



Online Marketing Plan

SEO:

- Local/Places listings claimed and optimized
- Content creation strategy in place
- Initial Keyword research
- On-Page Optimization

Site Content, Stats and Contacts:

- Newsletter Schedule
- Web stats/analytics
- Check site for broken links and errors, speed test
- Review/update website content
- Test order links and contact forms
- Review contact/order process for user-friendliness
- Update photos
- Schedule website updates to keep site fresh
- Pre-schedule holidays and holiday promotions

Social Networking:

- Set up business accounts with Facebook, Twitter, Pinterest, Instagram
- Schedule regular posts and tweets
- Automate posting

Blog:

- Schedule your blog posts
- Check for software updates and plugins
- Keyword/Tagging/Categorizing plan in place
- Ensure easy sharing tools are in place

PayPerClick Advertising:

- Review results and adjust bids
- Add new keywords and negative keywords
- Split test ad copy
- Split test landing pages