



Web Strategy



Search



SEO

Organic Searches



SEM

Google Adwords



WEBSITE

Mobile & Tablet Friendly Site

Landing Pages



YouTube



Blog



Facebook

Email Marketing



LinkedIn



Webinars



Google +

Pinterest



Twitter

Instagram



Podcasts

Apps



Outcomes

PURCHASE

- Buy
- Upsell
- Continuity

ENQUIRE

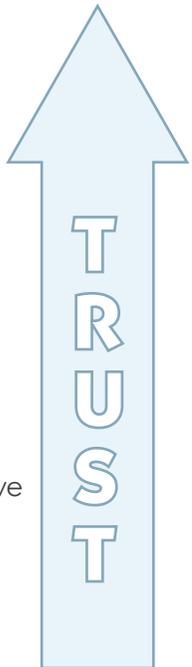
- Contact Us
- Phone / Book an Appointment
- Email Us

CONNECT

- Subscribe to Email Newsletter
- Marketing Funnel / Email Autoresponder
- Webinars / Facebook Live
- Connect on Social Media

FREE DOWNLOAD

- Flagship Content
- Lead Magnet
- E-books
- Templates



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)
- _____
- _____



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	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:		
	... this quarter:		No. of Connections:		
	... this year:		No. of Downloads:		

GOAL RESULT