

Blogging Goals 2015

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	2014	2015	%	Notes
	Actual	Goal	Increase	
a) income – direct sales.				
b) income – affiliates.				
c) income – advertisement.				
d) # of buyers (direct sales).				
e) blog traffic: new visitors				
blog traffic: repeat visitors.				
f) blog traffic: in time spent onsite.				
g) newsletter subscribers.				
h) social media followers:				
Pinterest				
FB personal page				
FB fan page				
G+ personal page				
G+ fan page				
Other				
i) number of blog posts.				
j) level of social media sharing.				
k) backlinks to your site.				
l) press coverage.				
m)				