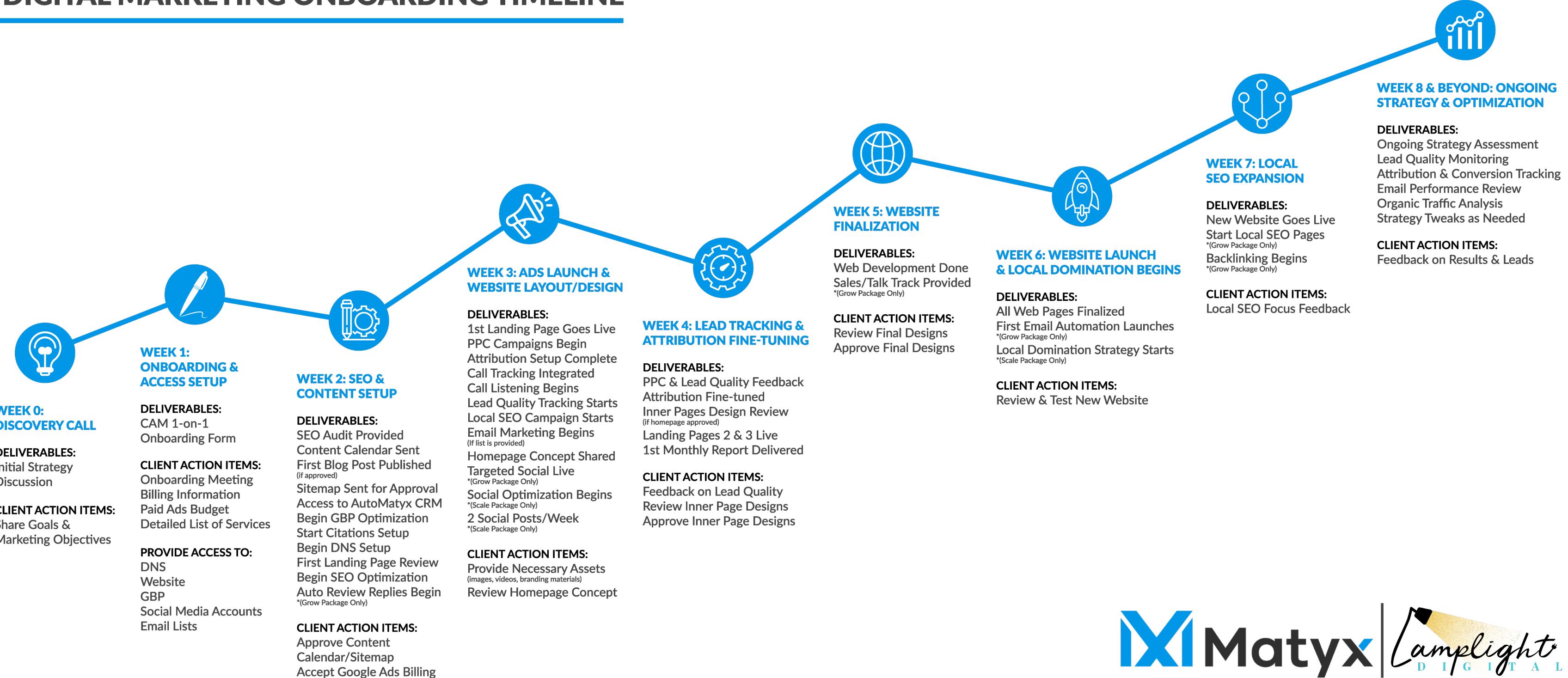
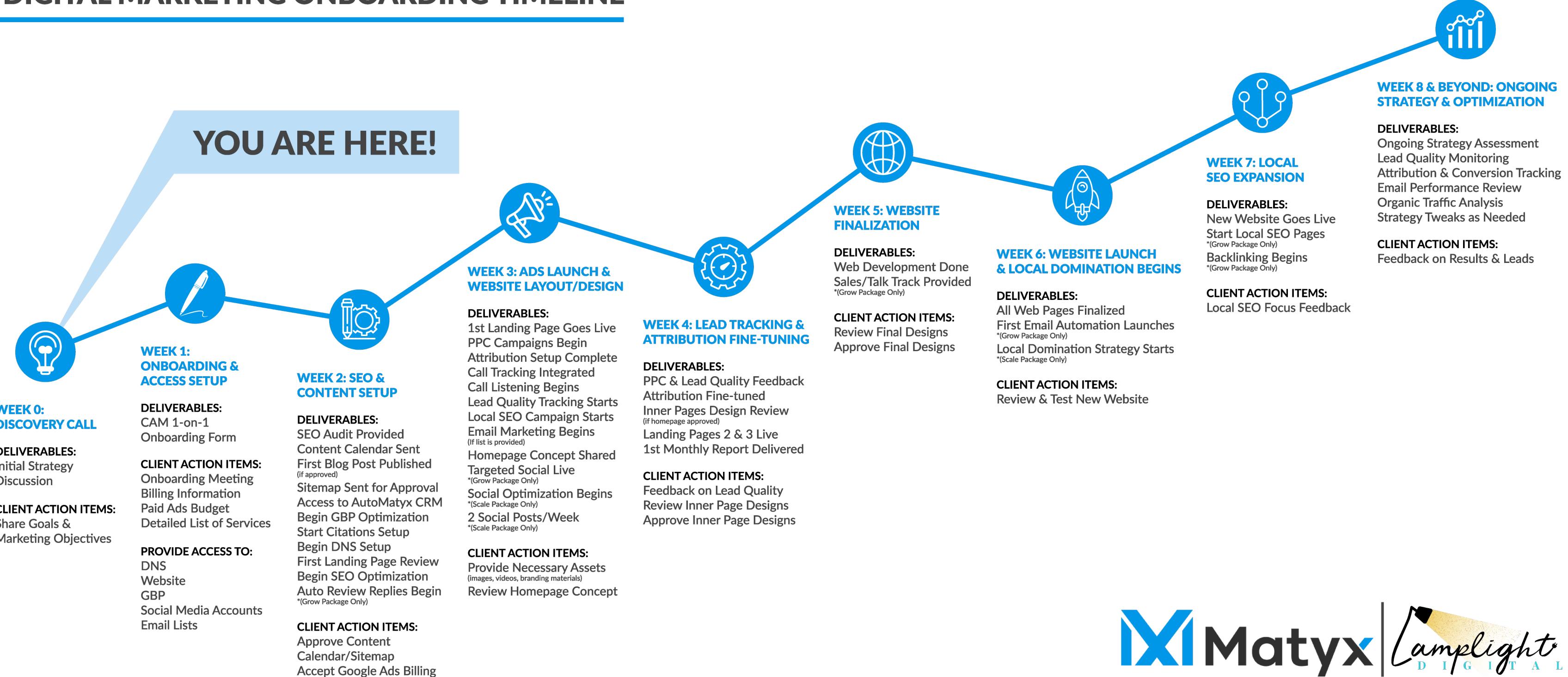


