* **Specific**: I want to boost our [**blog's traffic**](https://blog.hubspot.com/marketing/increase-website-traffic) by increasing our weekly publishing frequency from five to eight times a week. Our two bloggers will increase their workload from writing two posts a week to three posts a week, and our editor will increase her workload from writing one post a week to two posts a week.
* **Measurable**: Our goal is an 8% increase in traffic.
* **Attainable**: Our blog traffic increased by 5% last month when we increased our weekly publishing frequency from three to five times a week.
* **Relevant**: By increasing blog traffic, we'll boost brand awareness and generate more leads, giving sales more opportunities to close.
* **Time-Bound**: On or before June 30 2024