

# INBOUND METHODOLOGY: ATTRACTING WEBSITE VISITORS

INBOUND TRAINING DAY WORKBOOK

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## ACTIVITY 1

# IDENTIFYING ATTRACT ACTIONS

Reflect and identify all of the current marketing behaviors you perform to attract new website visitors. We will use this document at the end of today's session.

## INSTRUCTIONS:

On the following page is a list of actions that many marketers take to attract new visitors to their website.

Work individually to review the listed behaviors and mark, highlight, or underline the activities you currently perform to attract new website visitors.

If there are any additional activities you currently perform to attract new website visitors, add them to the open box at the bottom right corner of the worksheet labeled, "additional activities."

By the end of this activity, you will have your current strategies and activities will be easier to recall. This will be important as we discuss best practices, affording you the opportunity to self-assess your current attract strategies.

You will have 5 minutes to complete this activity.

# Identifying Attract Actions

|  |  |   |
|--|--|---|
| Pair each blog post with an appropriate content offer  | Segment my buyer profiles based primarily by industry  | Publish more than once a day to Facebook  |
| Research both the professional and personal aspects of your ideal audience and filter decisions through this information | Use the length of customer buying cycle to write targeted blog posts to support your buyer's decision making process | Focus on high-quality information discussing the benefits of your major products/services.  |
| Have more than one buyer profile   | Can identify the stages of your buyer's journey  | Monitor Twitter for buyer challenges, goals and obstacles                                   |
| Participate in online industry discussions (LinkedIn, inbound.org etc.)  | Understand the progressive challenges a buyer faces during their buying journey                                      | Can recall the language buyers use to search the internet for solutions to their challenges |
| Optimize blog posts for search engines through use of keywords   | Publishing 4+ blog posts per month   | Have data to back up decisions on which social media networks to leverage                   |
| Buyer persona has a anagram name (Tech Tom, CEO Celia)   | Publishing less than 4 blog posts per month  | Have more than two buyer profiles   |
| Update buyer profiles once a year  | Provide educational information to buyers based on their current need  | Have one buyer profile for both sales and marketing   |
| Focus our social media messaging on company updates and news   | Use short keywords (one word, two word phrase)   | Can talk about my buyer profiles to any co-worker with ease                                 |
| Segment my buyer profiles based primarily by job title   | Format blog posts to engage my reader and rank in search engine results  | Consistently brainstorm multiple blog titles per blog post                                  |

**Below, remind yourself of anything else you do to attract website visitors:**

## ACTIVITY 2

# DEVELOPING BUYER PERSONAS

Recall information about your ideal customer in order to create your company's buyer persona. By the end of this activity, you will be prepared to introduce your buyer persona to someone new.

## INSTRUCTIONS:

Your boss has a meeting on Friday and asked you to present a description of your company's ideal customer with the intent to drive website traffic.

You've been specifically asked to present a buyer persona. This includes a complete description of your ideal customer, focused on buyer motivations.

This is exciting! You've been waiting for a chance to show how powerful a buyer persona can be for your company, and now you have a chance to gain traction on your inbound marketing efforts.

There is a provided list of questions on the following two pages. Answer these questions to the best of your ability. You'll use this information as the basis for your company's buyer persona. Make sure to answer question #10 - that is the only required field on the worksheet.

Focusing on your buyer's motivations will help to keep your answers relevant to your marketing efforts. Inbound marketers are more effective when we can identify the *why*.

In the next activity, you will practice introducing your buyer persona to someone new. This will help you get fully prepared for your presentation next week.

You have 10 minutes to complete this activity.

# DEVELOPING BUYER PERSONAS

QUESTIONNAIRE | PAGE ONE

1. What demographic information do you currently know about your ideal customer?

2. Walk through a day-in-the-life of your buyer persona. Keep this high-level.

3. List your buyer persona’s challenges and pain points. How can you solve them?

4. Where does your buyer persona go for information? Try to list specific sources.

5. What objections does your buyer persona hold about your products or services?

# DEVELOPING BUYER PERSONAS

QUESTIONNAIRE | PAGE TWO

6. What tools does your buyer persona use to accomplish their goals?

7. What is your buyer persona responsible for at their company?

8. What professional and personal goals does your buyer persona aspire to achieve?

9. How are your buyer persona's results measured at their company?

10. Name your buyer persona. *\*required*

### ACTIVITY 3

## BUYER PERSONA DINNER PARTY

During this exercise, you will practice discussing your company's buyer persona. By the end of this activity, you will be prepared to recall your buyer persona as we explore methods to attract your buyer persona to your website.

