26-Week Internet Marketing Plan
Blueprint Framework
http://www.26weeksplan.com/framework

Phase #1: WEBSITE STRUCTURE

Week #1: Market Research & Business Strategy

- Review competitor's websites
  - Analyze their products and services — Competitor benchmarking
  - Measure their online popularity
- Visit Compete to analyze your competitors: http://www.26weeksplan.com/compete
  - Domain squatting — Brand protection
  - Social network ID squatting
- Differentiation compared with competitors
  - Unique opportunities / niche markets — Business positioning
  - Ultimate goal for each target market
- Do you want to sell from the website or capture prospective customer data? — Business purpose
  - Design your site specifically to your target market
  - Try to carry out some customer research before finalizing your site design — Target audience
  - Can new visitors quickly find what they want? — Brand identity
- 99Designs can come up with a great site design http://www.26weeksplan.com/99design
- Use WishList Member to build a membership site: http://www.26weeksplan.com/wishlistmember
- Use Diffusestyles to protect your membership content: http://www.26weeksplan.com/c26weebed
- What software can you integrate with your website to help to automate your business model? — Business infrastructure
- Use Elevo Direct as your affiliate software http://www.26weeksplan.com/elevodirect
- Use 2Checkoutbanners to design your affiliate banners http://www.26weeksplan.com/2checkoutbanners
- Use 2Checkoutbanners to design your affiliate banners http://www.26weeksplan.com/2checkoutbanners
- We recommend Host Gator as your host http://www.26weeksplan.com/hostgator

Week #2: Keyword Research

- Long-term, competitive keyword phrases — Home page keywords
  - Valuable, not essential objective
- Medium term objective — Category page keywords
  - Helps search engines determine site content (relevance)
- Short term objective — Long tail keywords
  - High conversion rate keywords
- Keywords your competitors are missing
- Just 3 visitors per day = over 1000 visitors per month — Low competition keywords
- Piggybacking on existing research
- Take advantage of competitor brand searches — Competitor keyword analysis
  - Keywords that don't contain the same words
- Help search engines determine the relevance of your site — Semantic keywords
- Ensure the consistency of your rankings — Keyword ranking tracking
  - Check the ranking of your competitors
- Use Market Samurai to research competition, identify and track keywords: http://www.26weeksplan.com/ms — Keyword research software

Week #3: Site Structure

- Speed
- Reliability
- Bandwidth — Website hosting
- Physical location
- We recommend Host Gator http://www.26weeksplan.com/hostgator
- Easy to use and update — Effective content management system
- Integrates well with other aspects of your website
- Industry leading
  - Appropriate coloring etc — Quality design
- Make sure you have a look at what 99Designs can offer http://www.26weeksplan.com/99design — Professional design architecture
- For search engines
  - For users — Optimized design architecture
- We like using the Thesis WordPress theme http://www.26weeksplan.com/thesis
- Title — Technical support
- Can you update / improve your website easily?
- Blog Tech Guy provides reliable, value-for-money support http://www.26weeksplan.com/blogtechguy
- Header
- Content — On-site search engine optimization
- Linking
- On-site search engine optimization is covered in much greater depth in the 26-Week Internal Marketing Plan Blueprint http://www.26weeksplan.com/blueprint
  - Pages not being crawled — SEO error diagnosis
  - Pages not being indexed
- Remove your reliance on 3rd party traffic reference — Grow your own opt-in list
- Own your own list, unlike with Facebook page Likes!
- Double opt-in? — Carefully select email marketing software
- Third party software integration
- We use and recommend Aweber http://www.26weeksplan.com/aweber
- Focus on harnessing conversion rates — Offer a great reason to opt-in
- A free eBook with a professional eBook cover from Killer Covers will help your opt-in offers http://www.26weeksplan.com/killercovers
- Different opt-in incentives — Split-test opt-in methods
- Popup Domination is a great tool for improving opt-in rates http://www.26weeksplan.com/popupdomination
  - Pop-up windows
  - Squeezer pages
- Be consistent with your emailing frequency
- Consistent with your tone and message — Build a relationship with your list
- Surveys your list with Survey Gizmo to improve trust and gain new product ideas http://www.26weeksplan.com/surveygizmo
  - CRM systems — Integrate with existing business systems
  - Sales sequences
- Recommend existing products or services — Upsell and cross-sell to customer partnering with complimentary companies
- Bookmarkers offer options and test them — Don't propulge what will convert best
- Flick different headings, colors and call to actions
- 43 Split Tests will give you lots of ideas http://www.26weeksplan.com/43splittests

