

Virtual Marketing *Blueprint*

VMB QUICK START

Part I. Get Your Website Up For Visitors

A. Session 1: Website Building

1. All Objectives & Addendum's if applicable

B. Session 2: Website Customization

1. All Objectives & Addendum's if applicable

C. Session 5: Copywriting & Content Creation

1. Addendum - Hands Off Article Writing

D. Session 6: On Page SEO

1. Objective 2: Organizing & Posting Content

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Part II. Customize Your Website A Bit More

E. Session 6: On Page SEO

1. Objective 3 - Adding Influential Content Components
2. Objective 5 - Internal Linking Strategies Steps 8 - 14 if you want links to content in your sidebar
3. Objective 5 - Internal Linking Strategies Steps 15 - 19 if you want to customize your menu
4. Addendum - Incorporating a Blog Into Your Website if you want to use or remove the blog.

F. Session 7: Website Optimization

1. All Objectives & Addendum's if applicable

G. Session 9: Lead Generation & Squeeze Pages

1. Opt Ins
2. Bribes
3. Auto Responders

H. Session 10: Video Creation & Split Testing

1. Just review the video creation section of this module

I. Session 11: Driving Traffic

1. All Objectives & Addendum's if applicable

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Part III. SEO Your Website

J. Session 3: Keyword Research

1. All Objectives & Addendum's if applicable

K. Session 4: Analyzing The Competition

1. All Objectives & Addendum's if applicable

L. Session 5: Copywriting & Content Creation

1. All Objectives but not the addendum if you already did it.

M. Session 6: On Page SEO

1. Objective 1 - Introduction to On Page SEO
2. Objective 4 - On Page SEO's "Low Hanging Fruit"
3. Objective 5 - Internal Linking Strategy Training Steps 1 - 7
4. Objective 6 - Closely Guarded On Page SEO Secrets
5. Any other objectives you didn't complete previously

N. Session 8: Off Page SEO

1. All Objectives & Addendum's if applicable

O. Session 10: Video Creation & Split Testing

1. Objectives about Split Testing