

Daily Checklist

1. Google My Business Management

- ☐ **Profile Optimization:** Review and update attributes, services, and FAQs as necessary. Ensure images and videos meet SEO standards.
 - ☐ **Engaging Media Updates:** Upload or refresh at least one new photo/video if available. Ensure proper geotagging.
 - ☐ **Review Management:** Check for new reviews and respond (both positive and negative) professionally and promptly.
 - ☐ **SEO Checkup:** Perform a partial SEO audit (divide the 150-point checklist into manageable daily sections).
 - ☐ **Competitor Monitoring:** Note key competitor updates, promotions, or changes.
 - ☐ **Inquiry Monitoring:** Respond to all customer inquiries from Google My Business promptly.
-

2. Social Media Ads Manager

- ☐ **Campaign Review:** Monitor ongoing ad performance (clicks, impressions, conversions). Make minor adjustments as needed.
 - ☐ **Seasonal Promotions:** Plan or draft new ideas for upcoming seasonal campaigns.
 - ☐ **Competitor Analysis:** Identify any ad trends competitors are using that could improve your campaign.
-

3. Social Media Community Manager

- ☐ **Platform Engagement:** Respond to all comments, messages, and inquiries on **Facebook, Instagram, Twitter, TikTok, and YouTube**.
 - ☐ **Client Interaction:** Encourage followers or clients to leave reviews or share their experiences.
 - ☐ **Negative Feedback:** Review and respond to any negative feedback professionally.
 - ☐ **Daily Posts:** Ensure pages remain active by posting or engaging in at least one activity per platform.
-

4. Posts/Video Reels Editor

- ☐ **Content Collaboration:** Review new content submissions from the spa team and ensure it's uploaded to your editing workflow.
 - ☐ **Editing Tasks:** Edit raw photos/videos into polished posts or reels (goal: 1 completed post per day).
 - ☐ **Brand Optimization:** Double-check edits for alignment with the spa's branding and platform-specific optimization.
-

5. SEO Blog Copywriting

- ☐ **Research:** Dedicate time to researching new topics or trends for upcoming blogs.
 - ☐ **Keyword Optimization:** Update or refine keyword strategies for blogs currently being drafted.
 - ☐ **Blog Progress:** Write or edit a portion of one blog to ensure weekly and monthly delivery deadlines are met.
-

6. Website Optimization Audit

- ☐ **Website Review:** Check for updates or errors in site speed, functionality, or user experience.
 - ☐ **SEO Opportunities:** Identify one area of the website for improvement and draft recommendations.
 - ☐ **Heatmap Insights:** Review heatmap data to determine any user interaction trends.
 - ☐ **Chatbot Maintenance:** Test FAQ chatbot for accuracy and usability, update its core data.
 - ☐ **Competitor Website Analysis:** Spend time reviewing a competitor's website for potential insights.
-

Additional Notes

- **Weekly Planning:** At the start or end of the week, review tasks completed and prepare for upcoming responsibilities (e.g., major updates, campaign launches, or blog deadlines).
- **Delegation:** If some tasks become overwhelming, consider scheduling specific roles for automation or additional team members.