

8 Steps to Online Marketing Success

Templates and information to implement your predictable online marketing system

Strategy

Choose your [Ideal Clients](#)

Create [Buyer Personas](#)

Define your [Differentiators](#)

Create your [Core Message](#)

Website

[Website Review Checklist](#)

Implement [Website Policies](#)

Content

Create a [Pillar Page](#)

Search Engine Optimization

Get [Backlinks](#) from other websites

Claim and optimize your [Google Business Profile](#)

[Local SEO playbook](#)

Reputation

Get [Positive Google Reviews](#)

Outreach

An example of Outreach: [Digital Fire IT ScoreCard](#)

Analytics

Set up [Google Analytics - 4](#)