Onboarding Checklist Starting with a New Company

Leadership		Brand		Custo
Team structure		Brand book		Custo
Roles & responsibilities		Competitive review		Marke
Annual goals & reviews		USP		Segn
Creative production proce	ess \square	Presentation template		Pers
Content production proces	ess	Lexicon of terms		
		KPIs & reporting		
Paid		Content		
KPIs & reporting		Writer's guide		W
KPIs & reporting Budget		Writer's guide Content calendar		
. •		•	form	Blo
Budget		Content calendar	_	Web Blog GMB Linke
Budget Forecast		Content calendar Descriptive text – short	_	Blog GME
Budget Forecast SEM account review		Content calendar Descriptive text – short Descriptive text – long f	orm	Blo GM Lin
Budget Forecast SEM account review Social account review		Content calendar Descriptive text – short Descriptive text – long f Netiquette	orm	Blo GM Lin Co

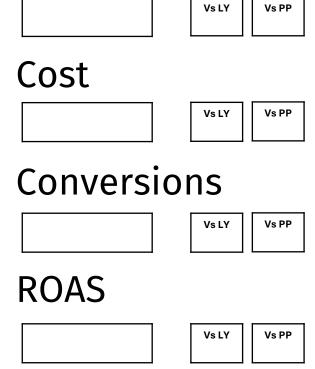
Metrics & Reporting – SEM

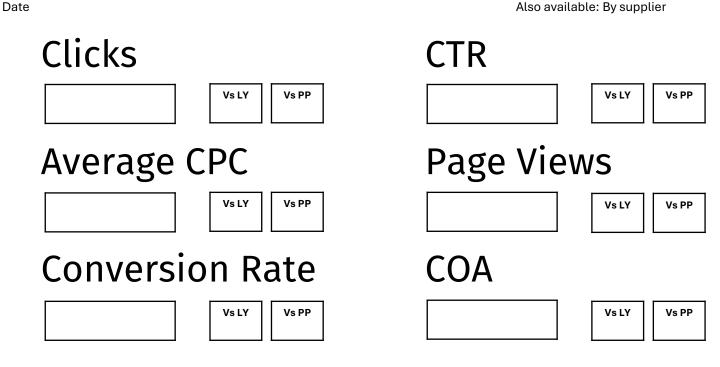
A/B Testing

Initial Results:

Test:

Previous 2 Weeks Also available: Previous 30 Days, Previous 90 Days, Year to Date Impressions Vs LY Vs PP Cost





Test 2

Test 1

Total

Test 3

Metrics & Reporting - Display & Video

Total

Vs LY

Vs LY

Test 2

Vs PP

Vs PP

Vs PP

Test 3

Previous 2 Weeks Also available: Previous 30 Days, Previous 90 Days, Year to Date Also available: Google, Bing Clicks **Impressions** CTR Vs PP Vs LY Vs PP Page Views Cost Average CPC Vs LY Vs PP Vs PP **Conversion Rate** Conversions COA Vs PP Vs LY Vs PP **ROAS** A/B Testing

Test:

Initial Results:

Vs LY

Vs PP

Test 1

Metrics & Reporting – Social Media

Previous 2 Weeks

Also available: Previous 30 Days, Previous 90 Days, Year to Date

Facebook

Also available: Instagram, X, TikTok, Pinterest

Social

Impressions	Reach	Followers
Vs LY Vs PP	Vs LY Vs PP	Vs LY Vs PP
Engagement Rate	Shares	Page Views
Paid Impressions	Conversion Rate	COA
Vs LY Vs PP	Vs LY Vs PP	Vs LY Vs PP
Like to Dislike Ratio		

Metrics & Reporting - Organic

Last 30 Days

Organic

J. 941110		
Organic Traffic	Referring Domains	Backlinks
Top 3 Positions UP DOWN	Position 4-10 UP DOWN	Position 11-50
Search Visibility	Featured Snippets	