### INSTRUCTIONS:

It's now Thursday, the day before your big presentation. You have recalled a lot of information and made some educated speculative assumptions to build your company's buyer persona.

Before your big presentation, you decide to practice introducing your buyer persona to a friend who is pretending to be your boss.

Stand up from your chair and introduce yourself to someone else at your table. It just so happens, they are in the same dilemma as you. Deciding to take advantage of the serendipitous moment, you decide to work together to practice introducing your respective buyer personas.

Take turns introducing your buyer personas to each other.

Take 3-minute turns introducing your buyer persona to your partner. Your partner should only ask questions about ambiguous information if time allows.

Once you have completed the introductions, add any new information or questions you will need to research on the following page, labeled *Future Reference Sheet*.

By the end of this activity, you will be more prepared to make marketing decisions that will effectively attract qualified website visitors.

You have 6 minutes for introductions and 4 minutes to take notes on your observations about your experience. Be prepared to share information about your buyer persona with your table and TA of the remaining 5 minutes.



ACTIVITY 3

# BUYER PERSONA DINNER PARTY

## FUTURE REFERENCE SHEET

1. What conclusions did you make about having to introduce your buyer persona?



2. Are there any aspects of your buyer persona that may require further research?



#### ACTIVITY 4

## IDENTIFYING BUYER PERSONA CHALLENGES ALONG THE BUYER'S JOURNEY

Brainstorm the challenges that your buyer persona faces along their buyer's journey. Focus on identifying challenges that you can resolve for your buyer persona.

### INSTRUCTIONS:

Congratulations! You nailed your presentation and the leadership team reacted positively to the buyer persona that you have developed.

Your next step is to understand the challenges your buyer persona faces along their buyer's journey.

Today, it is important to think about the challenges your buyer persona faces along their buyer's journey. This way you can create great attract content for any topic along the buyer's journey.

On the following worksheet, fill in the challenges that your buyer persona faces along their buyer's journey. Remember to focus on the challenges that you can resolve.

Take 5 minutes to fill in the following worksheet to identify the challenges and obstacles that your buyer persona faces along their buyer's journey.

There are guiding questions with each stage of the buyer's journey to help focus your brainstorming efforts.

By the end of this activity, you will be able to identify opportunities to develop rich content that will attract new website visitors.

You have 5 minutes to complete this activity.

#### ACTIVITY 4

## IDENTIFYING BUYER PERSONA CHALLENGES ALONG THE BUYER'S JOURNEY

|                      |  |
|----------------------|--|
| <b>AWARENESS</b>     | WHAT CHALLENGES IS YOUR PERSONA FACING THAT THEY WANT TO OVERCOME?               |
| <b>CONSIDERATION</b> | LIST ALL OF THE SOLUTION STRATEGIES YOUR PERSONA CONSIDERS BEFORE DECIDING.      |
| <b>DECISION</b>      | WHAT OBJECTIONS DOES YOUR PERSONA HOLD ABOUT YOUR PRODUCT, SERVICE, OR SOLUTION? |

## ACTIVITY 5

# DEVELOPING LONG TAIL KEYWORDS

Think of as many long-tail keywords that your buyer persona would type into a search engine based on their buyer's journey.

## INSTRUCTIONS:

It is important to understand the way that your buyer persona searches the internet. By brainstorming long-tail keywords that your persona may use to search the web, you will be able to develop content to match.

Review the challenges that you wrote down in the previous activity. *Consider this:* if your buyer persona were to search the internet to resolve these challenges, what would they type into a search engine?

