



# Web Strategy



Search



**SEO**

Organic Search



**SEM**

Paid Search (Google Adwords)



**WEBSITE**

Mobile & Tablet Friendly Site

Landing Pages



**SOCIAL MEDIA & CONTENT MARKETING**



## Back Links & PR

- Authority Blogs →
- Influencers →
- News & Press →
- Podcast Interviews →
- Joint Ventures (JVs) →
- Newsjacking →
- Sponsorships →
- Guest Blogs →
- Roundup Posts →
- Testimonials →
- Blogs →
- Sponsored Posts →
- Infographics →
- Events →
- Reddit →
- StumbleUpon →
- Digg →
- Quora →
- Wikipedia →
- \_\_\_\_\_ →

## Outcomes

- PURCHASE**
  - Buy
  - Upsell
  - Paid Membership
- ENQUIRE**
  - Contact Us
  - Phone / Book an Appointment
  - Email Us
- CONNECT**
  - Subscribe to Email Newsletter
  - Marketing Funnel / Email Autoresponder
  - Webinars / Facebook Live
  - Connect on Social Media or Messenger Bots
- FREE DOWNLOAD**
  - Flagship Content
  - Lead Magnet
  - Valuable Giveaway
  - Templates
  - E-books





# Web Strategy Planning Template

COMPANY: \_\_\_\_\_

PRODUCT/SERVICE: \_\_\_\_\_

<b>WHO</b>	<b>Buyer Persona</b>	<b>1:</b>	<b>2:</b>		
	<b>Description</b> Who is this person?				
<b>WHAT</b>	<b>Problems you solve for this buyer?</b> Why are they buying from you?				
	<b>Actions you'd like them to take:</b>				
	Purchase				
	Enquire				
	Connect				
<b>WHY</b>	<b>How are you remarkable?</b>				
	<b>Proof</b> Guarantees, testimonials, press etc.				
<b>WHERE</b>	<b>Where are they?</b> Google, blogs, Facebook, Instagram etc.				
	Who do they trust?				
<b>HOW</b>	<b>Content is King (Strategy)</b> What will you publish?				
	Keywords buyers type into Google.				
	<b>Marketing is Queen (Tactics)</b> Blog, Twitter, YouTube, email, newsletter, e-books, Facebook, podcasts etc.				
<b>WHEN</b>	<b>Things to do this week:</b>	<b>SCORECARD</b>	<b>No. of Purchases:</b>		
	... this month:		<b>No. of Enquiries:</b>		
	... this quarter:		<b>No. of Connections:</b>		
	... this year:		<b>No. of Downloads:</b>		

GOAL RESULT