Week #4: Data Capture & Marketing Funnel

Week #5: Conversion Rates

- Test one page at a time — A/B split tests
- Test elements both within on page or about — Multivariable tests
- See where visitors spend most of their time while on your site — Heatmaps
- Clickbes will help you to keep visitors on your landing pages http://www.26weeksplan.com/clickbes
- See what links are most popular — Clickpath and click tracking
  - See what paths visitors take prior to making a purchase
  - Countries
  - Regions — Where your visitors come from
  - Cities
  - Links — Which sources referred most visitors
  - Search engines
  - Keywords
- What pages they land on — What your visitors do while on your site
- Which links they navigate through
- What pages they exit on
- How long they spend on each page — What content purveyors refer
- Which pages they view
- Can you forge better links with those referring referrers?
- Can you increase the volume of traffic from those referrers? — Which sources refer the best converting visitors
- Read the 26-Week Internal Marketing Plan Blueprint to find out more about visitor tracking: http://www.26weeksplan.com/blueprint

Week #6: Visitor Tracking

Phase #2: GET SOCIAL & TURN ON THE TAP!

Week #7: Blogging

- A blog as a content management system — Don't believe that a blog can only produce blog posts!
  - A blog can manage your site pages as well
  - Blog Tech Guy can help you get things set up http://www.26weeksplan.com/blogtechguy
- Security is a blog hack — Blog Tech Guy can help you manage your blog
  - Reliable, fast and can handle all of your needs — Hosting
  - Host Gator is the one we recommend http://www.26weeksplan.com/hostgator
- Blog design & structure — Select a great theme. We recommend using the Thesis theme http://www.26weeksplan.com/thesis
  - Think of both users and search engines — If you want to get your own bespoke theme we recommend Thesis Creator using 56 Designs http://www.26weeksplan.com/56designs
  - Can you accomplish your desired strategy with existing software add-ons
- 3rd party software add-ons — Blog directory submissions
- Automated blog marketing — Tagging and pinging
  - Pinging frequency and tone
- Ensuring traffic — Post content options
- Content writing strategy — find content writers through oDesk if you don't want to write everything yourself http://www.26weeksplan.com/odesk
  - Ghostwriter or in-house?
  - Readership to content on other pages
- Publishing strategy — Ping frequency
  - Search engine or vertical or combined focus
- Automated content delivery to where your readers want it
- How RSS works — Subscription options
  - Subscribe to control
- Benefits of RSS — Automation of content delivery to where your readers want it
  - No content delivery costs
- Offering multiple RSS feeds — Subscribers just receive what they want
- Offering RSS subscriber stats — Use a service like FeedburnerTo be aware of subscriber numbers
- Marketing your feeds — Build links to your feeds
  - Bookmark your feeds
  - Submit your RSS feeds
- RSS feed directories — RSS feed directories can help with your latest posts
- Check out the week #8 RSS resources at http://www.26weeksplan.com/resources#week8

Week #8: RSS

Week #9: Twitter, LinkedIn & Facebook

- Facebook page strategy — Research what your competitors are doing
  - Think of why people would want to 'Like' your page
  - Social media brand voice — Ensure it matches whatever your brand voice consistent
- Personal tweeting style — Personal tweeting on Twitter doesn't have to work
- Hijacking topics in the media — Much more likely to attract readers
  - Encouraging social spreading — Make your content so good that people what to share it with their friends
  - Make your content easy for people to share
  - Social proof – show that other people are already sharing your content
- Online networking — Replicate traditional face-to-face networking
  - LinkedIn can be particularly good for this
- Social media management — Hootsuite is a great tool for managing multiple social media accounts http://www.26weeksplan.com/hootsuite
  - Manage your social media interaction efficiently
  - Use multiple network access tools
- Blog directory submission — Automate your blog post distribution
  - Automate your content publishing on other sites
- RSS Feed directory submission — Build more links back to your site
  - Allow search engines and users to discover all of your online profiles and link them together
- Social media profile interlinking — Help people to find your profiles
- Twitter directories — Find other people you might want to network with
  - Create yourself an online profiles about you Facebook will see what they search
- People directories — Social name is Google
- Check out the week #10 Social Media Syndication resources at http://www.26weeksplan.com/resources#week10