Be sure to differentiate the keywords that would be used along the buyer's journey. For example: in the awareness stage, the keywords will be focused on putting a name to the **symptoms** of their problem. In the consideration stage, they will be searching for information that compares **solution strategies**, and in the decision stage they will be searching for information that endorses or **supports your product, service, or company**.

On the following worksheet, brainstorm as many realistic long-tail keywords that you can. *Pro Tip:* This is an exercise in quality, not quantity. Stick to topics to which you can provide an answer.

You will have 5 minutes to complete this activity. At the end of the activity, you should have at least two high-quality long-tail keywords that we will use later on to develop an effective blog post.

ACTIVITY 5

# DEVELOPING LONG TAIL KEYWORDS

Think of as many long-tail keywords that your buyer persona would type into a search engine based on their buyer’s journey.

|               |  |
|---------------|--|
| AWARENESS     | FOCUS ON QUERIES THAT HELP TO NAME OR IDENTIFY THE SYMPTOMS OF THEIR PROBLEM.      |
| CONSIDERATION | FOCUS ON QUERIES THAT COMPARE ALL SOLUTION STRATEGIES TO THEIR IDENTIFIED PROBLEM. |
| DECISION      | FOCUS ON QUERIES THAT SUPPORT OR ENDORSE YOUR PRODUCT, SERVICE, OR COMPANY.        |

## ACTIVITY 6

# CHOOSING YOUR BLOG TOPIC

By reviewing your buyer persona's challenges and the keywords that are used to resolve those challenges, you will select a blog topic that will resolve your buyer persona's challenges or opportunity.

### INSTRUCTIONS:

You have done all of your research, developed a buyer persona, looked at their buyer's journey, and have uncovered the long-tail keywords that your persona would use to search the internet for a resolution.

Now you get to begin making the content to resolve those challenges, build long-lasting relationships with your prospects by creating the magnetic content that your buyer persona can't help but to feel delighted.

For three minutes, review the work you have done so far. Look at the challenges that your buyer persona faces along the buyer's journey and the keywords they would use to search for a resolution. Select a topic that you could write a blog post about that would resolve this challenge.

Fill in the questions below -

**The challenge/opportunity which needs a resolution:**

**The long-tail keyword that my buyer persona would search for:**

**The topic for which I will write a blog post:**

## ACTIVITY 7

# BRAINSTORMING BLOG TITLES

Utilize the Blog Title Worksheet or the Blog Title Workbook to brainstorm several blog titles based on the one topic you chose in the last activity.

## INSTRUCTIONS:

Before you start writing, it is good to have a direction. A colleague who has been known to be a good writer suggests that you develop more than one title before you start writing. This is a great suggestion because you will need to turn in several options for blog titles to your leadership team each week.

You know that not every post style matches up with every topic that you can write about. Use the worksheet on the following page to develop as many blog post titles that you can come up with.

On the following sheet there are three blog post types with suggested fill-in-the-blank titles. Using the information from your previous activity (Choosing Your Blog Topic), try to develop a blog title that you can use to attract website visitors.

If you have an idea for a blog title, don't feel like you must use one of the suggestions. Feel free to color outside the lines and write in your own effective blog title at the bottom of the next page.

*Remember:* You are trying to develop one high-impact title that will drive traffic to your website. All of the other titles can be used later on as a starting point when developing new blog posts for your buyer persona.

You will have 5 minutes to complete your title brainstorm. You will have 5 more minutes to share your favorite blog title with your table and TAs.

## ACTIVITY 7

# BRAINSTORMING BLOG TITLES

### The List Post



- \_\_\_\_ Reasons why \_\_\_\_ is your next smart move.
- \_\_\_\_ Examples of \_\_\_\_ that your clients will love.

Write your List Post Blog Title Below:

### The How-To Post



- How to do \_\_\_\_ more successfully.
- How to do \_\_\_\_ without causing \_\_\_\_.

Write your How-To Blog Title Below:

### The Fun Post



- Amazing \_\_\_\_ that will make you laugh.
- \_\_\_\_ Examples of \_\_\_\_ that you should avoid.

