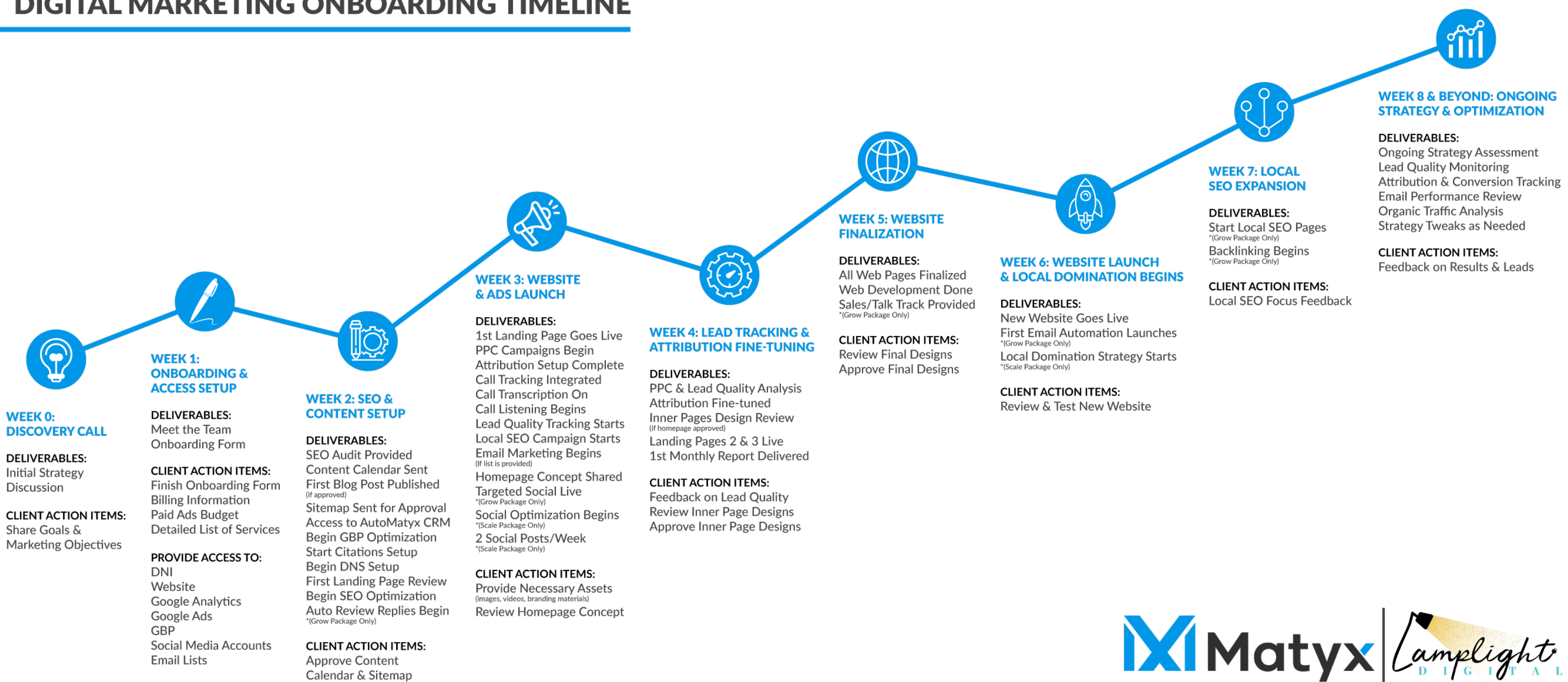


DIGITAL MARKETING ONBOARDING TIMELINE



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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 (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 