

# CONTENT GOALS WORKSHEET

TO GET THE MOST OUT OF YOUR CONTENT MARKETING STRATEGY, DETERMINE YOUR SPECIFIC GOALS AND TIE THEM TO THE RIGHT PERFORMANCE INDICATORS

## SPECIFIC

- What do I want to accomplish
- Why do I want to accomplish it?
- What are the requirements?

## MEASURABLE

- How will I measure my progress?
- How will I know when my goal is accomplished?

## ACHIEVABLE

- How can the goal be accomplished?
- What are the logical steps I should take?

## RELEVANT

- Is this a worthwhile goal? Is this the right time?
- Do I have the necessary resources to accomplish this goal?
- Is this goal aligned with my long term objectives?

## TIME-BOUND

- How long will it take to accomplish?
- When is the completion of this goal due?
- When am I going to work on this goal?