



WEB MARKETING 8 STEP BLUEPRINT

Use this checklist to see all the steps to build your web marketing asset.
See which parts you are missing and focus your attention on them.

WEB STRATEGY

- > Documented web marketing strategy
- > Defined buyer personas
- > A clear 'content marketing' pathway for your buyer to know, like & trust you.

WEBSITE

- > Website (ideally Wordpress)
- > Flagship content (aka a lead magnet)
- > Landing page
- > Exit popups for email opt-ins
- > Blog with 3-5 'anchor content' posts
- > Great headlines for landing page & anchor posts
- > Editorial calendar to repurpose your existing content

EMAIL MARKETING

- > A regular email newsletter
- > An email autoresponder to educate new leads
- > A sales or appointment focused Call To Action email

SEARCH ENGINE OPTIMISATION

- > SEO-focused content on your 'money pages' (highest traffic and most conversions)
- > A list of keyword phrases that people are searching for
- > A plan to increase Domain Authority by earning backlinks, guest blogging, influencer outreach and PR.

SOCIAL MEDIA 101

- > Social media strategy
- > Social media guidelines
- > A framework for responding to negative comments

SOCIAL MEDIA 201

- > LinkedIn profile
- > Facebook profile page
- > Twitter profile
- > Instagram profile
- > Pinterest profile

BROADCAST MEDIA

- > YouTube profile
- > Podcast
- > Webinars
- > Live events and public speaking

GETTING HELP

- > Virtual assistants (VAs) to help
- > Pro Tools to handle some automation

And an **Action Plan** to revisit, refine and improve all 30 steps to continue to amplify your results!