

SMART Website Goals

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| S.M.A.R.T. | GOAL | EXAMPLE |
|------------|---|---------|
| Specific | Be clear and specific about the results you want from your website. | |
| Measurable | Assign a number or other data point you can track. | |
| Actionable | What actions can you take to support this goal? | |
| Relevant | Does this goal support your overall business goals? | |
| Timebound | Set a realistic timeline to accomplish this goal. | |