



# Web Strategy



## Search



### SEO

Organic Searches



### SEM

Google Adwords

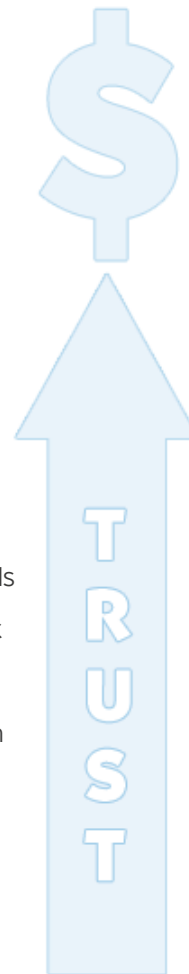
## Back Links

- Articles →
- Galleries →
- Bloggers →
- Directories →
- Testimonials →
- Speaker Bios →
- Guest Blog Posts →
- Expert Articles For Industry Sites →
- Industry Associations →
- Blog Directories →
- News Websites →
- News Releases →
- Affiliates →
- Awards →
- E-books →
- Webinars →
- Podcasts →
- \_\_\_\_\_ →
- \_\_\_\_\_ →



## Outcomes

- PURCHASE**
  - Buy
  - Donate
  - Renew
- ENQUIRE**
  - Contact Us Form
  - Questionnaires
  - Apply Now
- CONNECT**
  - Follow on Twitter
  - Subscribe to Emails
  - 'Like' on Facebook
  - Subscribe to Blog
  - Follow on LinkedIn
- DOWNLOAD**
  - Free e-book
  - Podcast
  - Report
  - Free App





# 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		
	Download		
<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, Twitter 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>	<b>GOAL</b>	<b>RESULT</b>
	... this month:		<b>No. of Enquiries:</b>		
	... this quarter:		<b>No. of Connections:</b>		
	... this year:		<b>No. of Downloads:</b>		

Free Download at [www.bluewiremedia.com.au/web-strategy-planning-template](http://www.bluewiremedia.com.au/web-strategy-planning-template)

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