Client Logo

Digital Strategy Roadmap

Project Name

Summary

This page outlines a high-level view of the digital strategy to achieve the business goals of [Business Name] with digital marketing.

Business Goals

List the business goals that were developed during the workshop.

1. Increase in qualified leads: from X/month to Y/month in 6 months
2. Increase in sales: from X/month to Y/month in 6 months
3. Increase [core product/service name] sales by 150% in 6 months
4. On the first page of Google for 3-5 relevant keywords in 3 months

KPIs

List 3-5 measures of success that are important to the client and will demonstrate the success of this project.

1. Increase new customers per month from X to Y
2. Increase website traffic by 30% in 6 months
3. Increase conversion rate by 1% in 3 months

Reports & Resources

- Website Assessment [LINK]
- Search Engine Optimisation Insights Report [LINK]
- Google Ads Forecasting [LINK]
- Digital Strategy Roadmap Workbook [LINK]

Overview - The Snapshot

This is the snapshot for this project, a brief section that describes what the business or project is all about.

TIP: The ability to describe what your business does in just one compelling sentence will be a huge asset to you as you talk about it with others.

The Problem

Here is where you describe the problem that you are solving.

- What is the problem and how big is it?
- Who is the target audience? Who is this problem affecting?
- Are there currently any solutions to this problem? Who is the competition?

List all the problems the customer has already mentioned here:

- Problem
- Problem
- Problem
- Problem

The Solution

High-level detail on how you plan to solve the problem.

- How does your business solve the problem?
- Is it a simple or complex solution?
- If it is complex, how can you make it simple, or describe it more simply?

Phase 1:

Improve website loading time

- To less than 3 seconds
- This will improve user experience, SEO performance and conversion rates
- Requires: premium cloud hosting optimised for WordPress, lightweight website code, optimised video and images, and a properly configured caching system.

Update the main menu

- Organise the structure of the website content so it's easy to find for new and returning visitors
- Make it easy for prospective customers to see the solutions we provide so we can increase conversion rates and size of first purchase.
- Make it easy for existing customers to access the solutions we provide, so we can expand the services that we are providing to them to maximise customer lifetime value.
- Easy to navigate between the high volume of business practices

Set up a reporting Dashboard

- Combine key data from multiple sources into one unified dashboard to

monitor campaign performance.

- Reduce the need to have multiple reports from multiple locations (e.g. Social ads, Google Ads, Website traffic, SEO, organic social, etc.)
- Reduce the time it takes to create monthly reports
- Review and respond to metric changes faster, without having to wait until monthly reports to monitor progress
- Login access to monitor result any time (updated daily)
- Set up weekly/monthly report
- [View a screenshot of a dashboard demo here](#)

Update the homepage

- Use best practices for content layout and navigation
- Communicate important information quickly
- Position the company as a thought leader
- Showcase credentials and case studies

Simplify the content management system

- Create and edit content quickly and easily, within a tightly defined designed framework, built on best practices.
- Re-build the back-end management of the website using a lightweight content management framework.
- Easy to edit pages with simple documentation to reduce the time it takes to train marketing staff to make changes.
- Create a simplified set of plugins and use a lightweight theme to optimise the website for speed, consistency and ease of management.
- Build "content blocks" that match your brand and can be re-used across the website to simplify content management while ensuring brand consistency.

- [View a demo of SGD Content Blocks here](#)

Create re-usable page templates

- For landing pages, service pages, blogs, downloads (lead magnets) and standard pages.

Phase 2:

Phase 3:

Premium Cloud Web Hosting

DNS Hosting

Domain Management

Website Support & Maintenance

Protect your website from issues and downtime with proactive maintenance and support.

- Daily security scanning
- Daily website backups
- Dedicated web team
- Uptime monitoring
- Monthly maintenance reporting
- Proactive checking and fixing for any broken or problematic links

Ongoing optimisation

- To get a continued return on your investment, we'll monitor results and provide recommendations to improve conversion rates on key pages and to match key marketing objectives.
- Ongoing optimisation will include but not limited to: AB testing landing

pages, scanning for and resolving website issues, maintaining and improving website speed, monitoring and growing backlinks, optimising pages for SEO, daily website security scanning, broken link scanning and fixing, adjusting website reporting to suit objectives, building new pages, designing website graphics, updating website content to focus on SEO.

Future Considerations

Lead capture funnel

- Create two high-value, downloadable resources and split-test them to see which one gets the best results
- Create a landing page to attract and convert visitors that are not ready to buy
- Connect to your email marketing system
- Write a value-adding email nurture sequence with a strong call to action (5x emails)

Set up heatmap tracking

- Monitor what part of the webpage is getting the most visits and where people are dropping off
- It will give us valuable insights into the content that's valuable and where it needs to be improved

Timeline

Phase 1: XXX

- List items here from the solution

Phase 2: XXX

- List items here from the solution

Phase 3: XXX

- List the items here from the solution

View the visual timeline in ClickUp here >>

Investment

To implement the above solution within the suggested timeline, we propose the following payment structure over 12 months, with the option to continue with ongoing optimisation after that.

As you have already invested in the Digital Strategy Workshop, the $1,200 fee that you have already paid will be credited back to you on any service you decide to move forward with.

- First-month fee is $5,000. Less $1,200 already paid = $3,800
- Followed by $3,000/month

All prices + 10% GST.

Next Steps

To proceed with this project, please follow the steps below:

- Confirm with Simon Kelly at simon@sgd.com.au / 0411 158 575 or by booking a call at a time that works for you here:

  https://callsimonkelly.com

- We'll then put together the paperwork for you to sign and pay the initial

deposit to get started.

