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SEO Launch Plan (30 Days)

October 2024

OVERVIEW

GoldPath Labs is a new medical testing lab looking to establish their brand & service.

GOALS

- 1. Drive organic growth at scale for the Southern California service area.
- 2. Build a 5-star reputation on local business listings.

SPECIFICATIONS

Utilize free & paid tools including: Google Business Profile, Yelp for Business, Google Search Console, Meta Business Manager (Facebook/Instagram), LinkedIn, Twitter, and Pinterest.

MILESTONES

Day 1: Business Listings

Have your business show up for relevant services and search terms across all platforms and devices utilizing business directories and maps:

Google Business Profile	Judy's Book	Chamber Of Commerce.com
Yelp	Superpages	CitySquares
YP.com	DexKnows	Opendi
Manta	Insider Pages	showmelocal
Mapquest	EZlocal	Tupalo
Better Business Bureau		

N49	Trustpilot	Audi
Where To?	Nextdoor	BMW
acompio	Navmii	VW
My Local Services	TomTom	Mercedes
USCity	Uber	Bell
Cylex	HERE	Microsoft Cortana
eLocal	Amazon Alexa	Siri
Find Open	Baidu	Fiat
Hotfrog	Yandex	Google Assistant
us-info.com	GM	Petal Search
Pages24	Ford	
iGlobal	Toyota	

Day 2. Google Search Console

Official connection for your website to google for showing up in search results

- add domain
- Install verification code
- Request indexing

Day 3. Research & Analysis

Deep-dive into brand and industry

- | | |
|---------------|-------------------|
| - SWOT | - Customers |
| - Competition | - Reviews & Forum |

4. Keyword Research

- google trends
- Industry
- Suppliers & manufacturers
- Negative keywords
- Create list

5. Digital Footprint Audit

- current website
- Current social media
- Create master list of links
- Current SEO audit
- Mobile site ranking score
- Create list of tasks to improve score from results

6. SEO Content Writing: Day 1

- 1500 words for About page

7. SEO Day 2

- 1500 words for FAQ page

8. SEO Day 3

- 1500 words for special stain page

9. SEO Day 4

- 1500 words for clinical page

10. SEO Day 5

- 1500 words for IHC page
- Request website indexing from google search console

11. Social Media Day 1

- Repurpose SEO content for Facebook
- Schedule posts for next two weeks

12. Social Media Day 2

- Repurpose SEO content for instagram
- Schedule posts for next two weeks

13. social Media Day 3

- repurpose SEO content for linked in
- Schedule posts for next two weeks

14. Social Media Day 4

- repurpose SEO content for twitter
- Schedule posts for next two weeks

15. Social Media Day 5

- repurpose SEO content for pinterest
- Schedule posts for next two weeks

16. Daily Engagement:

- reply to comments on posts
- Like relevant content
- Follow relevant accounts

17. Blogging content day 1

- TBD on research from Days 3-4

18. Blogging content day 2

- TBD on research from Days 3-4

19. Blogging content day 3

- TBD on research from Days 3-4

20. Blogging content day 4

- TBD on research from Days 3-4

21. Blogging content day 5

- TBD on research from Days 3-4

22. Blogging content day 6

- TBD on research from Days 3-4

23. Blogging content day 7

- TBD on research from Days 3-4

24. Blogging content day 8

- TBD on research from Days 3-4

25. Blogging content day 9

- TBD on research from Days 3-4

26. Blogging content day 10

- TBD on research from Days 3-4

27. Request website indexing from google search console

28. Daily engagement

29. Prepare 28 day progress report

30. Deliver 28 day progress report

Continuing & Ongoing Services

2024-2025

REPUTATION MANAGEMENT

Review Requests

Integrate review requests with CRM to automate follow-up text and email messages requesting a review from customers after order is complete.

CONTENT CREATION

Social Media Management

Create and publish consistently. Reply to comments & messages. Send referrals to sales team.

Blogs

Rank for keywords with relevant and trending content in industry to expand discoverability outside of the local business service area.

PAID ADVERTISING

PPC

Social media and search engine ad campaign management.

EMAIL MARKETING

List Curation, Segmentation, and Outbound Offers

Build lists and categorize audiences for targeted messaging and offers.