NORTH SHORE DIGITAL

3-Month Launchpad

Google Search Plan

MONTH 1

Onboarding Strategy
- Access to Online Platforms
- Search Engine Marketing Strategy Formulation

Website
- Website UX & Content Review
- Competitor Analysis
- Implement Changes

Paid Advertising
- Ads Audit (if applicable)
- Drafting & launching of Google Ads
- Google Shopping Ads (if e-Commerce

Search Engine Optimization
- Launch SEO Campaigns
- Google My Business Optimization
- SEO Titles & Descriptions
- Image SEO & Structured Data

Analytics & Reporting
- Setting up your Google Search Report
- Keyword Research & Tracking

Hosting (if WordPress)
- Transfer to North Shore Digital Hosting

MONTH 2

Analytics & Reporting
- Benchmarking & Review of Month 1
- Recommendations sent via email

Paid Advertising
- Google Ads Campaign Management
- Google Ads Optimization

Search Engine Optimization
- Business Directory Citations
- Foundational SEO Updates
- Targeted SEO Analysis

Hosting (if WordPress)
- Ongoing Maintenance & Updates
- Monthly Website Care Report

MONTH 3

Reporting
- Analysis of Previous Month
- Recommendations sent via email

Website Content
- Landing Page Development
- Blog Publishing

Paid Advertising
- Google Ads Campaign Management
- Google Ads Optimization
- Analysis of Google Ads results so far

Search Engine Optimization
- Improve Technical Site Health Audit Score
- Speed Optimization

Hosting (if WordPress)
- Ongoing Maintenance & Updates
- Monthly Website Care Report

Business Consulting
- Review of 3-Month Launchpad
- Analysis & Recommendations