

WORKSHEET

# Continuous website improvement

If you're not sure where to start your website continuous improvement process, start by understanding your site's focus—highlight applicable tools on the "Determine your Focus" spectrum to see where you may want to focus your improvement efforts. Then, use our SMART Goals punch-list to create initial goals for strong website fundamentals. Finally, create a plan in Measure, Develop, and Repeat to create next actions and schedule your next progress check-in.

## DETERMINE YOUR FOCUS

Marketing + lead generation

Sales support

Customer communications  
Contact forms

Calculators/configurators  
Product marketing

Internal information  
Send-to-customer tools

## SMART GOALS | FUNDAMENTAL PUNCH LIST

### Analytics

We will have monthly reports on website user activity by \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Mobile

We will reduce our bounce rate \_\_\_\_% for mobile users by \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Optimization

Our website will load in under 2 seconds by \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Accessibility

Our website will be WCAG 2.1 compliant by \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Governance

We will have a defined path and process for changes to the website by \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Promotion

We want \_\_\_\_% more traffic delivered to our website by \_\_\_\_ / \_\_\_\_ / \_\_\_\_ via:  
 email marketing  
 digital advertising  
 organic search (e.g., Google)  
 direction by sales

**S** SPECIFIC

**M** MEASURABLE

**A** ATTAINABLE

**R** RELEVANT

**T** TIME-BASED

## MEASURE

Our next analytics report

## DEVELOP

Our immediate focus for development

## REPEAT

Our next meeting to evaluate the plan

Struggling with where to begin? **We can help.**  
 Reach out to our interactive manager, Paul DeLeeuw, at pauld@teamddm.com.