



Web Strategy

Google

Search

Back Links

- ☐ Blogs →
- ☐ News Websites →
- ☐ Guest Blog Posts →
- ☐ Testimonials →
- ☐ Speaker Bios →
- ☐ Expert Articles →
- ☐ Industry Partners →
- ☐ Blog Directories →
- ☐ News Releases →
- ☐ Affiliates →
- ☐ Awards →
- ☐ Galleries →
- ☐ Infographics →
- ☐ Events →
- ☐ Reddit →
- ☐ StumbleUpon →
- ☐ Digg →
- ☐ Joint Ventures (JVs) →
- ☐ _____ →
- ☐ _____ →



Outcomes

- ☐ **PURCHASE**
 - Buy
 - Upsell
 - Continuity
- ☐ **ENQUIRE**
 - Contact Us
 - Phone Number
 - Email Us
- ☐ **CONNECT**
 - Connect on Social Media
 - Subscribe to Email Newsletter
 - Email Autoresponders
 - Webinars
- ☐ **FREE DOWNLOAD**
 - Flagship Content
 - Lead Magnet
 - E-books
 - Templates

TRUST