



# Goal & Audience Worksheet

## What we'll help you do -

*Whether you're creating a new page or editing an existing one, this worksheet can help establish why this page exists, and who this page is for. Taking this step before writing & editing will allow you to holistically understand the needs of this page and create content accordingly. **We recommend printing out this document and writing directly on it.***

## Know what you're looking for?

- **Defining Page Goals**
  - Measuring Goal Success
- **Defining Audience**
- **Next Steps**

# What is the Primary Goal of the Page?

*It's important to establish what this page and its content are hoping to accomplish.*

Look at the list of possible page goals below. Check off all the goals that apply to this page. You shouldn't have more than 4 goals.

- Promote an event
- Share SWC news or announcements
- Market a SWC offering
- Get people to take a particular action
- Draw traffic to an online resource
- Fundraising
- Tell a story about a member of the SWC community
- Share policy or procedure information
- Highlight an SWC initiative
- Create a connection with alumni
- Share guides or step-by-step instructions
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## I'm ready to refine

Great! Look back at the list of primary goals, and select your **top 2 goals**. Rewrite the goals to be more specific to the content you are sharing. The more specific you are, the easier it will be to write & gather content that supports the page's goals.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_

## How do I know if I'm successful in achieving the goals for this page?

*We can help make our goals more measurable by defining the content that supports those goals and identifying success criteria for when we meet those goals.*

For each goal, identify the following:

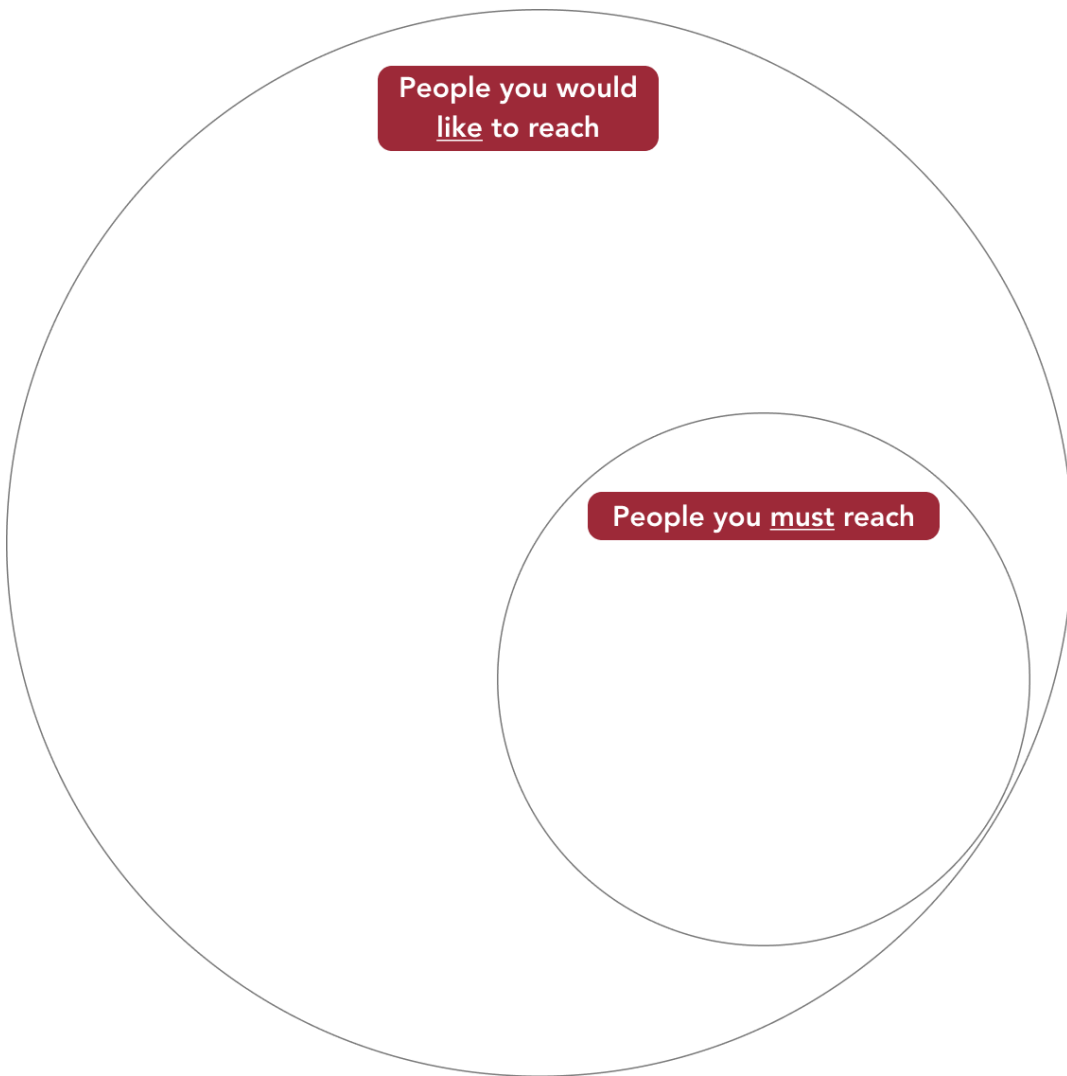
- **What content supports this goal?** Look at the kind of content planned for this page. Does this content support the page's goal? Does additional content need to be gathered?
- **What is the goal's purpose?** Why is this goal important? What will the benefit be for SWC?
- **How is it measurable?** Come up with quantifiable measurements for each goal.
- **What defines success?** Identify a benchmark for each measurement that will help to define when you are reaching your goal.

Goal	What content supports this goal?	What is the goal's purpose?	How is it measurable?	What defines success?
1.				
2.				

# Who is my Audience?

*It's important to define who we are writing & creating content for. While there can be a lot of overlap with different audiences, selecting a primary one will help focus the writing & content gathering process.*

Look at the chart below. Write your audiences in the corresponding circles, going from least to most specific. The audience in the innermost circle will be your primary audience. Use the audience bank to the right for inspiration.



## **Audience Bank**

- High school students
- Adult learners
- Parents
- Pre-college prospective students
- High school counselors
- Current students
- Industry leaders
- Potential donors
- Employers
- Faculty members
- SWC staff
- Prospective students

## Next Steps

Now what? Check out these resources to help you take the next step (**Press Control and click on the text in the red box to open the link.**)

I am seeking basic information related to web training and updating my page >

I don't know whether to add a new page or edit site structure >

I need to choose a page template >

I'd like some best practices on writing for the web >

I'd like to see a glossary of key terms >