Business Name: _____



Web Success Strategy

- Website Strategy
- Storefront Strategy



- eCommerce Strategy
- Local Strategy
  - Google My Business
- Email Strategy
  - Constant Contact
  - MailChimp
- Search Strategy
  - SEO
    - Google
    - bing
    - YAHOO!
  - Pay-Per-Click
    - Google AdWords
    - bing
- Content Strategy
  - Reviews (tripadvisor)
  - Blogs (yelp)
  - Videos (YouTube)
- Social Strategy
  - Instagram
  - Twitter
  - Facebook
  - Snapchat
  - Pinterest
  - LinkedIn



Store front

Website

- eCommerce
- Local / Geo
- Email
- Search
- Pay Per Click
- SEO
- Social
- Content
- Reviews / Blogs / Videos

