# Measurable Website Goals

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| **Goal Description** | **Success means…** | **Measure by…** |
| **Office and Communication Goals** | | |
| Assist with our office mission to increase industrial energy efficiency, reduce carbon emissions, and transform the way U.S. industry uses energy by:   * Increasing knowledge about the relevant energy topics * Increasing use of the services and resources we offer to help industry adopt advanced technologies. | Increase in the number of:   * Newsletter subscriptions (20%) * Software tool downloads (20%) * Partnership applications submitted via the Web (20%) * Requests for technical assistance (50%) * Participation in workshops, conferences, and events (10%) * Key publications downloaded (25%) * Number of responses to solicitations (20%) | * Number of newsletter subscriptions * Number of software tool downloads * Number of Web-based partnership applications * Number of request for technical assistance * Number of webcast participants * Number of participants in workshops, conferences, and events * Number of key publications downloaded * Number of solicitation responses received |
| Increase the use of the Web as a main communication channel | * Increase traffic to website by 20% within a year of launch * Increase percentage of return visitors by 20% within a year of launch | * Website statistics/server logs |
| **Usability Goals** | | |
| Customers can find what they need | * Decrease number of non-technical calls to office staff by 50% * Customers can find what they need within 1 minute and 2 or less attempts 80% of the time | * Number of calls to office staff * Yearly usability study: Task completion |
| Customers can understand information they find | * Customers can accurately articulate the information they find | * Yearly usability study: Comprehension |
| Customers can take action | * Customers understand the steps they need to take to accomplish their goals (for key user tasks) | * Yearly usability study: Comprehension * 20% increase in software tool downloads, sign ups for workshops, conferences, and events, and number of responses to solicitations |
| Customers perceive that the site is easy to use | * Customers rate the site as easy to use | * Yearly usability study: System Usability Scale * Yearly satisfaction survey |
| **Satisfaction and Perception Goals** | | |
| Be perceived as the federal “go to source” for up-to-date, unbiased, and reliable information on reducing industrial energy intensity and carbon emissions | * Positive impression of the website * Impression that the information on the site is reliable, unbiased, and up-to-date | * Yearly usability study: Perception * Yearly satisfaction survey |
| Customers are satisfied with their experience on the website and actively promote it to others | * Overall satisfaction ratings are 8 or higher on a scale of 0-10. * Customers indicate that they would promote the site rather than discourage others from using it | * Yearly satisfaction survey: overall satisfaction and Net Promoter score |