ASK & ACT WEB MODEL

RankHI DIGITAL MARKETING ™

Business Name: _____

Website: http://www. _____

STRATEGY

A Audience. Define your end users, influencers & buyers:

S Seeking. Define their priorities & desires:

K Keywords. Define primary search terms & landing pages:

Keywords (validate for visits vs. competition):	Landing Pages (benefits, features & offerings):
Keyword #1:	Page:
Keyword #2:	Page:
Keyword #3:	Page:
Keyword #4:	Page:
Keyword #5:	Page:

TACTICS

A Activators. Define call-to-action messages, buttons/links & contact info:

Message:	Action:
Message:	Action:

C Channels. Build online authority, relationships & brand:

☐ Blog ☐ e-News ☐ YouTube ☐ Yelp ☐ Facebook ☐ Instagram ☐ Twitter ☐ LinkedIn
☐ AdWords ☐ FB Ads ☐ Amazon ☐ EBay ☐ Print Ads ☐ Radio Ads ☐ TV Ads ☐ Rank & Defend

T Traction. Select key tools like analytics, search, syndication, social, e-commerce…

☐ Analytics ☐ SEO (Yoast) ☐ Forms ☐ Social Media ☐ Autocasting ☐ Emailers ☐ Ecommerce

Platform (CMS): _____ | Hosting (file storage): _____