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# ENDORPHIN E-BUSINESS ROADMAP 2020 WORK GUIDE

## ENDORPHIN DIGITAL MARKETING

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## 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?
  
11. Do you have sign up form 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 of 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 or free demos?
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?
2. What are most visited pages?
3. Why are these the most visited pages? What makes them so interesting? How can you take advantage of this?
4. Which pages do visitors stay on for 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?

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## 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 and Keap/Infusionsoft. 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](http://www.EndorphinDigital.com) or call 518.351.2240.

