




Web Strategy


Google

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 →
- ☐ _____ →
- ☐ _____ →

☐  **SEO**
Organic Searches

☐  **SEM**
Google Adwords



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
 - Connect on LinkedIn
- ☐ **DOWNLOAD**
 - Flagship Content
 - Premium Content
 - 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 | | |
| WHY | Download | | |
| | How are you remarkable? | | |
| WHERE | Proof Guarantees, testimonials, press etc | | |
| | 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: | | |
| | | | | | |