

ASK & ACT WEB MODEL

Business Name:

Website:

STRATEGY

A

Audience. Define your end users, influencers & buyers:

S

Seeking. Define their priorities & desires:

K

Keywords. Define primary search terms & landing pages:

Keywords (validate for visits vs. competition): **Landing Pages** (benefits, features & offerings):

Keyword #1:	Page:
Keyword #2:	Page:
Keyword #3:	Page:
Keyword #4:	Page:
Keyword #5:	Page:

+

TACTICS

A

Activators. Define call-to-action messages, buttons/links & contact info:

Message:	Action:
Message:	Action:

C

Channels. Build online authority, relationships & brand:

- Blog
 e-News
 YouTube
 Yelp
 Facebook
 Instagram
 Twitter
 LinkedIn
 AdWords
 FB Ads
 Amazon
 EBay
 Print Ads
 Radio Ads
 TV Ads
 Rank & Defend

T

Traction. Select key tools like analytics, search, syndication, social, e-commerce...

- Analytics
 SEO (Yoast)
 Forms
 Social Media
 Autocasting
 Emailers
 Ecommerce

Platform (CMS):

Hosting (file storage):