Week #10: Social Media Syndication

Week #11: Reputation Management

- Internet where your potential customer are interacting — Pick up relevant conversations as soon as they are posted
- Google Alerts and other social monitoring tools — Be alerted to your online profiles
- Google the first page of search engine results — Ask a trusted user ID on Bounty
  - Don't let negative or untrue web pages appear on the first page of search engines for searches of your brand
- Brand mention management tools — Improve your social media management efficiency
- Decrease the likelihood of missing out on brand mentions
- What to automate - what not to automate — Be aware of the line when automated posting becomes spamming
- Use Google Alerts and other social monitoring tools to be alerted to mentions related to you as soon as they appear
- Brand email alerts — Google and Bizrate
- Reputation management strategy — Be proactive and reactive to more effectively managing your online reputation
- Check out the week #11 Reputation Management resources at http://www.26weeksplan.com/resources#week11

Week #12: Press Releases

- Press release format — Not self promotion – informative and relevant
- Final angle / reaction to other topical news stories — Augment current stories with your angle
- Short and punchy — Don't include superfluous content — Consider using the E Releases writing services http://www.26weeksplan.com/emdeaxes-writing
  - Include a reason for people to visit your website for more information
- Formatting your call to action — Include an http version of your domain
- Where & how to submit — How to structure your release
  - What day and time to submit your release
  - Outsourcing writing & submission services — Whether or not it should be writing your own press releases
- Release through E Releases http://www.26weeksplan.com/emdeaxes-distribution
- Publication tracking — Release through PR Web http://www.26weeksplan.com/prweb
  - Where your release is published
  - How to measure the success of different press release distribution services
  - Start with long-tail buyers — Drive instant, relevant traffic
  - Use different phrases to reserve pages
- Immediate impact — Are lengthy time period before appearing on the first page of Google search results
  - Use a mixture of PPC traffic
- Google AdWords — Subscribe to the free course "5 Clues to success with Google AdWords" http://www.26weeksplan.com/ppcmastery
  - Bleat target keywords and phrases that your competitors — SpyFu helps you spy on your competitor's ads http://www.26weeksplan.com/spyfu
- Competitor PPC research — Always try to improve your ad conversion rates
- PPC time tracking — You might be able to afford to bid higher for a lot more traffic
  - Significantly improve your click-through and conversion rates
- Landing page relevance — Reduces your PPC ad cost by increasing your quality score
- Quality score — Make it easier for your home page
  - Niche targeting — Target by targeting very specific products and services
  - Niche is much easier to rate money on PPC this area traffic from broad industry terms to your home page

Week #13: PPC Pay-Per-Click

Phase #3: LINK BUILDING

Week #14: Major Directories

- Trusted links — Google trusts links from popular, old domains
- Google actually recommends Yahoo! Site Explorer — Traffic & SEO — Yahoo! Site Explorer
- Directory links should be built with both search engines and visitors in mind
- Analyzing directory value — Make sure you determine the potential value of getting listed in a directory before you try to get your site listed
  - Ask yourself the questions listed in the 26-Week Internal Marketing Plan Blueprint to ensure you make sure they know what they're doing — Outsourcing directory submission services
- Outsourcing directory submission services — Outsourcing directory submission service is a good deal
- http://www.26weeksplan.com/directoryservices
- Finding niche industry directories — The 26-Week Internal Marketing Plan Blueprint will show you where to find niche industry directories
- http://www.26weeksplan.com/blueprint
- Finding niche industry directories — Don't submit your website to low value, irrelevant directories
- Be consistent with your submissions
- Submission strategy — Don't submit to all directories at the same time
  - Build personal relationships with review site owners
- Niche review site relationships — Offer exclusive deals
  - Offer to write a review
- Affiliate offer — Having an affiliate offer will make it much more likely for comparison sites and review sites to feature you
- Check out the week #14 Directories & Review Sites resources at http://www.26weeksplan.com/resources#week14

