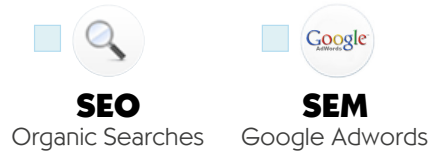


Web Strategy



Search



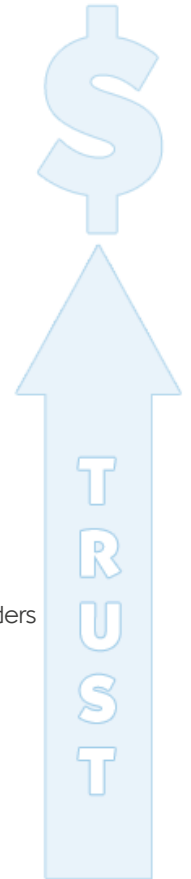
Back Links

- Blogs →
- News Websites →
- Guest Blog Posts →
- Testimonials →
- Speaker Bios →
- Expert Articles →
- Industry Partners →
- Blog Directories →
- News Releases →
- Affiliates →
- Awards →
- Galleries →
- Infographics →
- Events →
- Reddit →
- StumbleUpon →
- Digg →
- Joint Ventures (JVs) →
- _____ →
- _____ →



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



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Web Strategy Planning Template

COMPANY: _____
 PRODUCT/SERVICE: _____

	Buyer Persona	1:	2:				
WHO	Description Who is this person?						
	Problems you solve for this buyer? Why are they buying from you?						
WHAT	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:		
	... this month:				No. of Enquiries:	GOAL	RESULT
	... this quarter:				No. of Connections:		
	... this year:				No. of Downloads:		