WEEK 2: SEO &

DELIVERABLES:

CONTENT SETUP

SEO Audit Provided

Content Calendar Sent

First Blog Post Published

Sitemap Sent for Approval

Access to AutoMatyx CRM

First Landing Page Review

Auto Review Replies Begin

Begin SEO Optimization

CLIENT ACTION ITEMS:

Approve Content Calendar & Siteman

Begin GBP Optimization

Start Citations Setup

Begin DNS Setup

*(Grow Package Only)





WEEK 7: LOCAL

SEO EXPANSION

Start Local SEO Pages

CLIENT ACTION ITEMS:

Local SEO Focus Feedback

DELIVERABLES:

*(Grow Package Only)

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



WEEK 0:

DISCOVERY CALL

DELIVERABLES:

Initial Strategy

Share Goals &

Marketing Objectives

Discussion

DELIVERABLES:

CLIENT ACTION ITEMS:

Billing Information CLIENT ACTION ITEMS: Paid Ads Budget

DNI Website Google Analytics Google Ads **GBP Email Lists**

WEEK 1: **ONBOARDING &** ACCESS SETUP

Meet the Team Onboarding Form

Finish Onboarding Form **Detailed List of Services**

PROVIDE ACCESS TO:

Social Media Accounts

WEEK 3: WEBSITE & ADS LAUNCH

DELIVERABLES:

1st Landing Page Goes Live **PPC Campaigns Begin** Attribution Setup Complete Call Tracking Integrated Call Transcription On **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 Analysis Attribution Fine-tuned Inner Pages Design Review 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:

All Web Pages Finalized Web Development Done Sales/Talk Track Provided *(Grow Package Only)

CLIENT ACTION ITEMS:

Review Final Designs Approve Final Designs

New Website Goes Live First Email Automation Launches *(Grow Package Only)

Review & Test New Website

& LOCAL DOMINATION BEGINS

WEEK 6: WEBSITE LAUNCH

DELIVERABLES:

Local Domination Strategy Starts *(Scale Package Only)

CLIENT ACTION ITEMS:

Backlinking Begins *(Grow Package Only)





YOU ARE HERE!



WEEK 0:

DISCOVERY CALL

DELIVERABLES: Initial Strategy

Discussion

CLIENT ACTION ITEMS:

Share Goals & Marketing Objectives



DELIVERABLES:

Meet the Team Onboarding Form

CLIENT ACTION ITEMS:

Finish Onboarding Form Billing Information Paid Ads Budget Detailed List of Services

PROVIDE ACCESS TO:

DNI
Website
Google Analytics
Google Ads
GBP
Social Media Accounts
Email Lists



WEEK 2: SEO & CONTENT SETUP

DELIVERABLES:

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



WEEK 3: WEBSITE & ADS LAUNCH

DELIVERABLES:

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

All Web Pages Finalized 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:

*(Scale Package Only)

New Website Goes Live First Email Automation Launches '(Grow Package Only) Local Domination Strategy Starts

CLIENT ACTION ITEMS:

Review & Test New Website



SEO EXPANSION

DELIVERABLES:

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:





YOU ARE HERE!



WEEK 1:

WEEK 0:

DISCOVERY CALL

CLIENT ACTION ITEMS:

Marketing Objectives

DELIVERABLES:

Initial Strategy

Share Goals &

Discussion

Onboarding Form

Billing Information Paid Ads Budget

DNI Website Google Analytics Google Ads GBP **Email Lists**

ONBOARDING & **ACCESS SETUP**

CONTENT SETUP **DELIVERABLES:**

Meet the Team

CLIENT ACTION ITEMS:

Finish Onboarding Form Detailed List of Services

PROVIDE ACCESS TO:

Social Media Accounts

WEEK 2: SEO &

DELIVERABLES:

SEO Audit Provided Content Calendar Sent First Blog Post Published 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:

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WEEK 3: WEBSITE & ADS LAUNCH

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Social Optimization Begins *(Scale Package Only) 2 Social Posts/Week

CLIENT ACTION ITEMS:

*(Scale Package Only)

Provide Necessary Assets (images, videos, branding materials) Review Homepage Concept



WEEK 4: LEAD TRACKING & ATTRIBUTION FINE-TUNING

DELIVERABLES:

PPC & Lead Quality Analysis Attribution Fine-tuned Inner Pages Design Review 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:

All Web Pages Finalized 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:

*(Scale Package Only)

New Website Goes Live First Email Automation Launches *(Grow Package Only) **Local Domination Strategy Starts**

CLIENT ACTION ITEMS:

Review & Test New Website



DELIVERABLES:

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:





YOU ARE HERE!