Week #15: Niche Directories & Review Sites

- Regional directories — Research & determine value of them
- Free marketing on Google Maps, especially relevant for mobile web browsing — Google Places & Google Maps
- Not as common as Google Places but still worthwhile — Yahoo Local
- Again be consistent with your information across all directories at the same time — Submission strategy
- Very much at the early adopter stage at the moment but depending on your business may be very important to know about
- Local social networking — Not down to relevant - if you can market to your niche market at a time when they may consider your business and access the could be extremely profitable — Mobile marketing
- Check out the week #15 Location Specific Marketing resources at http://www.26weeksplan.com/resources#week15

Week #16: Location Specific Marketing

- Competitor research — Which sites which competitors need to keep an eye on over time
  - Establish the keyword phrases your competitors are ranking for
- Competitor back link analysis — Benchmark your website performance against competitor website performance
  - Try the SEOmoz service for free http://www.26weeksplan.com/seomoz
- Research tools — Which software to use and how to use it – this is fully covered in the 26-Week Internal Marketing Plan Blueprint http://www.26weeksplan.com/blueprint
- Research strategy — Ensure that you're tracking the right keyword phrases
  - Determine the volume searched phrases that attract the most traffic and convert the best
- Back link value ranking — Weigh this up against the cost of it
- Contacting prospective link partners — How to give yourself the greatest chance to get the links you want
  - You don't have to offer a link in exchange for a link, offering different incentives
- Link incentives — Maybe you can persuade other websites to link to you by giving them review copies of products
  - Ensuring sites are worthwhile — Money obtaining links from unrelated sites
  - Ensure that your link is in context, and contains an appropriate keyword rich phrase
- Ensuring link relevancy — One way links are the most effective – consider links for money, products or services
- Offline / online exchanges — Links from business networks like the Chamber of Commerce can be extremely valuable – you can sponsor events in return for links, offer fellow members a special discount
- Membership club opportunities — Google Town upon link buying as it affects their organic search engine ranking
  - Paid links — link buying can have a significant impact on your ranking
- Under-the-radar link buying — Paid links back to top links, make sure you incorporate other forms of link building as part of your internal marketing strategy
  - Text Link Ads is one of the biggest markets for paid links on commercial keywords
- If you find a product or service, seek a testimonial - and send it to the marketing department with your website URL and they will post testimonials on your site and will be published on their website - with a live link back to your site — Testimonials
  - A lot of websites include link pages – it's worthwhile for link pages relevant to your business sector
- Business sector searches — Use Bing & Yours pools to boost your reputation as a trusted, knowledgeable resource
- Build your industry reputation — When you comment in high-traffic blogs and forums and provide interesting, informative comments, you'll drive traffic to your site from your website link
- Drive relevant visitors to your site — Many forums allow you to include a keyword rich keyword link. Take advantage of this opportunity when it appears
- Improve your SEO — Ensure that your link is in context, and contains an appropriate keyword rich phrase
- Where is first related blogs — The 26-Week Internal Marketing Plan Blueprint shows you how and where to find the best blogs & forums to post comments and articles
  - Ensure you find relevant blogs specifically in your niche — Finding comments are not the same as posting comments
  - Make sure you're searching your niche – you need to know how to determine the approximate amount of visitors that a blog or forum is likely to get.
- Ranking blog & forum sites — Make sure you're ranking for relevant blog posts from blogs on which you want to be a regular contributor
- Keeping up to date with latest posts — Ensure you're notified when someone replies to your comment
- Ensuring effective communication style — Make a persona and stick to that persona when writing
- Check out the week #16 Blog & Forum Comments resources at http://www.26weeksplan.com/resources#week16

Week #17: Competitor Backlinks

Week #18: Exp. Barter or Buy

Week #19: Blog & Forum Comments

- Having guest posts published on leading blogs in your industry have the power to suddenly rocket your ranking — Become an industry authority
  - Be seen as an authority by people who already trust you — Drive high converting visitors
  - Your conversion rates increase dramatically
- Many blogs which publish guest posts also allow authors to include keyword rich link to their site — SEO link benefits
  - Blogs which accept guest posts will generally only publish your post if it is of high quality and relevance to their readers. Because of this, and because the blogs on which the guest posts appear are already well thought of by search engines, your guest posts will rank very well in search engines
  - Having guest posts published will also raise your profile with other industry blog publishers — High value, unique content — Ensure that the blogs on which your guest post in published
- Pave to power relationship building — Check out the Guest Posting eBook by by Chris Garrett http://www.26weeksplan.com/guestposting

