

SMART GOALS

Goal:
Specific and concise, includes measure and time frame

My Goal Is...



Specific

S

Measurable

M

Attainable

A

Relevant

R

Time-bound

T

Completion Date

/ /

Purpose:
Why is it relevant? What's the benefit?

Key Steps:
How will you achieve the goal? What changes have you made to the website and what milestones will you monitor?

Beginning Measure	Date	Measure	Date	Measure	Date	Measure