



## Business Goals Worksheet

**Business Name** \_\_\_\_\_

### Business Goals

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

Primary Goal	
Secondary Goal	
Additional Goal	
Additional Goal	
Additional Goal	

### Features of your Website

Please tick all items below that exist on your website currently or are a desire for the future.

	On my website now	Rate: Excellent, Good, Poor	Add to website later
Corporate history, news archive			
Online purchasing			
Support for existing customers			
Product and service information			
Events			
Current news			
Online request form (RFI)			
Login for registration			
Contact information			
Executive Biographies			
Research Articles			

Community connection i.e forums			
Links to other resources			
A strong brand identity			
Documents to download			
Media			
Site Map			
Site Search function			
Live help			
Customer Testimonials			
Tools for your users to promote your site			

## Connecting Goals

Write here any area's where your business goals do not meet the websites function or vice versa.

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## Conversions Table

Fill in the blanks accordingly. A conversion being an event that results in a transformation:

Goals	Audience	Conversion	Page of conversion	Possible Entry Page

Completed by: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_