WEEK 0:

DISCOVERY CALL

DELIVERABLES:

Initial Strategy Discussion

CLIENT ACTION ITEMS:

Share Goals & Marketing Objectives

WEEK 1: ONBOARDING & ACCESS SETUP

DELIVERABLES:

Meet the Team Onboarding Form

CLIENT ACTION ITEMS:

Finish Onboarding Form Billing Information Paid Ads Budget Detailed List of Services

PROVIDE ACCESS TO:

DNI
Website
Google Analytics
Google Ads
GBP
Social Media Accounts
Email Lists



WEEK 3: WEBSITE & ADS LAUNCH

DELIVERABLES:

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

All Web Pages Finalized 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:

*(Scale Package Only)

New Website Goes Live First Email Automation Launches *(Grow Package Only) Local Domination Strategy Starts

CLIENT ACTION ITEMS:

Review & Test New Website



DELIVERABLES:

Start Local SEO Pages
*(Grow Package Only)
Backlinking Begins
*(Grow Package Only)

CLIENT ACTION ITEMS:

Local SEO Focus Feedback



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





ytics

Begin SEO Optimization

Auto Review Replies Begin

*(Grow Package Only)

WEEK 2: SEO &

DELIVERABLES:

CONTENT SETUP

SEO Audit Provided

Content Calendar Sent

First Blog Post Published

Sitemap Sent for Approval

Access to AutoMatyx CRM

Begin GBP Optimization

Start Citations Setup

CLIENT ACTION ITEMS:

Approve Content Calendar & Sitemap



YOU ARE HERE!



Initial Strategy

Share Goals &

WEEK 1: ONBOARDING & **ACCESS SETUP**

DELIVERABLES:

Meet the Team Onboarding Form

CLIENT ACTION ITEMS:

Finish Onboarding Form Billing Information Paid Ads Budget Detailed List of Services

PROVIDE ACCESS TO:

DNI Website Google Analytics Google Ads GBP Social Media Accounts Fmail Lists



WEEK 3: WEBSITE & ADS LAUNCH

DELIVERABLES:

1st Landing Page Goes Live **PPC Campaigns Begin Attribution Setup Complete** Call Tracking Integrated Call Transcription On **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



PPC & Lead Quality Analysis Attribution Fine-tuned Inner Pages Design Review Landing Pages 2 & 3 Live 1st Monthly Report Delivered

Feedback on Lead Quality Review Inner Page Designs



WEEK 5: WEBSITE FINALIZATION

DELIVERABLES:

All Web Pages Finalized 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:

*(Scale Package Only)

New Website Goes Live First Email Automation Launches *(Grow Package Only) **Local Domination Strategy Starts**

CLIENT ACTION ITEMS:

Review & Test New Website



DELIVERABLES:

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





DELIVERABLES:

Discussion

CLIENT ACTION ITEMS:

Marketing Objectives

WEEK 2: SEO &

CONTENT SETUP

DELIVERABLES: SEO Audit Provided Content Calendar Sent First Blog Post Published

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

CLIENT ACTION ITEMS:

*(Grow Package Only)

Approve Content Calendar & Sitemap

WEEK 4: LEAD TRACKING & ATTRIBUTION FINE-TUNING

DELIVERABLES:

CLIENT ACTION ITEMS:

Approve Inner Page Designs







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





WEEK 0:

DELIVERABLES:

DISCOVERY CALL

Initial Strategy Discussion

CLIENT ACTION ITEMS:

Share Goals & Marketing Objectives

WEEK 1: ONBOARDING & ACCESS SETUP

DELIVERABLES:

Meet the Team

CLIENT ACTION ITEMS:

Billing Information Paid Ads Budget

DNI Website Google Analytics Google Ads GBP Fmail Lists

WEEK 2: SEO & CONTENT SETUP

Onboarding Form

SEO Audit Provided

DELIVERABLES:

Content Calendar Sent

First Blog Post Published

Sitemap Sent for Approval

Access to AutoMatyx CRM

Begin GBP Optimization

First Landing Page Review

Auto Review Replies Begin

Begin SEO Optimization

CLIENT ACTION ITEMS:

Approve Content Calendar & Sitemap

Start Citations Setup

Begin DNS Setup

*(Grow Package Only)

Finish Onboarding Form Detailed List of Services

PROVIDE ACCESS TO:

