Student Name _____Doug Vickers_____

Case Study _____Clean and Simple Cleaning_____



*SEO: An Hour a Day*

# Goals Worksheet

## Business Goals

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

| Primary Goal | **Provide house cleaning and maid services for customers** |
|---|---|
| Additional Goal | Gain contracts with apartments and rental homes for move-in and move-outs |
| Additional Goal | Find quality employees |
| Additional Goal | |
| Additional Goal | |

## Website Features

(Check all items below that exist on your website or are future goals for the site.)

| This is included on my website now. | This is a goal for the site in the future. | Rating (Excellent/ Good/Fair/ Poor) | |
|---|---|---|---|
| ☒ | ☐ | fair | Corporate history, news, and press releases |
| ☐ | ☒ | | Executive biographies |
| ☒ | ☐ | excellent | Product and service information |
| ☐ | ☐ | n/a | Online purchasing/donation |
| ☒ | ☐ | good | Support for existing customers/clients/students |
| ☒ | ☐ | good | News and current events |
| ☒ | ☐ | good | Articles, white papers |
| ☐ | ☐ | n/a | Religious, philosophical, or political content |

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| ☒ | ☐ | fair | Online request for information (RFI) forms |
|---|---|---|---|
| ☐ | ☐ | n/a | Login for restricted information |
| ☒ | ☐ | good | Instructions for making contact offline or via e-mail |
| ☒ | ☐ | good | Directions, locations, hours, etc. for brick-and-mortar location |
| ☒ | ☐ | Fair, facebook only | Ways for community to connect with each other on the site (forums, etc.) |
| ☒ | ☐ | good | Educational materials |
| ☒ | ☐ | Poor, only links within site, none external | Links to other resources |
| ☐ | ☐ | n/a | Fun, games, or entertainment |
| ☒ | ☐ | fair | A strong brand identity |
| ☐ | ☐ | n/a | Art or craft portfolio |
| ☒ | ☐ | fair | Educational materials |
| ☒ | ☐ | excellent | Information specifically for geographically local visitors |
| ☒ | ☐ | good | Software or documents available for download |
| ☒ | ☐ | fair | Media (pictures, audio, video) available for viewing/downloading |
| ☒ | ☐ | good | Site map |
| ☐ | ☒ | | Site search function |
| ☐ | ☐ | n/a | Live help/live contact function |
| ☐ | ☒ | | Blog postings and reader comments |

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| | | | |
|---|---|---|---|
| ☒ | ☐ | excellent | Customer Testimonials |
| ☐ | ☒ | | Methods for your users to help promote your site (email a friend, "Digg this," etc.) |

## Connecting Goals!

Use the following space to indicate any disconnects between your business goals and your site's current functions:

*It appears the site addresses the business goals adequately, although very busy, which could be tamed down and organized a little better. The interface with potential employees is lacking a means to submit the application online with a possible resume. Gaining contracts is not addressed and could be improved upon by offering services to apartments, rental owners, and leasing companies with an additional page.*

## Conversions Table

Fill in the blanks:

| Goals ↓ | Target Audience ↓ | Conversion ↓ | Conversion Page (if applicable) ↓ | Possible Entry Page ↓ |
|---|---|---|---|---|
| Provide house cleaning and maid services for customers | Home owners and renters | Order of services | Home page | Home page |
| Gain contracts with apartments and rental homes for move-in and move-outs | Apartment owners and managers, rental property owners | Order from apartment manager, leasing agent, etc. | New page offering commercial and contract services | New page offering commercial and contract services |
| Find quality employees | Job seekers | Application submitted | Employment page | Employment page |