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:
New Website Goes Live
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

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
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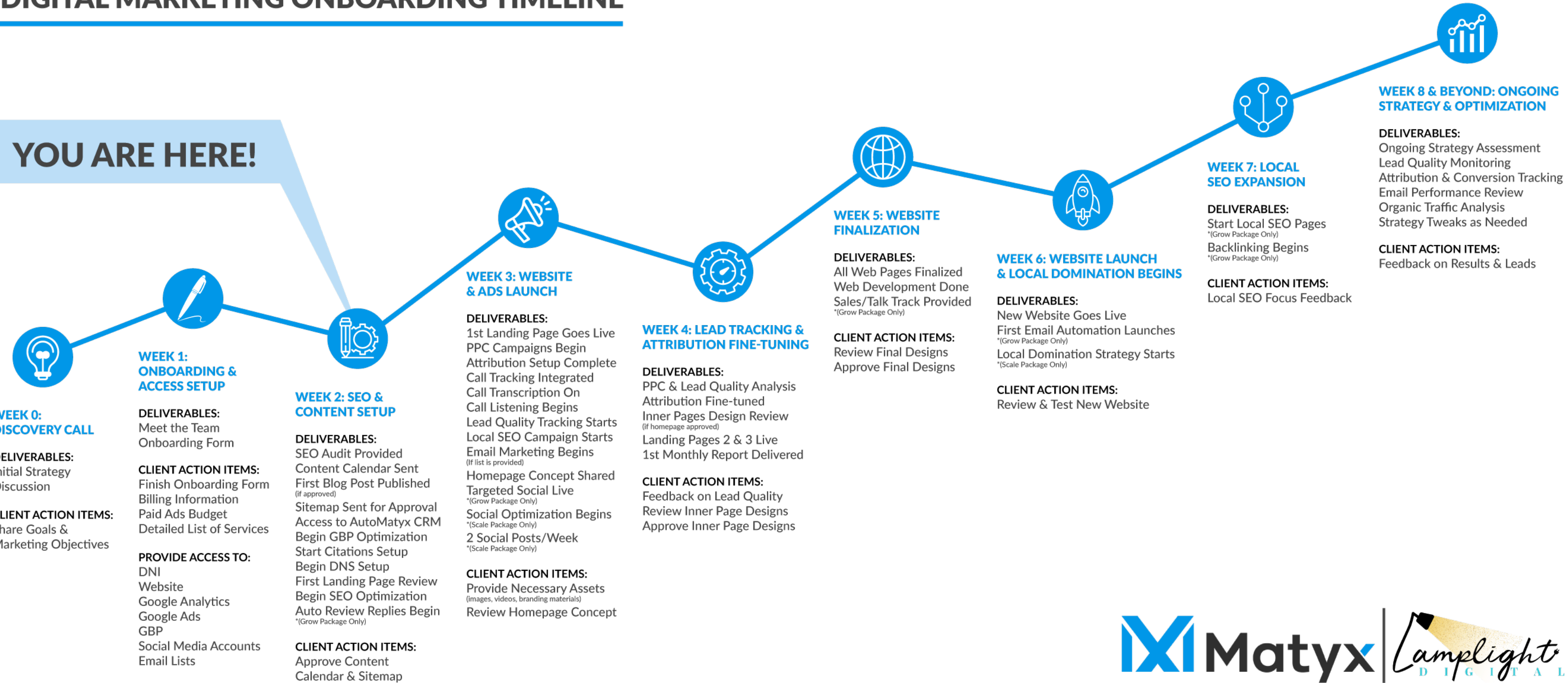
