



90-DAY DIGITAL STRATEGY ROADMAP (1 PAGER)

BUSINESS / BRAND: _____ DATE: ____ / ____ / ____

WEBSITE URL: _____ OWNER: _____

1. GOAL (ONE SENTENCE)

2. CUSTOMER + PROBLEM (ONE SENTENCE)

3. BASELINE TODAY (CURRENT REALITY)

Sessions: _____ Leads/Purchases: _____ Conv %: _____ CAC (if paid): _____ AOV (opt): _____

Top sources: _____ / _____ / _____

4. BOTTLENECK (PICK 1)

Circle one: Traffic / Conversion / Trust / Retention / Offer

TOP OPPORTUNITIES (RANKED)

O1: _____ Impact H/M/L Effort H/M/L Confidence H/M/L

O2: _____ Impact H/M/L Effort H/M/L Confidence H/M/L

O3: _____ Impact H/M/L Effort H/M/L Confidence H/M/L

NEXT 2 WEEKS ("NOW" LIST)

Task 1: _____

Owner: _____ Due Date: ____ / ____ / ____

Expected result _____

Task 2: _____

Owner: _____ Due Date: ____ / ____ / ____

Expected result _____

Task 3 (optional): _____

Owner: _____ Due Date: ____ / ____ / ____

Expected result _____

BACKLOG ("LATER" IDEAS)

WEEKLY SCOREBOARD (TRACK EVERY WEEK)

Leads / purchases: _____ Conv %: _____ Top pages: _____ /

_____ / _____

Top drop-off: _____ Weekly note: This week _____ ;

next week _____