Once these steps have been completed we will begin the project with an introduction to all relevant people and begin the discovery process.

>> Content Library (delete this)

The below are content blocks for re-use. Delete this section before sharing it with the client.

Brand
- Logo design
- Create brand guidelines
- Design brand assets

Website
- Improve website speed
- Launch a quick-start website
- Build an authority website
- Build a lead generation website
- Re-design your website
- Simplify website management

Website support
- Website care plan

Conversions

- Attract leads with a lead magnet
- Write a nurture sequence

Content

- Professional photos
- High quality video
- Content copywriting

Google ads

- Optimise AdWords Campaigns

SEO

- Perform keyword research
- Increase SEO Visibility
- Target priority keywords

Social Media

- Social media guidelines
- Content strategy
- Content calendar
- Social content creation

Reporting

- Conversion tracking
- Create a reporting dashboard

Future considerations

- Sales pipeline

- Hire a marketing co-ordinator

Logo Design

Create a logo that sets your business apart, enhances brand recognition, and instils trust and credibility.

- Professional graphic design

- Brand colour scheme

- Target audience analysis

Create Brand Guidelines

Develop a guide that ensures brand consistency, streamlines marketing, and simplifies new team member onboarding.

- Logo usage guidelines

- Colour palette

- Typography rules

- Tone of voice guidelines

Design Brand Assets

Produce branded materials that enhance your image, speed up promotions, and attract quality clients.

- Business cards

- Banners

- Social media graphics

Improve Website Speed

Optimise your website to provide a better user experience, improve SEO, and increase conversion rates.

- Premium hosting

- Optimised code

- Caching system

Launch a Quick-Start Website

Build a basic website for quick market entry, lower initial costs, and future scalability.

- Website built using SGD content blocks
- Basic SEO setup
- Essential content

Build an Authority Website

Establish your brand as an industry leader to increase trust, improve SEO, and generate more leads.

- High-quality content
- SEO strategy
- Social proof elements

Build a Lead Generation Website

Design a website focused on capturing leads for targeted marketing and improved ROI.

- Lead capture forms
- CRM integration
- Compelling CTAs

Re-Design Your Website

Update your website for a modern look, improved user experience, and better conversion rates.

- Fully custom website design and build
- Easy to use content blocks to streamline website management
- Responsive for tablets and mobile devices
- Fast loading for increased visibility and conversions

Simplify Website Management

Streamline the backend for easier content updates, reduced training time, and lower maintenance costs.

- User-friendly CMS
- Review and clean up settings and plugins
- Staff training

Website Support

Ongoing technical support for quick issue resolution, improved uptime, and peace of mind.

- Dedicated support team
- Monitoring tools
- Service level agreement

Website Care Plan

Maintain your website regularly for enhanced security, performance optimisation, and data protection.

- Maintenance schedule
- Backup solutions
- Security measures

Conversions

Attract Leads with a Lead Magnet

Provide a valuable resource to increase lead capture, engagement, and targeted marketing.

- High-value content
- Landing page
- Email marketing system

Write a Nurture Sequence

Create an email series to boost conversion rates, increase customer loyalty, and educate customers.

- Email marketing platform
- Compelling content
- Strong CTAs

Content

Professional Photos

Use high-quality images to enhance your brand image, improve engagement, and increase conversions.

- Professional photographer
- Proper lighting
- Post-production

High-Quality Video / Authority Content

Produce top-notch videos to increase user engagement, improve SEO, and enhance brand perception.

- Skilled videographer
- Script
- Post-production editing

Content Copywriting

Craft compelling written content to improve SEO, increase engagement, and boost conversions.

- Skilled copywriter
- SEO keywords
- Content strategy

Google Ads

Google Ads

Run targeted ads for quick results, targeted traffic, and scalable marketing efforts.

- Budget allocation
- Keyword research
- Ad copy

Optimise AdWords Campaigns

Improve existing campaigns for lower CPC, higher ROI, and improved quality scores.

- Performance data
- Keyword optimisation
- A/B testing

SEO

Perform Keyword Research

Identify valuable search terms for improved SEO, targeted content, and increased visibility.

- SEO tools
- Competitor analysis
- Content strategy

Increase SEO Visibility

Boost your search engine rankings for more organic traffic, higher credibility, and increased leads.

- On-page and off-page SEO
- Quality content

- Backlinks

Target Priority Keywords

Focus on high-value keywords for improved ROI, higher conversion rates, and better user targeting.

- Keyword research
- Content optimisation
- SEO tools

Social

Social Media Guidelines

Set engagement rules for brand consistency, risk mitigation, and improved team coordination.

- Brand voice
- Legal considerations
- Platform-specific rules

Content Calendar

Schedule your posts and releases for better time management, consistent engagement, and team coordination.

- Content strategy
- Social media platforms
- Tracking tools

Social Content Creation

Develop platform-specific content to boost engagement, improve brand awareness, and increase social shares.

- Graphic designer
- Copywriter

- Social media strategy

Reporting

Conversion Tracking

Monitor KPIs for better ROI, data-driven decisions, and quick issue identification.

- Analytics tools
- Set KPIs
- Regular monitoring

Create a Reporting Dashboard

Combine key data for easy monitoring, time-saving, and quick decision-making.

- Data sources
- Analytics tools
- Custom metrics

Future Ideas

Sales Pipeline

Implement a structured sales approach for an improved sales process, higher conversion rates, and better forecasting.

- CRM system
- Sales stages
- Performance metrics

Hire a Marketing Co-ordinator

Recruit a team member to streamline operations, improve strategy execution, and focus the team.

- Job description

- Recruitment process
- Onboarding plan