DIGITAL MARKETING ONBOARDING TIMELINE



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YOU ARE HERE!



WEEK 0: DISCOVERY CALL

DELIVERABLES:
Initial Strategy
Discussion

CLIENT ACTION ITEMS:
Share Goals &
Marketing Objectives

PROVIDE ACCESS TO:
DNS
Website
GBP
Social Media Accounts
Email Lists

CLIENT ACTION ITEMS:
Approve Content
Calendar/Sitemap
Accept Google Ads Billing

WEEK 1: ONBOARDING & ACCESS SETUP

DELIVERABLES:
CAM 1-on-1
Onboarding Form

CLIENT ACTION ITEMS:
Onboarding Meeting
Billing Information
Paid Ads Budget
Detailed List of Services

CLIENT ACTION ITEMS:
Provide Necessary Assets
(images, videos, branding materials)
Review Homepage Concept

WEEK 2: SEO & CONTENT SETUP

DELIVERABLES:
SEO Audit Provided
Content Calendar Sent
First Blog Post Published
(if approved)

CLIENT ACTION ITEMS:
Sitemap Sent for Approval
Access to AutoMatyx CRM
Begin GBP Optimization
Start Citations Setup
Begin DNS Setup
First Landing Page Review
Begin SEO Optimization
Auto Review Replies Begin
(Grow Package Only)

CLIENT ACTION ITEMS:
Approve Content
Calendar/Sitemap
Accept Google Ads Billing

WEEK 3: ADS LAUNCH & WEBSITE LAYOUT/DESIGN

DELIVERABLES:
1st Landing Page Goes Live
PPC Campaigns Begin
Attribution Setup Complete
Call Tracking Integrated

CLIENT ACTION ITEMS:
Call Listening Begins
Lead Quality Tracking Starts
Local SEO Campaign Starts
Email Marketing Begins
(if list is provided)
Homepage Concept Shared
Targeted Social Live
(Grow Package Only)
Social Optimization Begins
(Scale Package Only)
2 Social Posts/Week
(Scale Package Only)

CLIENT ACTION ITEMS:
Provide Necessary Assets
(images, videos, branding materials)
Review Homepage Concept

WEEK 4: LEAD TRACKING & ATTRIBUTION FINE-TUNING

DELIVERABLES:
PPC & Lead Quality Feedback
Attribution Fine-tuned
Inner Pages Design Review
(if homepage approved)
Landing Pages 2 & 3 Live
1st Monthly Report Delivered

CLIENT ACTION ITEMS:
Feedback on Lead Quality
Review Inner Page Designs
Approve Inner Page Designs