Write your Fun Blog Title Below:

**Want to write in a different style? Write in your blog title below:**



## ACTIVITY 8

# FIVE-MINUTE EDITS

Look at two blog posts and review and identify the best practices that we have discussed so far. You will be able to use these skills to begin developing blog posts that drive traffic.

### INSTRUCTIONS:

To continue writing great blog content, it's important to take a look at some other blog posts that seem to be hitting on many of the best practices for developing an effective blog post.

Once you have the eye for blog post best practices, it will be easier for you to incorporate blogging best practices - generating high-quality blog posts that attract new website visitors.

On the following pages there are two blog posts and a *Best Practices Key*. Spend 5 minutes skimming each blog post (10 minutes total) for as many of the blogging best practices that you can find.

Knowing that you will not always have the *Blog Best Practices Key* with you at all times, try your best to recall as many as you can before looking to the *Blog Best Practices Key*.

You will hear a bell and your TAs will let you know when each three minute segment has concluded. For the remaining 5 minutes, discuss at your findings with the rest of your table group.

This activity is 15 total minutes.

## ACTIVITY 8

# FIVE-MINUTE EDITS

## BLOGGING BEST PRACTICES KEY

| Below are the blog best practices that we discussed. Use this best practice key to perform your five-minute edits on the blog posts linked at the bottom of this page. |   |  |
|--|---|--|
| Keyword in the page title  | Use of relevant images                                    | Contains a relevant call-to-action   |
| Relevant in-line hyper links   | Proper use of subheadings                                 | Effective use of white space   |
| Use of bulleted lists  | Keywords used in the URL                                  | Keywords used in the headings  |
| Images have proper alt-text  | Blog post title is ~60 characters                         | Posts answers a question   |
| CAN YOU IDENTIFY THE <i>BONUS</i> ITEMS LISTED BELOW?  |   |  |
| Social sharing buttons   | Social following buttons                                  | Keywords in the body of the post   |
| Blog post style  | Which stage of the buyer's journey was this post written? | Promotes a relevant content offer  |
| Proper use of anchor text  | How to subscribe to the blog is made clear                | Blog post title effectively communicates what experience the reader may need to get the most from the post |

The blog posts have been printed and are available on the following pages to make this activity easier, if you prefer.

| BLOG POST 1 | Blog Title | <b>The Top 3 Secrets to Sales Productivity</b>   |
|-------------|------------|--|
|             | Company    | Spinweb  |
|             | URL        | <a href="http://blog.spinweb.net/the-top-3-secrets-to-sales-productivity">blog.spinweb.net/the-top-3-secrets-to-sales-productivity</a> |

| BLOG POST 2 | Blog Title | <b>Shortest Tutorial Ever on SEO (Search Engine Optimization)</b>   |
|-------------|------------|---|
|             | Company    | HubSpot   |
|             | URL        | <a href="http://blog.hubspot.com/blog/tabid/6307/bid/1436/Shortest-Tutorial-Ever-on-SEO-Search-Engine-Optimization.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/1436/Shortest-Tutorial-Ever-on-SEO-Search-Engine-Optimization.aspx</a> |

## ACTIVITY 8

# FIVE-MINUTE EDITS

## Post One

 [About](#) [Services](#) [Work](#) [Learn](#) [Blog](#) [Contact](#)   

## BLOG

SpinWeb is an Indianapolis-based digital agency, specializing in enterprise **website design & digital marketing**

[SEARCH](#)

# The Top 3 Secrets to Sales Productivity

Posted by **Michael Reynolds** on 9/2/15 9:30 AM



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We've recently been talking a lot about sales productivity here at SpinWeb. We're quickly becoming the domain experts in our market on the HubSpot CRM through our training workshops and we often explain that an inbound marketing program is only as good as the sales team that supports it.

Marketing and sales are partners and must do more than just coexist. They must **work together**. All the inbound website leads in the world won't matter if the sales team can't close them.



We discussed [sales productivity in a recent SpinRadio episode](#). In this episode, we covered many tactics for improving the productivity of your sales team but three general concepts really rose to the top.

