



SEO: An Hour a Day Goals Worksheet

Business Goals

(Fill in the blanks. Use as many or as few spaces as you need.)

| | |
|-----------------|--|
| Primary Goal | |
| Additional Goal | |
| Additional Goal | |
| Additional Goal | |
| Additional Goal | |

Website Features

(Check all items below that exist on your website or are future goals for the site.)

| This is included on my website now. | This is a goal for the site in the future. | Rating (Excellent/ Good/Fair/ Poor) | |
|---|--|--|--|
| <input type="checkbox"/> | <input type="checkbox"/> | | Corporate history, news, and press releases |
| <input type="checkbox"/> | <input type="checkbox"/> | | Executive biographies |
| <input type="checkbox"/> | <input type="checkbox"/> | | Product and service information |
| <input type="checkbox"/> | <input type="checkbox"/> | | Online purchasing/donation |
| <input type="checkbox"/> | <input type="checkbox"/> | | Support for existing customers/clients/students |
| <input type="checkbox"/> | <input type="checkbox"/> | | News and current events |
| <input type="checkbox"/> | <input type="checkbox"/> | | Articles, white papers |
| <input type="checkbox"/> | <input type="checkbox"/> | | Religious, philosophical, or political content |
| <input type="checkbox"/> | <input type="checkbox"/> | | Online request for |

| | | | |
|--------------------------|--------------------------|--|--|
| | | | information (RFI) forms |
| <input type="checkbox"/> | <input type="checkbox"/> | | Login for restricted information |
| <input type="checkbox"/> | <input type="checkbox"/> | | Instructions for making contact offline or via email |
| <input type="checkbox"/> | <input type="checkbox"/> | | Directions, locations, hours, etc. for brick-and-mortar location |
| <input type="checkbox"/> | <input type="checkbox"/> | | Ways for community to connect with each other on the site (forums, etc.) |
| <input type="checkbox"/> | <input type="checkbox"/> | | Educational materials |
| <input type="checkbox"/> | <input type="checkbox"/> | | Links to other resources |
| <input type="checkbox"/> | <input type="checkbox"/> | | Fun, games, or entertainment |
| <input type="checkbox"/> | <input type="checkbox"/> | | A strong brand identity |
| <input type="checkbox"/> | <input type="checkbox"/> | | Art or craft portfolio |
| <input type="checkbox"/> | <input type="checkbox"/> | | Educational materials |
| <input type="checkbox"/> | <input type="checkbox"/> | | Information specifically for geographically local visitors |
| <input type="checkbox"/> | <input type="checkbox"/> | | Software or documents available for download |
| <input type="checkbox"/> | <input type="checkbox"/> | | Media (pictures, audio, video) available for viewing/downloading |
| <input type="checkbox"/> | <input type="checkbox"/> | | Site map |
| <input type="checkbox"/> | <input type="checkbox"/> | | Archived content |
| <input type="checkbox"/> | <input type="checkbox"/> | | Site search function |
| <input type="checkbox"/> | <input type="checkbox"/> | | Live help/live contact function |

Connecting Goals!

Use the following space to indicate any disconnects between your business goals and your site's current functions:

| |
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| |
|--|

Conversions Table

Fill in the blanks:

| Goals ↓ | Target Audience ↓ | Conversion ↓ | Conversion Page (if applicable) ↓ | Possible Entry Page ↓ |
|------------|-------------------------|-----------------|--|-----------------------------|
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