# 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
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| 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
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| **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
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| Customers can understand information they find | * Customers can accurately articulate the information they find
 | * Yearly usability study: Comprehension
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| 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
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| 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
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| **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
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| 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
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