Social Media Accounts

WEEK 3: WEBSITE & ADS LAUNCH

DELIVERABLES:

1st Landing Page Goes Live **PPC Campaigns Begin** Attribution Setup Complete Call Tracking Integrated Call Transcription On **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 Analysis Attribution Fine-tuned Inner Pages Design Review 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:

All Web Pages Finalized Web Development Done Sales/Talk Track Provided *(Grow Package Only)

CLIENT ACTION ITEMS:

Review Final Designs Approve Final Designs

New Website Goes Live

Review & Test New Website

WEEK 6: WEBSITE LAUNCH & LOCAL DOMINATION BEGINS

DELIVERABLES:

First Email Automation Launches *(Grow Package Only) **Local Domination Strategy Starts** *(Scale Package Only)

CLIENT ACTION ITEMS:

SEO EXPANSION

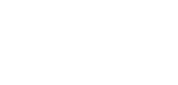
DELIVERABLES:

WEEK 7: LOCAL

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**

Ongoing Strategy Assessment Lead Quality Monitoring

Email Performance Review Organic Traffic Analysis

Attribution & Conversion Tracking

DELIVERABLES:

YOU ARE HERE!





DELIVERABLES:

All Web Pages Finalized Web Development Done Sales/Talk Track Provided *(Grow Package Only)

CLIENT ACTION ITEMS:

Review Final Designs Approve Final Designs

& LOCAL DOMINATION BEGINS

DELIVERABLES:

Local Domination Strategy Starts *(Scale Package Only)

CLIENT ACTION ITEMS:

WEEK 7: LOCAL SEO EXPANSION

DELIVERABLES:



ACCESS SETUP

WEEK 0:

DISCOVERY CALL

CLIENT ACTION ITEMS:

Marketing Objectives

DELIVERABLES:

Initial Strategy

Share Goals &

Discussion

DELIVERABLES:

WEEK 1:

Meet the Team Onboarding Form

CLIENT ACTION ITEMS:

Finish Onboarding Form Billing Information Paid Ads Budget Detailed List of Services

PROVIDE ACCESS TO:

DNI Website Google Analytics Google Ads GBP Social Media Accounts **Email Lists**

ONBOARDING &

WEEK 2: SEO & **CONTENT SETUP**

DELIVERABLES:

SEO Audit Provided Content Calendar Sent First Blog Post Published 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

1st Landing Page Goes Live

WEEK 3: WEBSITE

& ADS LAUNCH

DELIVERABLES:

PPC Campaigns Begin Attribution Setup Complete Call Tracking Integrated Call Transcription On **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

2 Social Posts/Week *(Scale Package Only)

*(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 Analysis Attribution Fine-tuned Inner Pages Design Review 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 6: WEBSITE LAUNCH

New Website Goes Live First Email Automation Launches *(Grow Package Only)

Review & Test New Website



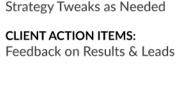
Start Local SEO Pages *(Grow Package Only) **Backlinking Begins** *(Grow Package Only)

CLIENT ACTION ITEMS:

Local SEO Focus Feedback







YOU ARE HERE!





WEEK 7: LOCAL

SEO EXPANSION

Start Local SEO Pages

CLIENT ACTION ITEMS:

Local SEO Focus Feedback

DELIVERABLES:

*(Grow Package Only) **Backlinking Begins**

*(Grow Package Only)

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:





FINALIZATION

WEEK 5: WEBSITE

DELIVERABLES:

All Web Pages Finalized Web Development Done Sales/Talk Track Provided *(Grow Package Only)

CLIENT ACTION ITEMS: Review Final Designs Approve Final Designs

& LOCAL DOMINATION BEGINS

WEEK 6: WEBSITE LAUNCH

DELIVERABLES:

New Website Goes Live First Email Automation Launches *(Grow Package Only)

Review & Test New Website



1st Landing Page Goes Live **PPC Campaigns Begin**

Attribution Setup Complete Call Tracking Integrated Call Transcription On **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

2 Social Posts/Week *(Scale Package Only)

*(Scale Package Only)

CLIENT ACTION ITEMS:

Provide Necessary Assets (images, videos, branding materials) Review Homepage Concept

ATTRIBUTION FINE-TUNING

DELIVERABLES:

WEEK 4: LEAD TRACKING &

PPC & Lead Quality Analysis Attribution Fine-tuned Inner Pages Design Review Landing Pages 2 & 3 Live 1st Monthly Report Delivered

