

6 Month Inbound Marketing Plan

Month 1 - Audit And Research

- Link review of current site
- Market Research
- SWOT
- Persona
- Keyword Research
- Strategy Development

Month 2 - Setup & Optimization

- Onsite SEO
- Bad Link Removal
- Internal Link Structure Optimization
- Reclaim links from other sites that use your content
- Reach out and request links from people who have mentioned your company name online but have no link
- Submit site to relevant directories and local listings
- Create separate top, middle, and bottom of the funnel marketing offer landing pages for products and services

Month 3 - Content Generation

- Create link bait blog content (tutorials, white papers, videos, ebooks, app lists, trend reports, etc..)
- Create guest post articles

Month 4 - Content Marketing

- Call to action on every page
- Create content posting schedule
- Post blog content
- Reach out for guest blogging opportunities
- Social Bookmarking
- PPC Ads (optional, but recommended)
- Forum and social network sharing

Month 5 - Lead Conversion

- Setup email campaign with tracking and automation
- A/B test landing pages

Month 6 - Analysis and Optimization

- Analytics review
- Goals review
- A/B testing
- Optimize strategy and workflow
- New personas

Created for you by Chris Steurer. Please share this with anyone who may find it useful.

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