

SIX-MONTH GROWTH ROADMAP

Your Growth *System.*

Your step-by-step growth plan for the next six months. Month One builds your full foundation — website, lead capture, CRM, and initial SEO. From Month Two, we shift into ongoing SEO reviews, improvements, and reporting to keep your results growing.

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● MONTH 01 · OF 06

Full System Setup & Foundation

MONTH
One

01 Kick-Off Call & Offer Review

We confirm goals, timeline, and strategy, then map your services and customer journey.

02 Website & Lead Capture Build

We build out services, trust, proof, FAQs, quotes, booking, forms, calls, and enquiry flow.

03 CRM & Follow-Up Automation

We set up your CRM pipeline, missed-call text-back, and review request flow.

04 Foundational SEO

We research keywords and optimise titles, descriptions, and your Google Business Profile.

05 Tracking, Backups & Security

We install analytics and Search Console, back up the site, and set up uptime monitoring.

06 Indexing & Directory Listings

We submit your sitemap for indexing and list your business on major directories.

07 Launch Health Check

We test the full visitor-to-enquiry journey end to end and fix any friction points.

08 Summary of Work

A clear, plain-English summary of everything set up this month.

● MONTH 02 · OF 06

SEO Foundations & On-Page Optimisation

MONTH
Two

01 Homepage Content Optimisation

We refine your homepage content for maximum visitor engagement and conversion.

02 Optimise High-Value Internal Pages

We optimise your key service and location pages for the terms that drive the most enquiries.

03 Schema Structured Data Markup

We implement schema markup so search engines understand your website content more clearly.

04 Indexing & Baseline Performance Report

We confirm indexing is working correctly and report on your baseline SEO metrics.

05 Monthly SEO Performance Report

We report on rankings, traffic, and visibility progress, with clear priorities for next month.

06 Provide Summary of Work

We summarise completed work so progress stays visible and transparent.

● MONTH 03 · OF 06

Content Expansion & Reputation Building

MONTH
Three

01 Additional Internal Pages Optimised

We optimise a further set of key pages for targeted keywords and search relevance.

02 Image Alt Tags & Accessibility

We improve image alt tags and address accessibility issues to help both users and search engines.

03 Backlink Profile Analysis

We review your inbound link health and address any toxic links affecting your rankings.

04 Google Review Campaign

We send review requests by email or text after jobs, appointments, or completed projects.

05 Business Directory Resubmission

We keep your directory listings fresh and consistent for maximum impact.

06 Monthly SEO Performance Report

We report on rankings, traffic, and visibility progress, with key metrics and next steps.

07 Provide Summary of Work

We summarise completed work so progress stays visible and transparent.

● MONTH 04 · OF 06

Site Health & Campaign Overview

MONTH
Four

01 SEO & Website Health Check

We monitor SEO progress and adjust for any unexpected Google or website changes.

02 Optimisation Campaign Overview

With the core optimisation complete, we present a full overview for your feedback and alignment.

03 Business Directory Resubmission

We keep your directory listings fresh and consistent for maximum impact.

04 Monthly SEO Performance Report

We report on rankings, traffic, and visibility progress, with key metrics and next steps.

05 Provide Summary of Work

We summarise completed work so progress stays visible and transparent.

● MONTH 05 · OF 06

Campaign Analysis & Conversion Improvements

MONTH
Five

01 Intensive Campaign Analysis

We take a deep dive into performance so far, uncovering wins and areas to improve.

02 Content Plan Assessment & Scope

We assess and adapt the content plan based on ongoing performance and audience needs.

03 Keyword Targeting & Performance Review

We review and refine targeted keywords for the best possible search visibility.

04 Website Conversion Review

We review key pages and improve weak headlines, calls-to-action, and trust points.

05 Social Media / SEO Integration

We connect your social channels with your SEO strategy for more prominent visibility.

06 SEO & Website Health Check

We monitor SEO progress and adjust for any unexpected Google or website changes.

07 Monthly SEO Performance Report

We report on rankings, traffic, and visibility progress, with key metrics and next steps.

08 Provide Summary of Work

We summarise completed work so progress stays visible and transparent.

● MONTH 06 · OF 06

Reactivation & Next Growth Plan

MONTH
Six

01 Past Customer & Lost Lead Reactivation

We reach out to previous customers and re-engage older enquiries that never converted.

02 Referral Push

We create a simple referral message that past customers can forward to friends or family.

03 SEO & Website Health Check

We monitor SEO progress and adjust for any unexpected Google or website changes.

04 Six-Month Performance Review

We review what has been built, what has improved, and where the best results came from.

05 Monthly SEO Performance Report

We report on rankings, traffic, and visibility progress, with key metrics and next steps.

06 Next 90-Day Plan

We set the next focus areas for SEO, conversions, reviews, automations, and campaigns.

07 Provide Summary of Work

We give you a clear summary of completed work so the ongoing value stays visible.