



SMART Goal

Worksheet



SMART Goal

Draft a SMART goal for your selected business

- ☐ **Specific** What needs to be done?
- ☐ **Measurable** Can it be measured?
- ☐ **Achievable** Can it be done?
- ☐ **Relevant** Should it be done?
- ☐ **Time-bound** When will it be done?

Our SMART goal for Handcrafted Haven is to increase online sales by 20% within the next six months. This will be achieved by enhancing website conversion rates through effective optimization strategies and by fostering targeted social media engagement to attract and interact with customers. We will measure the success of this goal by tracking the percentage of website visitors who complete purchases and monitoring social media engagement metrics. This goal is both achievable through proven techniques and relevant to the growth of our business, ensuring that we continue to showcase and sell our unique artisanal products effectively.

