

9-STEP STRATEGY SUCCESS BLUEPRINT

Get the most out of your online presence by ensuring your website and Facebook work seamlessly together! This invaluable Success Blueprint will help you tie all the pieces together with your overall online marketing strategy so you can make sense of the madness and reap huge financial rewards. **Grow your business with the web!**

STEP 1: CREATE A STRATEGY

- Research & survey prospects / clients.
- What's your objective?
- Who's your target?
- What do they want?
- What can you offer them?
- What's the process when they land on your website?
- What's the process when they land on your Facebook page?



STEP 2: CONDUCT WEBSITE AUDIT



- Do you have enough information?
- Social Media sharing tools?
- Facebook integration (Like button, Like Box, and even Facebook Comments or Login buttons)
- Clear calls to action?
- Compelling offer/s?
- Lead Magnets for lead capture? eBook, top 10 list, report, video series etc
- Email Newsletter opt-in?
- Simple site structure?
- Blog?
- Customer Testimonials / Success Stories?
- Product / Service Guarantee?
- Problem solving and compelling web copy?
- Good images and use of colour?
- Review the above & make necessary changes.

STEP 4: IMPROVE ON-PAGE SEO (YOUR WEBSITE)



YOUR WEBSITE:

- Map out which keyword you're going to target for each page on your website.
- Write & upload Title Tags & Meta Descriptions for every single page.
- Re-write each page to include keywords. Don't overuse.
- Change site structure page names to use keywords if possible.
- Change links to other pages on site to use keywords in anchor text. Eg. Instead of '[Click Here For More Info](#)' change to '[More Info on Pet Grooming Wagga](#)'

FACEBOOK:

- Make sure you give your Facebook Page a keyword-rich name. Refer to research.
- Setup a smart Facebook Vanity URL.
- Add copy filled with keywords to your 'About' text box (under your skyscraper image). Don't stuff it; just keep it short and sharp.
- Use the "Info" tab to include more important keywords, text, and high priority links on your Page. Just 1-2 paragraphs is enough.
- Post regular updates, at a minimum of every 10 days.
- Post video content. It's rich content and will keep people engaged.
- Post interesting pictures and use keywords when you do.
- Encourage engaged discussions. (You need 5 comments to get Google to index content and help your SEO efforts.)
- Post direct links to your website (or other relevant sites) in your Page's stream.
- Use your top 10 keywords whenever you can when posting (without going overboard).

STEP 3: KEYWORD RESEARCH



- List 30 keywords off the top of your head. Think like a customer.
- Research with Google Adwords Keyword Tool.
- Export relevant keywords to Excel spreadsheet (choose keywords with decent volume and low competition - see Web123's SEO for Beginners Bundle).
- Check keywords on Google. Study competitors. Study related searches.
- Score your keywords in terms of relevance and prioritise your top 10.
- Print out your top 10 keywords and stick on your monitor.

STEP 5: CREATE GREAT CONTENT



- Write top 10 questions prospects ask or problems they face.
- Brainstorm ways to answer questions in the form of:
 - Video
 - Cheat Sheets
 - Podcasts
 - Blog posts
 - Press Releases
 - Teleseminars
 - eBooks
 - Hub Pages / Squidoo Lens
 - Industry Reports
 - Articles
 - Webinars
 - Surveys
 - Top Tips
 - Presentations
 - Tutorials
- Brainstorm 100 blog post ideas/titles.
- Create 12-month Content Plan (daily, weekly, monthly, quarterly, bi-annually & annually).
- Start writing, publishing and sharing content! Create content that's Educational, Enlightening & Entertaining. (Note: If you really don't want to write or don't have the time, outsource it to a writer on oDesk or Elance then polish the end result.)

STEP 6: BUILDING INBOUND LINKS

- Share your website content on Facebook.
- Create profiles on sites like LinkedIn, Flickr, Digg, Technorati, Foursquare etc
- Create video content. Post to YouTube, your site and other sites for backlinks.
- Update current web directories with website and Facebook links.
- Comment on related blogs and forums. Help people solve problems.
- Guest blog posting on mainstream blogs.
- Write and submit articles to online Article Directories.
- Approach non-competitors and suppliers and ask if they'll link to you.
- Claim and setup Google Places page. Include links to website and Facebook.
- Write press releases and distribute online.
- Publish documents on SlideShare.
- Join the conversation with LinkedIn Groups.
- Create a HubPage or Squidoo Lens (it's like a mini-site on one topic).
- Encourage visitors to like and share content in your stream for added Google link juice.
- Don't forget to build inbound links to your Facebook page as well as your website.

OR, instead...

- Hire an SEO professional to do all this for you whilst you concentrate on converting all your new traffic into sales!

STEP 7: NURTURING YOUR LIST



- Setup email marketing and send regular campaigns.
- Consider offline direct mail to increase conversions.
- Use Facebook Ads to grow list.
- Offer incentives for loyal customers.
- Consider Facebook-only promotions and promote in newsletter.
- Always be helping and educating moving leads through your funnel towards the sale.

STEP 8: ANALYSE AND OPTIMISE RESULTS



- Setup Google Analytics account and wire up to website.
- Setup Google Webmaster Tools.
- Setup Google Alerts for Business Name and primary keywords.
- Study website statistics weekly.
- Monitor Facebook Insights monthly.
- Always be tweaking, testing and improving absolutely everything.

STEP 9: COUNT YOUR SALES, LEADS, CONVERSIONS & PROFITS THEN REPEAT FROM STEP 1!