

Weekly Planning Guide

Monday: Strategy and Optimization

- **Google My Business Management**
 - ☐ Perform a quick **overview check** of all attributes, services, and FAQs for accuracy.
 - ☐ Identify media (photos/videos) that need refreshing or replacement during the week.
 - ☐ Begin working through a significant portion of the **150-point SEO checklist** (e.g., divide into 30 points/day for 5 days).
 - **Social Media Ads**
 - ☐ **Review ad performance metrics** (clicks, impressions, conversions) for active campaigns.
 - ☐ Draft ideas for new seasonal promotions.
 - ☐ Adjust campaign parameters based on performance trends.
 - **Social Media Management**
 - ☐ Map out a **weekly engagement plan** for social media (e.g., planned replies, posts, promotions).
 - ☐ Ensure upcoming posts are drafted or scheduled on all 5 platforms.
 - **Content Planning**
 - ☐ Outline **blog ideas or themes** for the week based on keyword trends and client needs.
 - ☐ Organize raw photos/videos from the spa team for editing tasks.
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Tuesday: Media Creation and Engagement

- **Post/Video Reels Editor**
 - ☐ Begin editing and finalizing 1-2 posts or reels for the week.
 - ☐ Review platform-specific guidelines to ensure all content is optimized for performance.
 - ☐ Incorporate branding into visuals and captions.
 - **Social Media Engagement**
 - ☐ Spend extra time responding to **comments and messages**, fostering deeper connections with followers.
 - ☐ Review past posts to identify content trends or ideas to replicate.
 - **Google My Business**
 - ☐ Upload new or refreshed media to the profile.
 - ☐ Respond to all new reviews and inquiries.
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Wednesday: Midweek Checkpoint

- **Performance Review**
 - ☐ Conduct a **midweek analysis** of ad and social media engagement performance.
 - ☐ Adjust campaigns or engagement strategies as necessary.
 - **Competitor Monitoring**
 - ☐ Check competitors’ Google My Business profiles, ad strategies, and social media activity.
 - ☐ Note any trends or tactics that can be adapted for your campaigns.
 - **SEO Blog Copywriting**
 - ☐ Write or edit at least 1 blog for the month (focus on SEO-rich content with keywords).
 - ☐ Conduct additional research on topics or client FAQs to incorporate into upcoming blogs.
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Thursday: Deep Dive into SEO and Website

- **Google My Business SEO**
 - ☐ Conduct a **deep SEO audit** using the 150-point checklist (cover 50 points today).
 - ☐ Implement fixes or enhancements identified during the audit.
 - **Website Optimization Audit**
 - ☐ Use heatmap tools to review user engagement and identify low-performing areas.
 - ☐ Implement 1-2 website updates (e.g., improving speed or fixing a usability issue).
 - **Content Creation**
 - ☐ Edit or finalize 1-2 more posts or reels for publication.
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Friday: Engagement and Reputation Building

- **Google My Business Review Management**
 - ☐ Reach out to satisfied customers to encourage 5-star reviews.
 - ☐ Respond to all outstanding reviews (positive and negative) to build trust.
 - **Social Media Management**
 - ☐ Publish 1-2 posts or reels (prepared earlier in the week).
 - ☐ Focus on high-engagement activities like Instagram Stories, TikTok videos, or Twitter discussions.
 - **Competitor Analysis**
 - ☐ Review competitors’ website updates, social media posts, and promotions.
 - ☐ Draft plans for next week’s competitive strategy.
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Saturday: Content Delivery and Planning

- **SEO Blog Copywriting**
 - ☐ Finalize 1 blog for submission and publishing.
 - ☐ Review drafts for upcoming blogs, ensuring alignment with SEO goals.
 - **Posts/Video Reels Editor**
 - ☐ Edit or refine remaining posts and reels for next week’s schedule.
 - ☐ Upload completed visuals to a shared platform for review or posting.
 - **Weekly Summary**
 - ☐ Summarize the week’s successes and note any tasks left incomplete.
 - ☐ List priorities for the upcoming week based on performance reviews.
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Sunday: Admin and Preparation

- **Weekly Analytics**
 - ☐ Review analytics for Google My Business, ad campaigns, and social media platforms.
 - ☐ Create a brief performance report to track growth and areas needing improvement.
 - **Content Scheduling**
 - ☐ Schedule all finalized posts and reels for the upcoming week on relevant platforms.
 - **Strategic Planning**
 - ☐ Brainstorm ideas for next week’s content, campaigns, and engagement strategies.
 - ☐ Prepare necessary tools, resources, or materials for Monday’s tasks.
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Key Tips for Weekly Success

- Use tools like Google Calendar or Trello to assign tasks to specific days.
- Set aside **30-60 minutes daily** for unplanned tasks like handling urgent client inquiries or managing unexpected updates.
- Regularly evaluate your workload to ensure the balance between strategic tasks and daily execution.