Week #20: Guest Posts

Phase #4: CONTENT MARKETING

Week #21: Blog & Web 2.0 Site Distribution

- Ensure you retain full control of your upon content — Spreading the wrong way
  - To do this it is essential that there is full control over your upon content — Spreading the right way
  - There are many distribution networks which offer the best value — Blog distribution networks
- The 26-Week Internal Marketing Plan Blueprint shows you what distribution networks to use and how to use them http://www.26weeksplan.com/blueprint
  - It's important to be consistent, but also not to try to do too much, too quickly — Submission strategy
  - If search engines see your back links grow too quickly they might 'sandbox' your ranking
  - Again refer to the blueprint for best submission practice
- People bookmark and share web pages they find them interesting or useful — Why people bookmark & why it matters to you
- Search engines cover their 'shares' and bookmarks and the health of the content forms part of the web page's overall ranking — Search engines & bookmarks
- Make it easy for people to share — encourage your site visitors to bookmark and share pages on your site — Encouraging bookmarking & social sharing
  - Make sure the quality and relevance of your link 'pull' — Make it difficult as possible for your site visitors to share your content — Make effective bookmarking & social sharing sites

Week #22: Content Hubs & Feeder Sites

- Planning your content ahead of time — Outsourcing / Ghost writing
- Don't fear you have to do everything by yourself
- When you publish content on some article reprint sites you can include a link back to your site in the form of voice at your website – the most important thing is that it's done — ebook structure
  - Once you design an e-book template you can keep publishing – and promoting – enough content to use on article reprint sites for a year — Online document sharing sites
  - Sites like Scribd are the equivalent of YouTube for Video — Online document sharing sites
- You need to make your content good enough for people to want to share it with others – the best sites offer ratings and make it easy to share — Viral PDF distribution
  - Position your viral PDF as the start of your marketing funnel (ensure people know that the next step after reading your PDF — Call to action
- Viral PDF is a great Viral PDF creation tool http://www.26weeksplan.com/viralpdf
- Building your site niche content feeder sites — Building your site niche content feeder sites
  - Link bait is content that you publish on site which is so good that it naturally attracts links from other sites — Hosting & site structure
  - There are certain types of posts and your content which are more likely to encourage link bait – the 26-Week Blueprint — Link Bait
  - These are sites which exist specifically to link because they contain lots of lengthy, unique content — Where & how to produce feeder site content
  - Start by publishing good quality content on your own site — Online authority content sites
  - Ensure that your site is well linked to — Outsourcing
  - These can try to target more keyword dollars and increase your search engine positioning
- Outsourcing is a fantastic WordPress theme for feeder sites http://www.26weeksplan.com/pagemingo
- When you write your content it is very important to carefully select your tools – if you had everything on the same server and link between sites you might get into trouble with search engines — Hosting & site structure
  - Although important, feeder sites shouldn't take up too much of your time – they are meant to be an outsourced content writing and posting strategy — Outsourcing content writing
- Remember to include Popup Domination to maximize your opt-in rates http://www.26weeksplan.com/popupdomination
- Ensure that from SEO, your main purpose of your feeder sites is to drive people into the initial stages of your internal marketing funnel. Make sure you have a good offer on your site — Squeeze strategy
  - Article reprint sites — Article reprint sites
  - Is a link exchange for content, article reprint sites are willing to let you include an author box with links back to your site
  - There are hundreds of decent article reprint sites – the 26-Week Blueprint shows you how to submit to each site manually
- A Article submission software will automate this process for you. Choosing an appropriate submission software make sure you use the right software — Article submission software
- We recommend Submit Your Article http://www.26weeksplan.com/submityourarticle
- The 26-Week Internal Marketing Blueprint shows you how to get your articles using the best automated submission software http://www.26weeksplan.com/blueprint
  - As covered in week #21, it's important to be consistent, but also not to try to do too much, too quickly
  - Drive you get out 5-10 between second nature – and extremely profitable — Content production strategies
  - There are thousands of outsourcing sites for content writers out there — Outsourced content writing
  - It's just a matter of finding them of sites which are good at writing — To spin or not to spin?
  - from a small initial list project — Spinning articles is a method of producing lots of different articles from the one seed article