## 1. Follow a Documented Sales Process.

Do your salespeople follow a sales process? Is it written down somewhere or documented in a flowchart? Most people answer this question with some combination of "no" or "ummm...." or "[insert blank stare]".

I get it, your company hires talented sales people that are great at "winging it" and, therefore, think they don't need to document a sales process. Everyone has their own style, right?

Well, we know from both personal experience and from having it beaten into our heads by our sales coach ([hi, Brian!](#)) that a documented sales process leads to more sales. So much so that I would venture to say that lack of a sales process is truly hurting your sales.

It doesn't have to be super fancy but it is important to document a set of steps that every person on the sales team (even if it's just 1 person) follows every time. This allows you to diagnose and identify problems or opportunities for optimization and it also keeps steps from falling through the cracks.



## 2. Use a CRM.

A good sales CRM will change your life. I am not being dramatic (well maybe a little bit). I see so many sales people who are once again "winging it" by tracking their sales in a simple spreadsheet or even pen and paper maybe combined with some Outlook folders.

A good sales CRM will help you track activity, document key points in a prospect's journey, follow your sales process and ensure that nothing falls through the cracks.

The excuse I always hear from CEOs is "my sales people will never take the time to update a CRM" to which I respond "it's ok... if they don't take the time now, they might have plenty of time later because they won't have many sales to work on."

A good CRM dramatically improves your sales productivity and it's well worth the investment of time and/or money.

*Pro tip: not sure where to start? Download the [HubSpot CRM](#). It's free and offers unlimited users and contacts. Plus it's super easy to use.*

## 3. Work in Contexts.

Most of us go about our days jumping from task to task. We make some calls in the morning, we send some emails after that, we go to some meetings, do more calls and then back to emails. All this jumping around might make us feel productive but in reality it slows us down.

**Working in contexts** is a better way to work. A context is state of working or a type of action such as "calls" or "emails" or "meetings." When we jump around between tasks it takes our brain some time to switch between them and we lose focus. This makes us less efficient.

Instead, try batching all of your sales calls together and do them all at once. Try blocking out time in your schedule to knock out large batches of emails. Work on all your proposals in one large block of time. By batching all contexts together and knocking out all of your tasks within each context, you will get more done and be more focused on each task.



While there are many tools and methods for improving your sales productivity, we've found that if you get good at these three general areas, your sales productivity will dramatically improve not only within your company but also against your competition.

Have some sales productivity tips of your own? Share them below!



Topics: [sales](#), [productivity](#)

FIRST NAME\*

LAST NAME

EMAIL\*

WEBSITE

COMMENT\*

☐ SUBSCRIBE TO FOLLOW-UP COMMENTS FOR THIS POST

## ACTIVITY 8

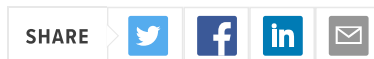
# FIVE-MINUTE EDITS

## Post Two

May 5, 2007 // 7:33 AM

### Shortest Tutorial Ever on SEO (Search Engine Optimization)

Written by [Mike Volpe](#) | [@mvolpe](#)



I've gotten a few questions from a number of companies recently that basically ask **"What is the shortest thing I can read that will help me [get started on search engine optimization](#)?"**. Here is my response for how to optimize one page of your website very quickly. Repeat for other pages as desired. I have also included links to a bunch of other materials after the article if you want to learn more.

**1) Find keywords.** Pick a list of words relevant to your business. Think about which words are most likely to get people to do what you want them to do (convert into leads) and focus on those words. Then pick one word (or phrase) to use on one page of your site. For more detailed info, read: [Detailed Internet Marketing Keyword Tips](#) or [4 Helpful Tools for Identifying the Right Keywords](#).

**2) Put keywords in the page title.** The page title is one of the most important things that Google and other search engines evaluate to determine what is on a web page. Put your keyword or phrase in the title, keep it short. For more detailed info, read [Why a Web Page By Any Other Title Would Not Rank As Well](#).

**3) Put keywords in the page URL.** Google and other search engines also use the text of the URL of the page to determine the content of the web page. You should use your keyword or phrase in the URL of the web page - either the folder/directory structure or the HTML file / page name itself.

