

Checklist To Prepare For Your Initial Intake Call



1. Allow Enfusen access to your Google Analytics account.
 - Please review the document titled “Granting Enfusen Access to Your Google Analytics” for step-by-step instructions.

2. Your Client Success Manager will help you create your buyer persona and discuss your blogging strategy during your Initial Intake Call. Please watch the following videos to prepare for this conversation.
 - “Buyer Personas”
 - “Creating Buyer Personas”
 - “Blogging Best Practices”

3. Review the following documents for more information.
 - “Example Buyer Persona and Story”
 - “Optimizing Your Blog For Long-Tail Keywords”