WEEK 5: WEBSITE FINALIZATION

DELIVERABLES:
Web Development Done
Sales/Talk Track Provided
*(Grow Package Only)

CLIENT ACTION ITEMS:
Review Final Designs
Approve Final Designs

WEEK 6: WEBSITE LAUNCH & LOCAL DOMINATION BEGINS

DELIVERABLES:
All Web Pages Finalized
First Email Automation Launches
(Grow Package Only)
Local Domination Strategy Starts
(Scale Package Only)

CLIENT ACTION ITEMS:
Review & Test New Website



WEEK 7: LOCAL SEO EXPANSION

WEEK 7: LOCAL SEO EXPANSION

DELIVERABLES:
New Website Goes Live
Start Local SEO Pages
*(Grow Package Only)
Backlinking Begins
*(Grow Package Only)

CLIENT ACTION ITEMS:
Local SEO Focus Feedback

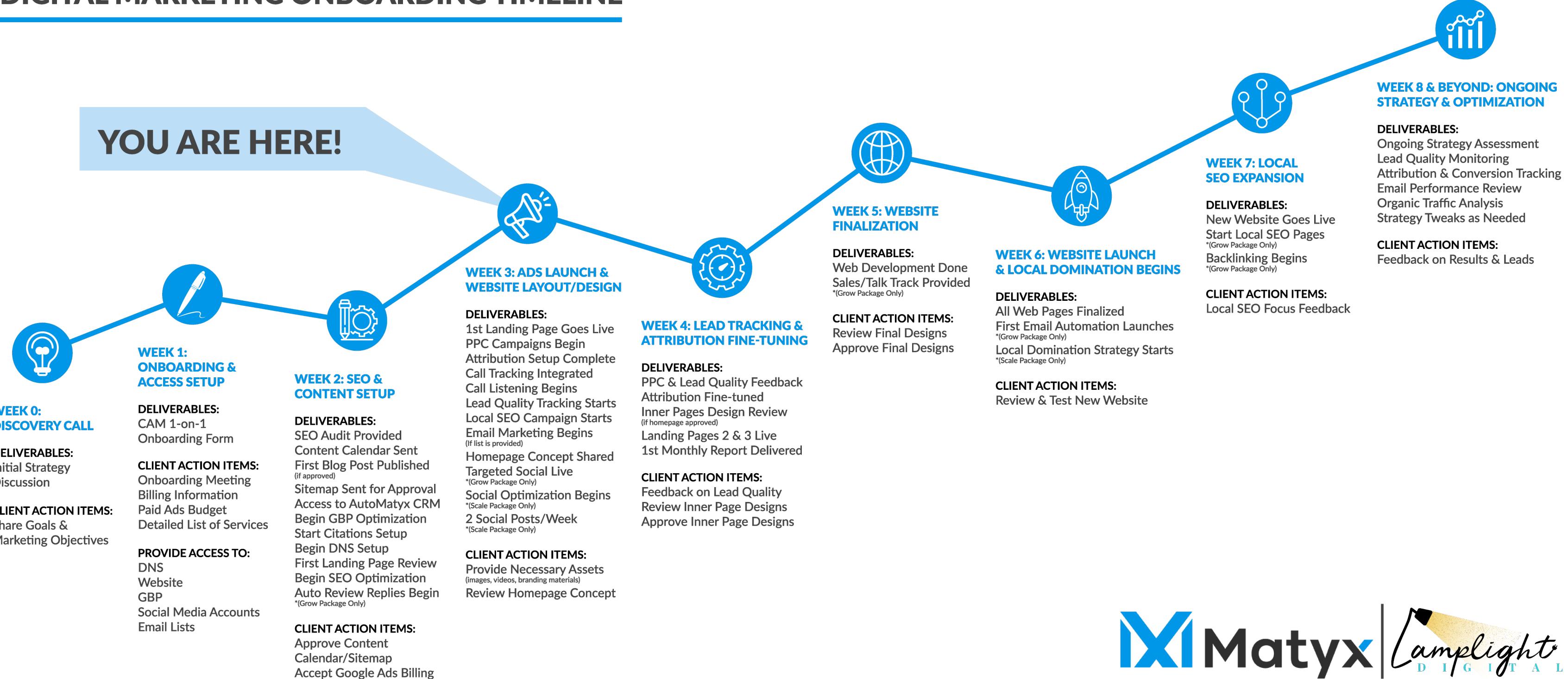


WEEK 8 & BEYOND: ONGOING STRATEGY & OPTIMIZATION

DELIVERABLES:
Ongoing Strategy Assessment
Lead Quality Monitoring
Attribution & Conversion Tracking
Email Performance Review
Organic Traffic Analysis
Strategy Tweaks as Needed

CLIENT ACTION ITEMS:
Feedback on Results & Leads

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