

INTRODUCTION. What do they say? *Failing to plan is planning to fail.* This worksheet helps you create a step-by-step marketing plan within the context of the three major Internet marketing channels - SEO (Search Engine Optimization), AdWords, and Social Media Marketing - with the focus on SEO.

BUSINESS VALUE PROPOSITION. Define what you do that creates value. It might be a product or a service. If you are a non-profit, it might be the need(s) you serve.

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas.

Type 1: _____

Type 2: _____

Type 3: _____

DISCOVERY PATHS. How might potential customers find you? For example, some might do keyword searches by Google, others might hear about your through real-world word of mouth, and still others discover you via a Facebook share or a Twitter tweet.

- SEO**, they search for you by keywords. < a little - neutral - a Lot >
- Review or Trust Indicators.** They rely on **reviews** (e.g., Google+ Local / Yelp) Is **local search** highly relevant to you? < a little - neutral - a Lot >
- AdWords**, they search for you by keywords. < a little - neutral - a Lot >
- SMM**, they listen to recommendations / share with friends on Social Media.
 - Twitter < a little - neutral - a Lot >
 - YouTube < a little - neutral - a Lot >

- Facebook < a little - neutral - a Lot >
- LinkedIn < a little - neutral - a Lot >
- Google+ < a little - neutral - a Lot >
- Yelp < a little - neutral - a Lot >
- Google+ Local < a little - neutral - a Lot >
- Other: _____ < a little - neutral - a Lot >

MARKETING INVENTORY. Conduct a marketing inventory. How well (poorly?) does your website, Facebook, YouTube, Twitter, etc., entice, cajole, entertain, persuade, interact with your target customers and get them to take steps "up" your ladder?

Website

- On page SEO Off page SEO Local SEO / Review marketing
- < poorly - neutral - well > | < poorly - neutral - well > | < poorly - neutral - well >

Facebook: < poorly - neutral - well >

Twitter: < poorly - neutral - well >

YouTube: < poorly - neutral - well >

LinkedIn: < poorly - neutral - well >

Other: _____ < poorly - neutral - well >

MARKETING TO DO'S. What should you do first? Second? What brilliant ideas do you have to supercharge the Internet marketing of your organization?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

ON-GOING. What are you going to do on an on-going basis?

1. _____
2. _____