* **Goals:**Why do you want people to find your client's site? Define the goal(s) they site will accomplish. --- To increase bookings for their in-home massage therapy service. 20% increase in first 3 months. 1) To provide a professional listing that inspires confidence and builds rapport with current and prospective clients. 2) To provide valuable information related to the massage therapy field, cementing expertise of the business. 3) To simplify the experience of booking for clients, and managing bookings for the business owner. 20% less time managing calendars and client calls.
* **Search Queries:**Refine your keyword research. What words might people type into the search engines to look for your client's company? Your lists should contain at least 10 keywords for each of the services they offer.  
  *Research your chosen keywords* – Sign in to [Google Adwords](http://adwords.google.com/) and use the provided “keyword tool”  
  *Using what you learned from keyword research, list what you believe to be the best longtail keywords*. --- mobile massage, home massage, massage at home, tech neck, massage to you home, trigger point massage, mobile massage near me, massage therapist near me (add more revisions with Swedish, Relaxing, Deep Tissue, Sports, and Therapeutic to the beginning)
* **Keyword Analysis:***Analyze the current Search Engine Results Pages (SERPs) for your keywords* - Who is ranking? What are they doing effectively and ineffectively? Investigate and get to know your competition.  Do this for the top 2 competitors.
* **Competition:**Use the information from the previous step to create a list of competitors. You will use this to figure out how other sites were able to get into your targeted SERPs.  
  *Use the*[*MOZ Open Site Explorer*](https://moz.com/researchtools/ose)*to find the sources of your*competitor's*links* - List the sources of links your competitors have.
* **Advertisers**: Where will you utilize paid advertisements (will you)? ----No paid visual ads, but client is open to paid content marketing in the form of reviews of products with affiliate links on the sites blog/information pages, as well as selling products they use including lotions, sheets, music, etc.
* **Content**: What content will you produce (you'll be producing it in the next module so make it realistic to deliver by May 1)? --- 3 initial blog posts dealing with the following: Benefits of massage, Self-massage techniques, Massage therapy for those who work at computers.
* **Timeline**: When will the content go out? ---Initial 3 posts will go out together by 5/1. Follow up posts once a month to be promoted in email.
* **Local SEO and Link Building**: Include strategies for Local SEO and Link Building.
* **Email**: How will you utilize email?---Monthly email newsletter summarizing/linking to latest blog article. Also including any special promotional rates or packages available that month.
* **Social Media**: How and what social media outlets will you utilize?—Facebook and Instagram. Open DM’s for questions or manual bookings. Weekly posts with quick tip content related to the monthly blog post and linking back to it for full information.
* **Communicate Effectiveness**: How will you snapshot the current state and show the productiveness of your efforts? --- Taking a current snapshot of traffic and bookings as well as ctr from emails will establish baseline kpi’s to reach the 20% over 3 months growth goals established above.

Collate these bullets into a well-formatted document.