

# What are the goals for your blog?

Whenever I have a workshop or a presentation on blogging, someone asks how you know if you have a “successful” blog. And my answer is always the same: **you define your success**. You set the goals for your blog and if you reach those goals, then you have success.

Start with having SMART (specific, measurable, attainable, realistic, timely) goals, **emphasis on measurable and specific**.

Goals could be:

- Get a certain number of readers each day
- Get readers to click on links or go to a certain page on your website
- Get readers to subscribe to your newsletter or to your RSS feed
- Stimulate discussion or get comments
- Get shares on social networks

Once you have goals, you will track these using an analytics program such as Google Analytics. There are many resources out there, but I found this post by Jeff Sauer very helpful: [Google Analytics 101 for Bloggers](#). Although I use Google Analytics, there are other programs out there (some free, some not). There may be a better choice for you, as Tom Ewer writes: [Why I Use Clicky Analytics](#).

What are the goals for your blog? Are you actively tracking them?

*Do you want to improve your blogging? Attend my **How to Write Your Blog** workshop next week on November 12 in Washington, DC. Learn more and register today!*

