

Monthly Planning Guide

Week 1: Strategic Kickoff and Planning

- **Google My Business (GMB)**
 - ☐ Perform a **comprehensive SEO audit** using the 150-point checklist and address any critical gaps.
 - ☐ Identify and update any outdated business attributes, services, or FAQs.
 - ☐ Plan the monthly schedule for uploading new photos, videos, and promotional content.
 - ☐ Set measurable goals for **profile visibility and engagement** (e.g., review count, inquiries, click-through rates).
 - **Social Media Ads**
 - ☐ Develop a **monthly ad campaign strategy**:
 - Define goals (e.g., lead generation, brand awareness, etc.).
 - Allocate the monthly ad budget.
 - ☐ Create seasonal or holiday-specific promotional concepts.
 - ☐ Schedule campaign launches for key dates in the month.
 - **Content Creation**
 - ☐ Draft an **editorial calendar** for blog topics, social media posts, and reels.
 - ☐ Collaborate with the spa team to gather all raw photos, videos, and necessary input for the month.
 - **Competitor Analysis**
 - ☐ Conduct a detailed review of competitors' online strategies, including:
 - Google My Business updates.
 - Social media trends and ad campaigns.
 - Website updates.
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Week 2: Execution and Engagement

- **GMB Media Management**
 - ☐ Upload **fresh photos and videos** to the GMB profile.
 - ☐ Ensure all visuals are optimized for local SEO and tagged appropriately.
 - ☐ Start implementing changes identified in the SEO audit from Week 1.
- **Social Media Community Management**
 - ☐ Begin rolling out the planned **social media content** for the month.
 - ☐ Monitor engagement metrics and refine strategies for boosting likes, shares, and comments.
 - ☐ Encourage reviews from satisfied customers.
- **Blog Writing**
 - ☐ Draft and finalize **4 SEO-optimized blogs** for the month.

- **Social Media Ads**

- ☐ Launch the first wave of ad campaigns and monitor performance metrics.
 - ☐ Make minor adjustments based on early analytics (e.g., A/B testing results).
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Week 3: Mid-Month Optimization

- **Performance Reviews**

- ☐ Analyze mid-month data from:
 - GMB (visibility, clicks, reviews).
 - Social media engagement and follower growth.
 - Ad campaign performance (conversions, ROI, etc.).
- ☐ Refine strategies based on performance insights (e.g., update ad creatives, adjust target audiences).

- **Website Optimization**

- ☐ Conduct a **mid-month website audit** to check for any usability issues.
- ☐ Use heatmap analytics to identify areas for improvement and address at least one key issue.

- **Content Creation**

- ☐ Finalize and post the remaining **2 blogs** for the month.
- ☐ Edit and upload another batch of **social media posts or reels** for the next 1-2 weeks.

- **Competitor Monitoring**

- ☐ Check competitors' mid-month updates for inspiration and new tactics to implement.
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Week 4: Wrap-Up and Future Planning

- **Performance Reporting**

- ☐ Compile a **monthly performance report** covering:
 - GMB visibility, inquiries, and review trends.
 - Social media engagement and growth metrics.
 - Ad campaign results (CTR, ROI, and conversion metrics).
 - Blog performance (traffic, ranking, and bounce rates).
- ☐ Highlight key successes and areas for improvement.

- **GMB and Social Media Engagement**

- ☐ Post the final planned social media content for the month.
- ☐ Respond to all outstanding reviews, messages, or inquiries.
- ☐ Encourage reviews and recommendations from customers served during the month.

- **Ad Campaign Refinement**

- ☐ Optimize ongoing campaigns based on monthly analytics.
- ☐ Plan the next month's ad strategies (e.g., new visuals, adjusted budgets).

- **Content Strategy for Next Month**
 - ☐ Brainstorm and finalize topics for next month’s blogs.
 - ☐ Outline new content themes and trends for social media and ad campaigns.
 - ☐ Collaborate with the spa team to collect fresh media for next month.
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Ongoing Monthly Deliverables

These tasks can be spread across weeks or completed as recurring activities:

- **Customer Engagement**
 - Respond to all comments, direct messages, and inquiries promptly.
 - Proactively engage with followers and address feedback professionally.
 - **Content Collaboration**
 - Maintain regular communication with the spa team for media and feedback.
 - Ensure all edited content aligns with the spa’s branding and goals.
 - **Competitor Analysis**
 - Stay updated on competitors’ activities weekly and incorporate insights into your strategy.
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Key Monthly Goals

- Grow Google My Business visibility and customer reviews.
- Increase social media followers and engagement rates.
- Optimize ad campaign ROI.
- Publish 4 high-quality blogs.
- Drive website traffic and improve user experience.