

It may be tempting to say something vague like "I want to get more people interested in my services," but try to tie KPIs (key performance indicators) to your goal. Drill down another layer to something like, "I want to acquire X new quality leads for X service in X time frame."

Let's take a few minutes to get crystal clear on your online business goals.

Specific



What do you want to do?

Measurable



What will success look like?

Attainable



Is this a realistic goal?

Relevant



Will this help the business?

Time-bound



What is the time frame?