗸 |
| *What do you want to accomplish?* |
| M | Measurable | Compare the operating costs before and after the website launch | 🗸 |
| *How will we know it is accomplished?* |
| A | Attainable | Yes, by accurately calculating (transactional, shipping, processing) costs, facilitating communications (problem resolution), automating inventory counts, etc. | 🗸 |
| *Is this goal realistic?* |
| R | Relevant | Yes, this objective is in line with the annual plan to increase profit by approximately $1,000,000 in the next fiscal year | 🗸 |
| *Does it match your business needs?* |
| T | Timely | Within six months of the site’s launch | 🗸 |
| *When will this goal be accomplished?* |

Improve Productivity (Workflow)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Criteria | Objective | Test |
| S | Specific | Increase productivity (reduce costs) by 50% | 🗸 |
| *What do you want to accomplish?* |
| M | Measurable | Compare productivity (costs) before and after the website launch | 🗸 |
| *How will we know it is accomplished?* |
| A | Attainable | Yes, by making the website part of the business ecosystem through integration with a CRM, document management, accounting automation, project management, customer support and recruiting. | 🗸 |
| *Is this goal realistic?* |
| R | Relevant | Yes, increasing productivity with result in additional 50% savings contributing to the company's bottom line | 🗸 |
| *Does it match your business needs?* |
| T | Timely | Within six months of the site’s launch | 🗸 |
| *When will this goal be accomplished?* |