
ENDORPHIN[®] E-BUSINESS ROADMAP

WORK GUIDE

Published: January 2020
Updated: January 2023

ENDORPHIN[®] DIGITAL MARKETING

24 Fourth Street, Troy, NY 12180

Web: www.endorphindigital.com

Phone: 518.250.9035

Email: info@endorphindigital.com



Introduction to the Endorphin® E-Business Roadmap

Doing business today means doing business online. We are in a digital world and e-business should be a primary focus for every organization.

At Endorphin® Digital Marketing, we have created and refined a 5-Step process to get your organization online, increase visibility, drive new customer acquisition and maintain repeat business. We call this the **Endorphin® E-Business Roadmap**.

Wherever your organization may be in this process currently, we can improve your marketing process and turn your business into an e-business sales machine.

[Contact us](#) or [book a meeting](#) today.

The 5-Step Endorphin® E-Business Roadmap

1. **Website:** The foundation. Information hub. E-commerce.
2. **Optimization:** Website SEO. Content. Social & Digital Properties.
3. **Communications:** New content. Distribution via email and social media. Automation strategies to save time, increase efficiency and improve communications.
4. **Promotional Campaigns:** New campaigns and strategies to generate new leads, trials, increase repeat purchases/loyalty. Email, Social media, PPC ads, Video.
5. **Analysis:** Measure property/channel performance, uncover opportunities. Learn more about current/specific audience needs/desires/issues/preferences.



Step 1: The Website

1. What platform does website use (WordPress, Wix, Squarespace, etc.)?
2. Is content up to date?
3. Is website easy to navigate and find information?
4. Rate quality of branding on website (1-10 rating).
5. Does website use contact forms?
6. Rate quality of About Us page on website (1-10 rating).
7. Rate quality of Our Team page on website (1-10 rating).
8. Are there customer testimonials, case studies, work samples?
9. Does website have blog? Are articles posted consistently?

10. Are there links to company social media properties on website?
11. Do you have sign up form(s) for email newsletter/updates?
12. Does website have e-commerce capabilities?
13. Rate quality of internal linking on website (1-10 rating). Are there enough internal links to help surface quality information/content?
14. What is website missing or could be added/updated?

Step 2: Optimization

1. Do website, social media profiles (Facebook, LinkedIn, Instagram, Twitter, Pinterest), YouTube channel, Google My Business property and other online listings match in terms of branding, current information and messaging?
2. Are these properties communicating customer-centric messaging?
3. Have you performed an SEO Analysis (see below) or do you review SEO performance on regular basis?
4. Do you have access to software to monitor and measure SEO performance, such as SEMRush?
5. What are current website visitor traffic levels? What are most visited pages? Why are these the most visited?
6. Do you have Google Tag Manager and Google Search Console?

SEO Analysis

1. Backlink Audit
2. Position Tracking
3. Site Audit
4. On Page SEO
5. Social Media Analysis
6. Google Analytics

On-Page SEO:

- Keyword Research
- Meta Tag, Titles & Descriptions
- Content Development & Blog Posts
- Content Curation

Off-Page SEO:

- Backlinks
- Social shares
- Referrals

Technical SEO:

- Site Speed
- Site Architecture
- Site Navigation

Step 3: Communications

1. Do you have consistent schedule of producing, publishing new blog articles?
2. Do you have a process to regularly publishing content to social media?
3. Do you have a process to actively engage with people on social media?
4. Do you use videos to share messages, news and offers to target audiences?
5. Do you send consistent mass email communications to clients and prospects?
6. Do you use automated email messages to increase interaction with clients?
7. What other forms of automation are included in your communications processes?

Step 4: Campaigns

1. How do you promote your products/services to potential customers?
2. Do you offer free trials, free demos or free consultations?
3. What other types of promotional campaigns are you running (product demos, discounted pricing, 2 for 1 offers, buy one get one free offers, etc.)?
4. Do you actively engage existing customers with support and upsell opportunities?
5. How do you fill your sales funnel with new leads?
6. Are you actively using digital/PPC advertising platforms such as Google Adwords, Facebook ads or other digital advertising? How are these performing?
7. What types of promotional/sales campaigns are you running?
8. How do you measure success of your advertising campaigns?

Step 5: Analysis

1. What are current website visitor traffic levels? Are these levels trending upwards/downwards?
2. What are your most visited pages?
3. Why are these the most visited pages? What makes them so interesting? How can you take advantage of know this information?
4. Which pages do visitors stay on for the longest duration (time)?
5. Do any pages have unusually high exit rates? What can you do to improve these pages?
6. What new content can you create? Will this content be freely available or gated content?
7. What new offers can you create?
8. Is your website visitor traffic increasing over time?

9. How can you get visitors to view more pages?

© Endorphin Advisors LLC d.b.a Endorphin® Digital Marketing, 2020. All rights reserved. Proprietary and confidential information. The enclosed proposal, attachments and enclosures, and the ideas and creative concepts herein, are the property of Endorphin Advisors LLC d.b.a Endorphin® Digital Marketing and shall not be duplicated, used, or disclosed, in whole or in part, for any purpose other than to evaluate this proposal; provided that if a contract is awarded to this offeror as a result or in connection with this submission, the client shall have the right to duplicate, use or disclose the data to the extent that is provided in the ensuing Client Agreement contract. If Client does not engage Endorphin Advisors LLC d.b.a Endorphin® Digital Marketing as a result of this submission, all copies (originals, photocopies and digital versions) of this proposal shall be returned to Endorphin Advisors LLC d.b.a Endorphin® Digital Marketing (in the case of originals and photocopies) or destroyed (in the case of digital versions).



ABOUT ENDORPHIN® DIGITAL MARKETING

Digital Marketing with Endorphins since 2005

Endorphin® Digital Marketing is on a mission to help professional services firms grow and achieve their goals. Since 2005, we have developed and managed strategies to increase visibility, improve communications, build brands and generate revenue. In essence, we focus on marketing and communications, so you can focus on serving your customers and building your business.

We specialize in website design, search engine optimization, digital advertising, e-commerce and digital marketing.

In marketing technology, we enjoy close working partnerships with industry-leading companies Constant Contact, Wix and others. These important relationships help us stay on the cutting edge of marketing best practices and technology solutions.

For more details, please visit www.EndorphinDigital.com or call 518.250.9035.

