



Web Strategy



Search



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- ☐ _____ →
- ☐ _____ →



Outcomes

- ☐ **PURCHASE**
 - Buy
 - Upsell
 - Continuity
- ☐ **ENQUIRE**
 - Contact Us
 - Phone Number
 - Email Us
- ☐ **CONNECT**
 - Connect on Social Media
 - Subscribe to Email Newsletter
 - Email Autoresponders
 - Webinars
- ☐ **FREE DOWNLOAD**
 - Flagship Content
 - Lead Magnet
 - E-books
 - Templates





Web Strategy Planning Template

COMPANY: _____
PRODUCT/SERVICE: _____

WHO	Buyer Persona	1:	2:
	Description Who is this person?		
WHAT	Problems you solve for this buyer? Why are they buying from you?		
	Actions you'd like them to take:		
	Purchase		
	Enquire		
	Connect		
	Download		
WHY	How are you remarkable?		
	Proof Guarantees, testimonials, press etc		
WHERE	Where are they? Google, blogs, Facebook, Twitter etc		
	Who do they trust?		
HOW	Content is King (Strategy) What will you publish?		
	Keywords buyers type into Google.		
	Marketing is Queen (Tactics) Blog, Twitter, YouTube, email, newsletter, e-books, Facebook, podcasts etc		

WHEN	Things to do this week:	SCORECARD	No. of Purchases:		GOAL	RESULT
	... this month:		No. of Enquiries:			
	... this quarter:		No. of Connections:			
	... this year:		No. of Downloads:			