**4) Put keywords in meta data.** While the page meta data (page description and keywords) are not nearly as important as they used to be, they still count. Take advantage of them by putting your keyword or phrase there. The description should be readable by a person and make sense and the keyword meta data should focus on your keyword or phrase - do not make it long, less is more. For more detailed info, read [Understanding the Magic of Meta-Data](#).

**5) Put keywords in your H1 text.** The H1 text is usually the title of an article or some larger bold text at the top of your page. Google and the smaller search engines can see this and they put extra importance on the words in the H1 text. Make sure your keyword or phrase is there.

**6) Use keywords in the page content.** Putting the keyword in your page content also signals to search engines that the page is actually about the keyword and should show up in search results. I have heard from "experts" that you should use your keyword anywhere from 4-6 times to 10-12 times. My advice is to just write naturally.

**7) Monitor your rank.** Give the search engines some time to do their thing (a couple days) and then keep checking your rank to see what happened and track your progress.

*[End of article "Shortest Tutorial Ever on SEO"]*

Okay... now for those of you who want to be **more advanced**, here are some other resources and suggestions.

**Resources:**

[eBook: An Introduction to Search Engine Optimization](#)

[Webinar: Introduction to SEO](#)

[eBook: Learning SEO From the Experts: A Step-by-Step Guide](#)



### Suggestions:

- **Build links to your website.** The number and quality of links to your website are quite important to Google and other search engines for your rank on different terms. Read this article to understand the importance of links to your website: [Link Building for SEO / Internet Marketing](#) and read this article for more details on why to link to others: [No Website is an Island - How and Why to Link to Others](#)
- **Read our "How To" guide.** We published this article a while back about [Improving your Organic Position on Google](#), it is still relevant and worth reading for more detailed info.
- **Know (and increase) your Page Rank.** Google uses your Page Rank as a measure of how "important" your website is on the Internet. Having a higher Page Rank means you have a better shot at being one of the top results for search terms. For more details, read this article about [The Importance of Google Page Rank](#).
- **Avoid common pitfalls.** Sometimes you're just doing something wrong. There are a number of practices on the web that can actually limit your success with search engines dramatically. Here are some of the reasons [Why You're Not Getting Enough Respect from Search Engines](#).
- **Grade your website.** Use [Website Grader](#) (free tool) to evaluate the marketing effectiveness of your website. It gives tips on what you can change on your site to improve your website's marketing effectiveness.



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MANAGEMENT TEMPLATE**

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Easily plan & manage the search engine optimization strategy for your website pages with this Excel template.

## ACTIVITY 9

# DRAFTING SOCIAL MEDIA MESSAGES

Practice contrasting styles that you will use to represent your business across social media. Create four total social media posts, two for Facebook and two for Twitter. Make each post with contrasting styles.

## INSTRUCTIONS:

Social media can be a powerful tool when used. As marketers, we need to play to the strengths of each channel, Facebook, Twitter, etc.

While we try to be impactful with every message we create, we know that a successful strategy focuses on delivering a balanced set of content. The more we talk about ourselves, the less interesting we become - oddly enough.

You have been quite happy with your work so far in developing buyer personas, uncovering keywords, and developing new ideas for blog content. The next step is to promote your hard work through social media. Remember, try to be educational and helpful and focused on the reader.

You have been asked to write two different Facebook posts and two different Twitter posts to promote one of blog posts you came up with earlier today. It's a good idea to try some contrasting styles to help carve out your social media style.

On the following page, you will see two blank Facebook post templates and two Twitter templates. Use the worksheet to draft your messages.

You will have 5 minutes to complete this activity.

