Inbound Marketing Canvas

DESIGNED FOR:

DESIGNED BY:

DATE:

VERSION:

On-site SEO

- Title
  (Optimized)
- Meta description
  (Optimized)
- Headings
- XML Sitemaps
- Language
- Robots.txt
- Favicon

shareable items

- FB OG
- Twitter Card
- Favicon
- FB OG per article per product

Flexibility

- Default themes are deleted
- Child theme activated
- Multi-purpose theme in place - Caching tool used
- Plugins are outdated by major releases
- License granted for PRO licensed plugins
- GTM Installed
- Popups and overlays supported

User Engagement options

- Emails
- Chat
- Generic forms
- Forms on services
- Messenger(s)
- Popups
- Various CTAs

Journey evaluation tools

- NPS Scoring
- User Feedback
- Event Captured
- Card Abandonment identification
- Monitoring user behaviour
- Churn Measurement
- Time on site evaluation

Performance

- Loading Time
- AMP Supported
- IA Supported

Security

- SSL Installed
- Admin user or user with ID 1 doesn't exist
- Wp-admin not used
- Security platform installed and configured

Web Properties - Landing Pages and main sites

- Blog posts
- Podcasts
- Infographic
- Quiz, Calculator, Survey
- Email nurturing
- Case Studies

- Evergreen
- Reviews
- How-to guides
- Link pages
- Original Research
- Interview

Platform & Technologies

- Wordpress
- Medium
- Instant Articles
- AMP
- Email - only

- Facebook groups
- Subreddits
- Indiehackers
- Hackernews

GrowthRocks
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