CLIENT ACTION ITEMS:

Feedback on Lead Quality Review Inner Page Designs Approve Inner Page Designs

*(Scale Package Only)

ONBOARDING & ACCESS SETUP

WEEK 0:

Initial Strategy

Share Goals &

Marketing Objectives

Discussion

DELIVERABLES:

WEEK 1:

Meet the Team **DISCOVERY CALL** Onboarding Form **DELIVERABLES:**

Finish Onboarding Form Billing Information Paid Ads Budget CLIENT ACTION ITEMS:

DNI Website Google Analytics Google Ads

CLIENT ACTION ITEMS:

First Blog Post Published Sitemap Sent for Approval Access to AutoMatyx CRM Detailed List of Services Begin GBP Optimization PROVIDE ACCESS TO:

Social Media Accounts **Email Lists**

Start Citations Setup Begin DNS Setup

Begin SEO Optimization Auto Review Replies Begin *(Grow Package Only)

CLIENT ACTION ITEMS:

WEEK 2: SEO &

DELIVERABLES:

CONTENT SETUP

SEO Audit Provided

Content Calendar Sent

Approve Content Calendar & Sitemap

First Landing Page Review

Local Domination Strategy Starts

CLIENT ACTION ITEMS:



YOU ARE HERE!



WEEK 8 & BEYOND: ONGOING **STRATEGY & OPTIMIZATION**





DELIVERABLES:

All Web Pages Finalized 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:

Local Domination Strategy Starts *(Scale Package Only)

Review & Test New Website

WEEK 7: LOCAL SEO EXPANSION

DELIVERABLES:

Start Local SEO Pages *(Grow Package Only) **Backlinking Begins** *(Grow Package Only)

Local SEO Focus Feedback

CLIENT ACTION ITEMS:



WEEK 0: **DISCOVERY CALL**

DELIVERABLES:

Initial Strategy Discussion

CLIENT ACTION ITEMS:

Share Goals & Marketing Objectives

WEEK 1: ONBOARDING & ACCESS SETUP

DELIVERABLES:

Meet the Team Onboarding Form

CLIENT ACTION ITEMS:

Finish Onboarding Form Billing Information Paid Ads Budget Detailed List of Services

PROVIDE ACCESS TO:

DNI Website Google Analytics Google Ads GBP Social Media Accounts **Email Lists**

WEEK 2: SEO & **CONTENT SETUP**

DELIVERABLES:

SEO Audit Provided Content Calendar Sent First Blog Post Published 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

CLIENT ACTION ITEMS:

*(Grow Package Only)

Approve Content Calendar & Sitemap

DELIVERABLES:

WEEK 3: WEBSITE

& ADS LAUNCH

1st Landing Page Goes Live **PPC Campaigns Begin** Attribution Setup Complete Call Tracking Integrated Call Transcription On **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



DELIVERABLES:

PPC & Lead Quality Analysis Attribution Fine-tuned Inner Pages Design Review Landing Pages 2 & 3 Live 1st Monthly Report Delivered

CLIENT ACTION ITEMS:

Feedback on Lead Quality Review Inner Page Designs Approve Inner Page Designs



New Website Goes Live First Email Automation Launches *(Grow Package Only)

CLIENT ACTION ITEMS:





DELIVERABLES:

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

CLIENT ACTION ITEMS:





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:

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WEEK 0: **DISCOVERY CALL**

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Initial Strategy Discussion

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CLIENT ACTION ITEMS:

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Social Media Accounts

WEEK 2: SEO & **CONTENT SETUP**

DELIVERABLES:

Content Calendar Sent First Blog Post Published Begin SEO Optimization Auto Review Replies Begin

CLIENT ACTION ITEMS:

*(Grow Package Only)

Approve Content Calendar & Sitemap

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CLIENT ACTION ITEMS:

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WEEK 4: LEAD TRACKING & ATTRIBUTION FINE-TUNING

DELIVERABLES:

PPC & Lead Quality Analysis Attribution Fine-tuned Inner Pages Design Review 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:

All Web Pages Finalized 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:

*(Scale Package Only)

New Website Goes Live First Email Automation Launches *(Grow Package Only) **Local Domination Strategy Starts**

CLIENT ACTION ITEMS:

Review & Test New Website

SEO EXPANSION

WEEK 7: LOCAL

DELIVERABLES:

Start Local SEO Pages *(Grow Package Only) **Backlinking Begins** *(Grow Package Only)

CLIENT ACTION ITEMS:

Local SEO Focus Feedback

