

# HOW TO MAKE GREAT GOALS FOR YOUR WEBSITE

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Hard and soft goals work best when in harmony with one another. Think yin and yang, peanut butter and jelly, bacon and everything...

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# WHAT'S THE DIFFERENCE BETWEEN A SOFT GOAL & A HARD GOAL?



## *Soft Goals*

**Soft goals work best for the following things:**

- When determining your branding, voice, or personality
- Determining customer satisfaction (although there are ways developed to measure this)
- Making delightful experiences
- Evaluating whether experiences are rewarding enough
- Research and finding patterns
- Fulfilling personal aspirations and dreams



## *Hard Goals*

**Hard goals work best for the following things:**

- Tracking sales and leads
- Tracking subscribers
- Measuring the ROI of your advertising or marketing efforts
- Getting a rough gauge of interest on your site
- Seeing how well your social media outreach is working
- Tracking SEO efforts
- Tracking your cart abandonment rate
- Tracking your churn rate

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Think of soft goals in terms of how **others** feel about your business, your brand, your services, or your products.

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Soft goals are the **quality** of experiences that can't easily be **quantified**.

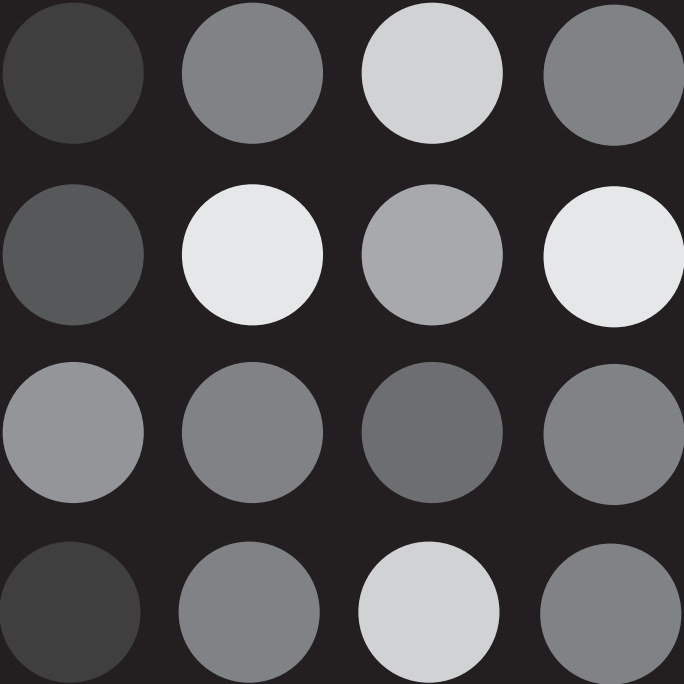
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# Using one or more of the following criteria may help you decide if Your Soft Goal is worth keeping:

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**1**

Does it make people feel good about your business?



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**2**

Does it make people want to join your culture?

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**3**

Does it align with your values?

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**4**

Does it fit your brand guidelines?

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**5**

Does your intuition feel right about it?

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# Using one or more of the following criteria may help you decide if your Hard Goal is worth keeping:

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**1**

Is it measurable?

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**2**

Does it require too many resources?

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**3**

Does it have a high lifetime value?

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**4**

Is it the most profitable?

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**5**

Will it occur in eventual leads or sales?



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The one main benefit of measurable goals is that they are easier to prioritize by simple calculations.

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## About ShiftFWD

We are a User Experience Strategy Consultancy specialized in fostering the ties that result in deep and sustainable connections between businesses and their customers. We help find and exploit the unique intersections between the goals of the business and the needs of its customers to create win/wins.

Get more free tips at our blog:  
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