



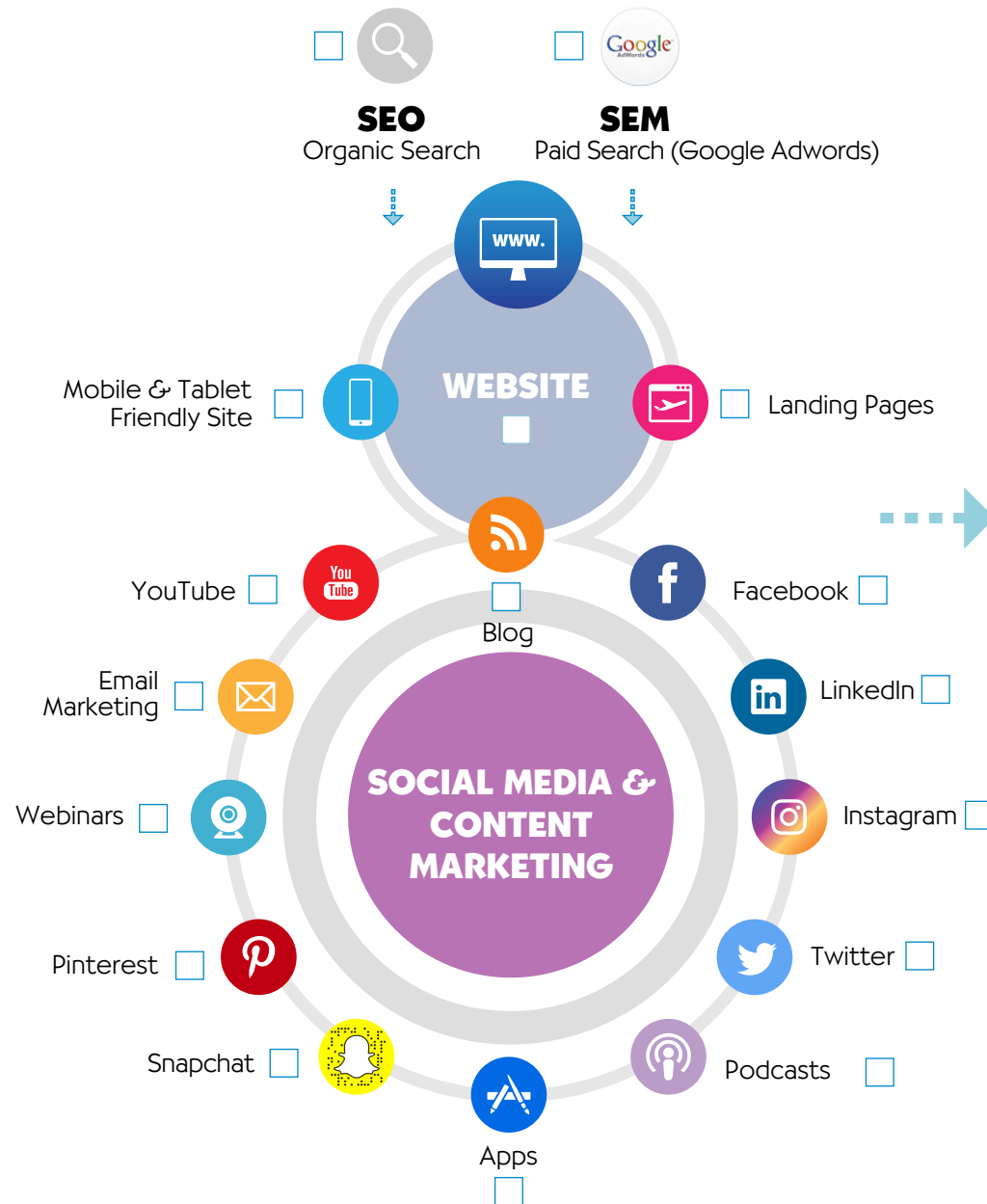
Web Strategy



Search

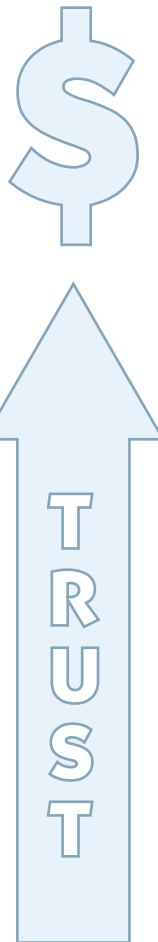
Back Links & PR

- ☐ 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: _____

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				
	Free download (Lead magnet)				
WHY	How are you remarkable?				
	Proof Guarantees, testimonials, press etc.				
WHERE	Where are they? Google, blogs, Facebook, Instagram 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:		
	... this month:		No. of Enquiries:		
	... this quarter:		No. of Connections:		
	... this year:		No. of Downloads:		

GOAL

RESULT