## ACTIVITY 9

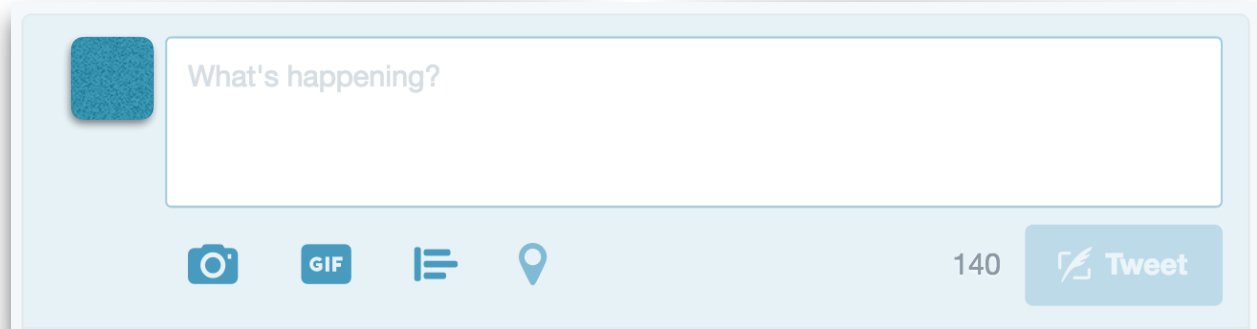
# DRAFTING SOCIAL MEDIA MESSAGES

Use the images below to draft your first Facebook Post and Tweet to promote your blog post.

**Facebook** - There is no character limit and often uses an image to help tell the story of your post. What language can you use to not only drive traffic to your blog post, but also engage your readers - inspiring them to click, like, comment, and share this post?



**Twitter** - Get creative! You only have 140 characters in which to communicate with your audience. Don't forget your hashtags!

