

# Here's What you Get-



# Elevate your Marketing



## **Week 1: Strategy Planning & Approval**

- Ensure the Onsite Optimizer snippet is installed.
- Sky will create a Tone of Voice guide, which will appear in the Approval Center.
- Sky will create your 6-month blog strategy, also visible in the Approval Center.

## **Week 2: Website Optimization**

- Sky will optimize 3 pages of your site.
- Sky will create new copy, H1 headings, and metadata and these will be sent to the Approval Center.
- Other on-page elements will also be automatically optimized, including Alt text, H2 headings, and more.
- Sky will also create 1 monthly blog post and weekly Google Posts for your review.

## **Week 3: Google Business Profile Management**

- Sky will enhance your Google Business Profile (GBP) by updating your website URL, setting the primary category and secondary categories and creating a business description.
- Sky will also create 4 GBP posts.
- Sky will begin daily review monitoring. If it's a positive review, Sky creates a response. If it's a negative review, you'll be prompted to respond manually.
- Sky will submit your local business info to top online directories to boost visibility in search results.

## **Week 4: Reporting & Next Steps**

- Sky sends a comprehensive report detailing completed tasks and SEO performance.
- Sky outlines the plan for the upcoming month.
- Throughout the month, Sky continuously seeks new opportunities to improve your SEO, ensuring your business remains visible and competitive online.

[www.freebirdmarketing.com](http://www.freebirdmarketing.com)

