

# Sample Website Strategy

## OUTCOMES

### ENQUIRE

- Contact Us
- Phone Number
- Email enquiry form
- Physical Address

### CONNECT

- Social Media integration
- Subscribe to newsletter
- Email auto-responders
- Webinars

### PURCHASE

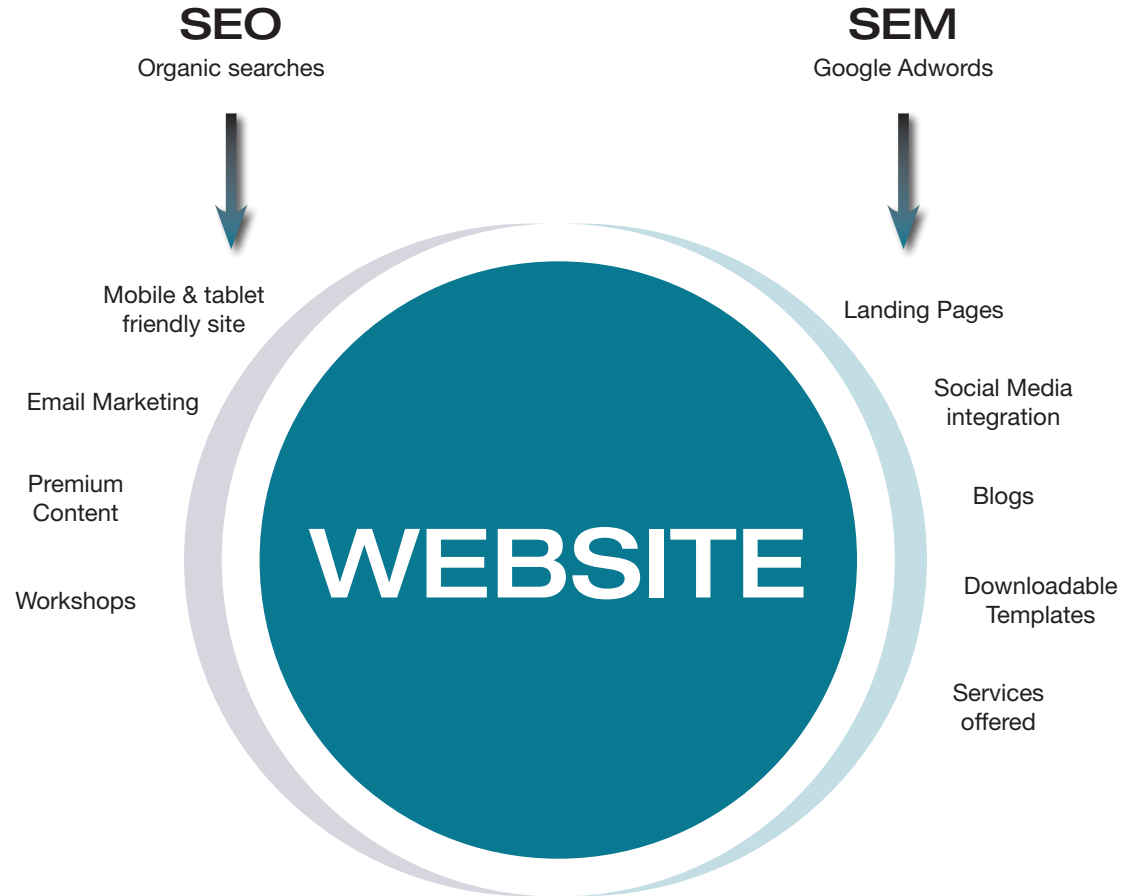
- Buy
- Upsell to premium content

### FREE DOWNLOADS

- Flagship content
- eBooks
- Templates

### PREMIUM DOWNLOADS

- Podcasts
- YouTube subscription
- Editable templates



## LINKS

- Organic blogs
- Guest blog posts
- Industry news
- Expert articles
- Testimonials
- Staff Bios
- Industry partners
- Affiliates
- Awards
- Infographics
- Events / Workshops
- Premium client login
- Freemium client login

## PAGES

- Home
- About Us
- Blogs & News
- Services
- Workshops
- Infographics
- Freemium content
- Premium content
- Testimonials

## 3RD PARTY TOOLS

### SEO/SEM

Google AdWords  
Google Keyword Planner  
Google Analytics

### SOCIAL MEDIA

HootSuite (Social Media Posting)  
Ad Espresso (Facebook Templates)  
Facebook Analytics  
Twitter Analytics  
LinkedIn Analytics