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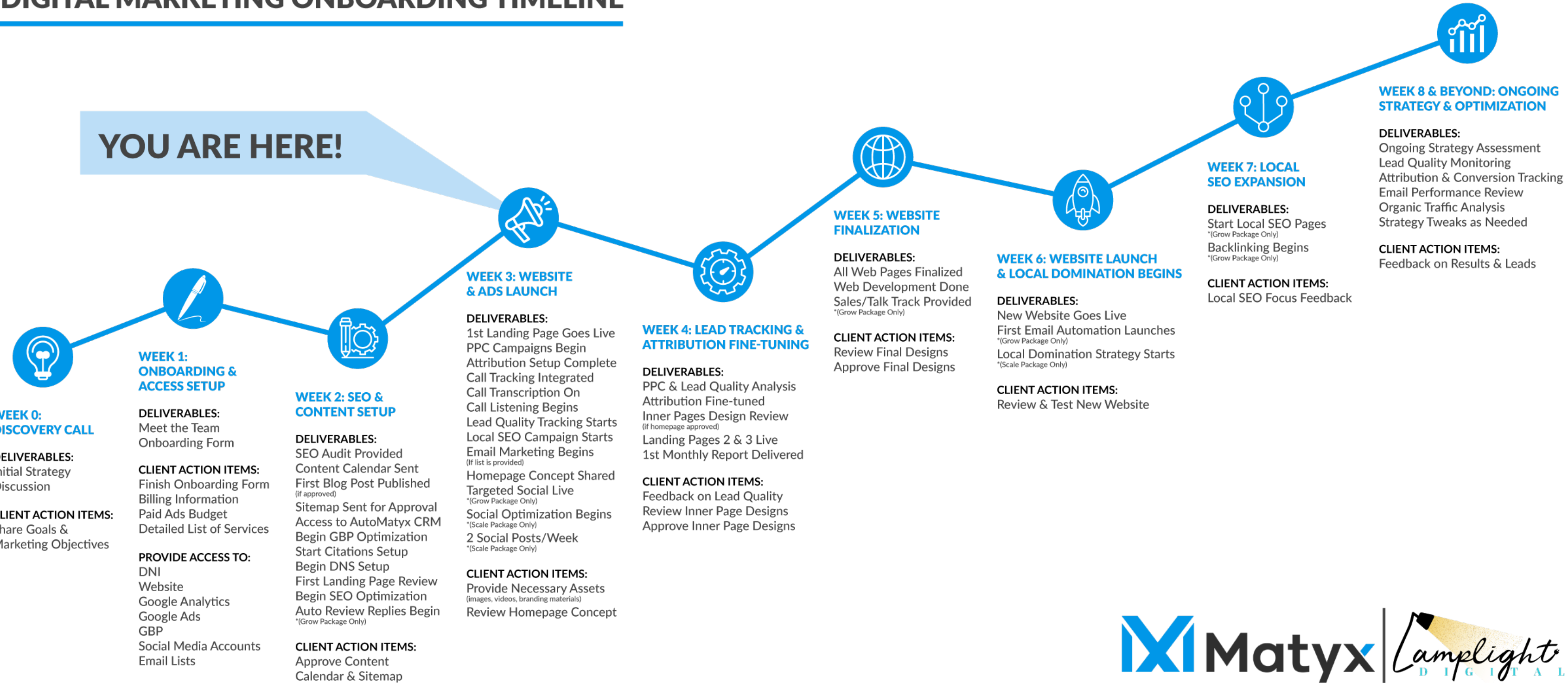
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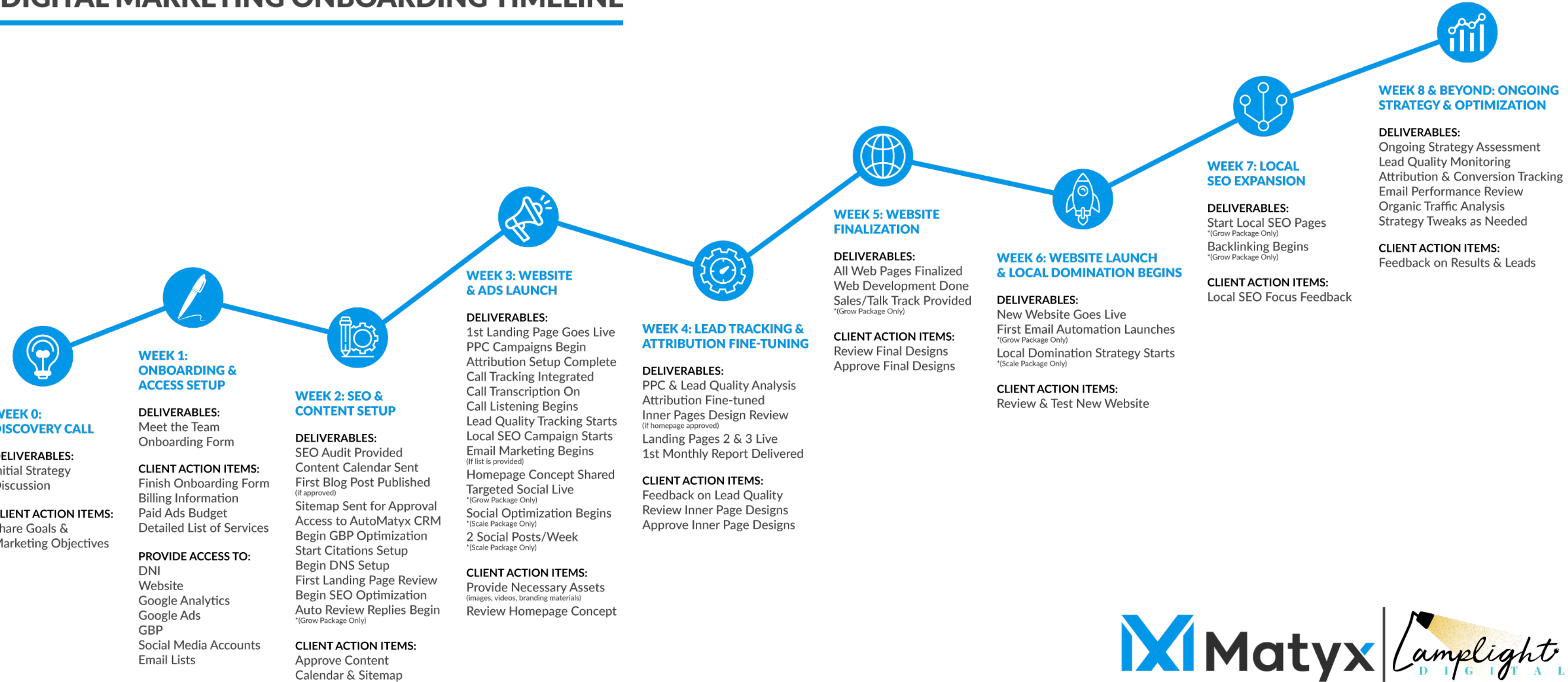
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