

## 1 – GOALS & OBJECTIVES

Choose 2 from the following list to start, **KEEP IT SIMPLE**

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| <ul style="list-style-type: none"> <li>• Generate interest in products or services (i.e. LEADS)</li> <li>• Land a certain number of new clients</li> <li>• Generate online sales of your products or services</li> <li>• Provide support for customers</li> </ul> | <ul style="list-style-type: none"> <li>• Build a community around a cause</li> <li>• Raise money for a cause</li> <li>• Establish yourself as an authority in your field (Personal)</li> <li>• Land a job or get a promotion (Personal)</li> </ul> |
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## 2 – BUDGETING YOUR SPEND

Here you need to think **TIME vs MONEY**. **Grass roots growth** or **spend your way to the top...** Both are valid.

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| <p>Itemize a list of your <b>Short Term</b> (1 – 8 mos) <b>Expenses</b></p> <ul style="list-style-type: none"> <li>• Business Establishment (Sec of State, Bank Acct, County/City)</li> <li>• Online Establishment (Domain reg, Hosting, Premium Theme, Web Designer, Landing Page(s), Copywriter, etc.)</li> <li>• Online Advertising (PPC, Social, Display, Mobile, etc.)</li> </ul> | <p>Itemize a list of your <b>Long Term</b> (9 – 24 mos) <b>Expenses</b></p> <ul style="list-style-type: none"> <li>• SEO (onsite, offsite, backlinks, social media)</li> <li>• Epic Content (infographics, video, slides, docs, long blogs, newsletters, ebooks, etc.)</li> <li>• ESP (MailChimp, ConstantContact, StreamSend, etc.)</li> </ul> |
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## 3 – KNOW YOUR TARGET AUDIENCE

**Better than they know themselves!**

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| <ul style="list-style-type: none"> <li>• <b>Geographically</b> – (where they live, work, shop)</li> <li>• <b>Psychographically</b> – (attitudes, values, lifestyle)</li> <li>• <b>Behaviorally</b> – (degree of loyalty)</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Demographically</b> – (gender, age, income, occupation, education)</li> <li>• <b>Socially</b> – (sites / social media they frequent, blogs they read)</li> </ul> |
| <p><b>Personas</b> – Create and Individually Name profiles to target: i.e. Suzy PowerShopper, Freddie FreeSpender, Carla Coupon, etc.</p>   | <p><b>*Great Resource</b> – Nielsen Segmentation by Zip Code Lookup: <a href="http://goo.gl/s5CwOz">http://goo.gl/s5CwOz</a></p>   |

## 4 – KEYWORD & COMPETITION ANALYSIS (Setting Our Benchmarks)

Or better known as ... **SPYING**. Use these following online tools and **KNOW THY COMPETITION WELL**.

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| <p><b>Website Structure &amp; Content</b> (WooRank.com, QuickSprout.com, SiteLiner.com)</p> <p><b>Page Speed</b> (Pingdom.com/fpt, GTMetrix.com)</p> | <p><b>Backlink Profiling</b> (OpenLinkProfiler.org, AHrefs.com, MajesticSEO.com, SEMRush.com)</p> <p><b>PPC Analysis</b> (SpyFu.com, KeywordSpy.com, iSpionage.com)</p> |
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## 5 – IDENTIFY YOUR ABSOLUTE BEST MARKETING CHANNELS

Are you **B2B** or **B2C**? You need to **BE** where your Target Audience's eyeballs are!

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| <p><b>B2B</b> – Consider these: LinkedIn (for business &amp; professional connections), Twitter, Google+ (for more technical content), YouTube (best for educational styled content)</p> | <p><b>B2C (Women Dominant)</b> – Facebook, Pinterest, Twitter</p> <p><b>B2C (Men Dominant)</b> – Twitter, Google+, Facebook</p> <p><b>B2C (Youth)</b> – Instragram, Vine, Snapchat, Twitter</p> |
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## 6 – MEASURE, EDIT, RINSE, & REPEAT!

How in the **WORLD** will you know what is **WORKING** if you don't Measure Results!

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| <p><b>ONSITE METRICS</b> (Is your site a well-oiled machine? Are you eliminating Google penalties?)</p> <ul style="list-style-type: none"> <li>• Website Structure – Google &amp; Bing/Yahoo WMT</li> <li>• Page Speed (same tools from #4, get pg loads &lt; 3sec)</li> <li>• 404 Monitoring (use WP Plugins for this)</li> </ul> | <p><b>OFFSITE METRICS</b> (Do you even HAVE a footprint on the web?)</p> <ul style="list-style-type: none"> <li>• Traffic &amp; Bounce Rate (HUGE!) – Google Analytics</li> <li>• Backlinks (WMT, All Backlink Profiling tools from #4)</li> <li>• What are your Indexed Pages (site: search in Google)</li> <li>• Rank Tracking (Firefox Plugin, Rank Tracker, MicrositeMasters.com)</li> </ul> |
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