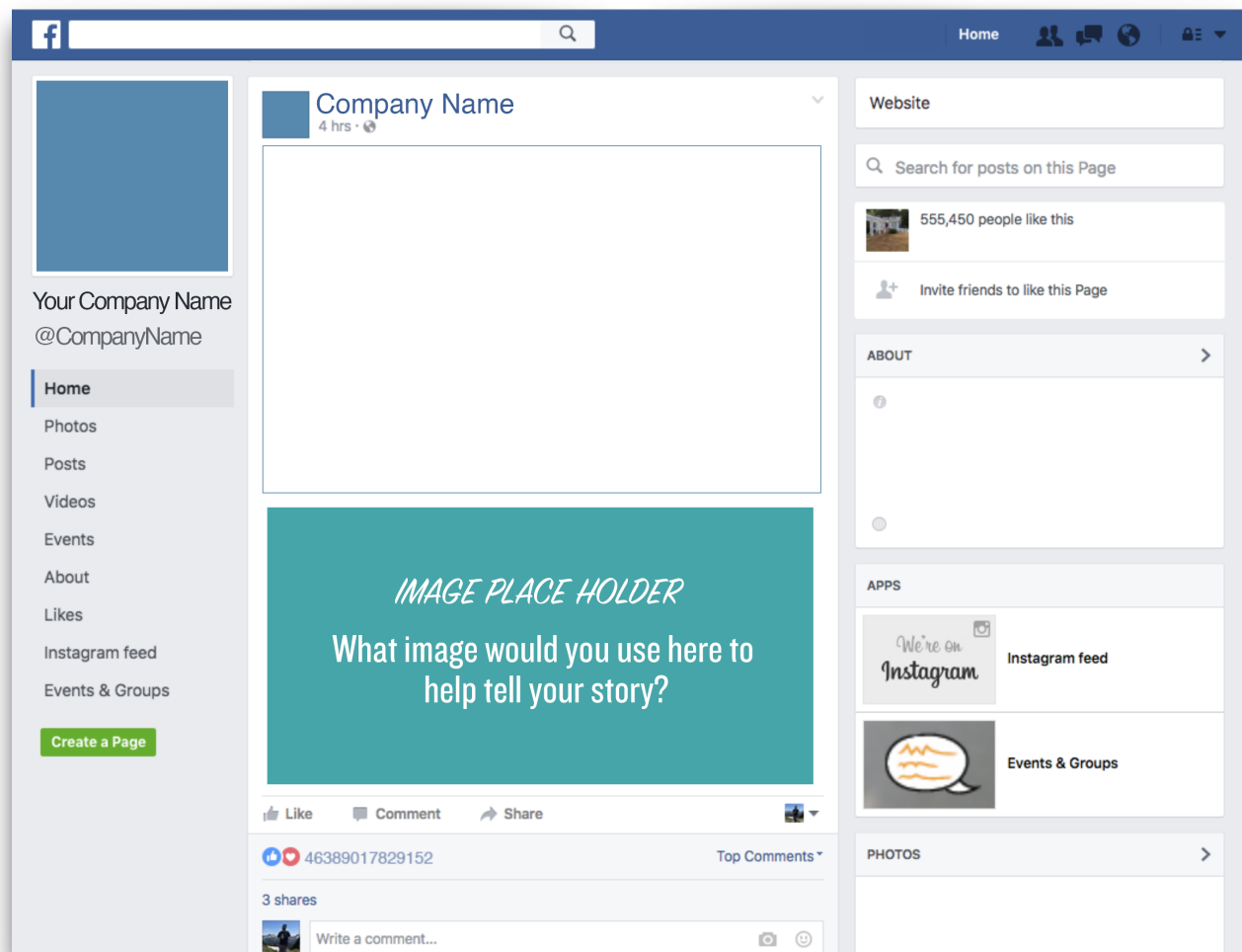


## ACTIVITY 9

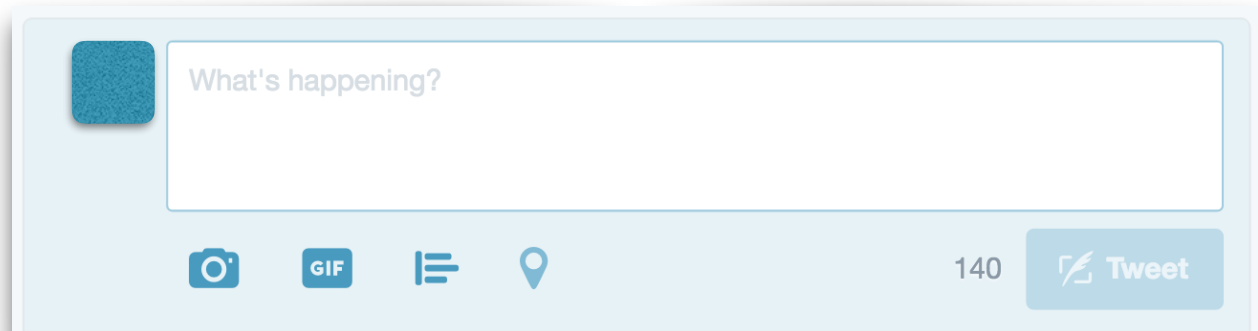
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Use the images below to draft your first Facebook Post and Tweet to promote your blog post.

**Facebook** - There is no character limit and often uses an image to help tell the story of your post. What language can you use to not only drive traffic to your blog post, but also engage your readers - inspiring them to like, comment, and share this post?



**Twitter** - Get creative! You only have 140 characters in which to communicate with your audience. Don't forget your hashtags!



## ACTIVITY 10

# START, STOP, AND CONTINUE

Reflection is an important part of a successful daily routine. By looking back on what we have done and been doing, we can be more strategic with our plans and goal setting.

### INSTRUCTIONS:

On the following page there is a worksheet with three sections; *start*, *stop*, and *continue*. Take some time to reflect on your company's efforts to attract visitors to your website. What would you want to start doing, stop doing, and continue doing once you return to your desk.

Use the "Identifying Attract Behaviors" worksheet from the beginning of the day to kickstart the process.

If you decide that there is nothing that belongs in the *stop* category – great! You can spend more time folding in new ways to attract website visitors.

You will have 5 minutes for self reflection.

Be prepared to share with your table what your next steps are upon returning to your office. There will be a 5 minute discussion at your table to share your ideas.

## ACTIVITY 10

# START, STOP, AND CONTINUE

Reflection is an important part of a successful daily routine. By looking back on what we have done and been doing, we can be more strategic with our plans and goal setting.

What actions will you **start** doing to attract website visitors?



What actions will you **stop** doing to attract website visitors?



What actions will you **continue** doing to attract website visitors?



**Thank you.**