- As long as it is made clear that you are humans are involved in the production of the spun alternatives then this can be a valuable method of producing fresh content for low-to-medium value article reprint sites
  - Author box link strategy
  - At the end of each article, most article directories will give the option of including a little bit of information about yourself – and a link back to your site
- Another great reason to use submission software is some submission software allows you to rotate your author box so that you can include two different keyword rich links on different articles
  - Outsourcing production & editing — Outsourcing production & editing
  - Download the free podcasting and blogging software recommended in week #24 of the 26-Week Internal Marketing Plan Blueprint — Software selection
  - http://www.26weeksplan.com/podcasting
  - Take your time to learn how to use the software, it's a small learning curve, but it's worthwhile getting to know — Content strategy options
  - Ideally you want to use your own voice when your podcast is given a personal touch — Content tone
  - However, if you don't have the ability or desire you can find recording talent at sites like Voices.com — In-house or outsourced recording
  - Ensure that you're publishing podcast episodes on a regular basis, you need to ensure that you have a software publishing system which is as efficient and as automated as possible — Software selection
  - WordPress plugins and specialist podcast hosting services will make the publishing of your podcast episodes as efficient as possible — Content strategy options
  - Just like different styles of blog posts, there are different styles of podcasts — Content tone
  - Try asking your existing customers what type of content would be most appreciated — Content strategy options
  - Should your tone be serious, provocative or humorous? — Content tone
  - Decide on your preferred style and stick to it – your listeners expect your to be consistent — Content tone
  - Although podcasting is a fantastic or relationship audio and video content, this technology is still very much in its infancy — Associated written content
  - When you post a transcription of the audio content on your website you will rank much better and much more likely to win your posts for appropriate keywords phrases — Associated written content
  - Many users prefer written content — by providing a written transcription you'll also be appealing towards these people — Associated written content
  - You should try to ensure that your podcast episodes and your feeder video and audio files are as distributed as widely as possible — Distribution options
  - You'll find a full audio & video content distribution plan in the 26-Week Internal Marketing Plan Blueprint — Distribution options
  - http://www.26weeksplan.com/blueprint
  - Traffic Magnetic is a powerful distribution service http://www.26weeksplan.com/trafficmagnet — Distribution options
  - Ensure you have a consistent process to produce content and distribute it to major web 2.0 sites and blog networks — Producing blog & web 2.0 site content
  - Ensure that you are using the same consistent process for your own site — Producing blog & web 2.0 site content
  - You also need to be knowledgeable when it comes to selecting the right blog and social bookmarking sites — Eliminating duplicate content
  - The more unique your content is, the more likely it is to get indexed – and remain indexed — Eliminating duplicate content
  - The content on your website is well indexed and ranks from the one seed article — Seed articles
  - However, you need to make sure that your blog posts are unique from the seed article and submitted to each site — Seed articles
  - Lots of internet marketers automate their spinning methods, devaluing the value of their blog posts — Spinning the wrong way
  - Ensure that your blog posts are unique — Spinning the right way

Week #23: Article Marketing

Week #24: Audio & Video

Week #25: Bookmarking & Social Sharing

- By integrating Tweet This and Facebook Like buttons on each of your pages, you'll be encouraging your site visitors to share your content with their online web page sharing platforms — Social sharing plugins
  - You don't have to manually insert bookmark sharing code into your site. There are WordPress – by far – better plugins for the overwhelmingly called Sexy Bookmarks to automate the insertion of your bookmarking buttons — Bookmarking plugins
  - StumbleUpon is another bookmarking and social page sharing site — StumbleUpon Ads
  - However, StumbleUpon also offer an advertising service which is very inexpensive and it is definitely worth checking out if you have a decent link bait page with a call-to-action — StumbleUpon Ads
  - There are many bookmarking and social sharing sessions which offer to increase your traffic and drive social sharing traffic — Bookmarking & social sharing sessions
  - However, it's important to ensure that you're spending your time and effort in the right and at the correct neighbourhoods — Bookmarking & social sharing sessions
- The 26-Week Internal Marketing Plan Blueprint will help you to find the best bookmarking sites to implement every other aspect of the 26-Week Internal Marketing Plan http://www.26weeksplan.com/blueprint