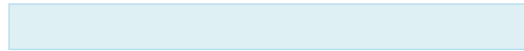




Web Strategy



Search



SEO
Organic Searches



SEM
Google Adwords

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 →
- _____ →
- _____ →



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		
	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:		