A.P. WEB SOLUTIONS

30-Day Marketing Action Checklist

SEO & AEO — Visibility & Discovery

- [ ] Update 3 existing blog posts: refresh statistics, rewrite headings as questions (e.g. "What is X?" instead of "X Overview"), and add a last updated date - this signals freshness to both Google and AI engines
- [ ] Add an FAQ section to your top 3 service or product pages, and apply FAQ schema markup so AI can extract and cite your answers accurately
- [ ] Publish 1 persona or use case page that matches how your customers actually search (e.g. "SEO for Financial Planning Firms" rather than just "SEO Services")
- [ ] Build your presence on LinkedIn, YouTube, or Reddit - post or engage at least 3 times answering real customer questions in your niche. AI engines look for consensus across these platforms when forming recommendations

Google Ads — Demand Capture

- [ ] If you're running a campaign, assign a lead value to each conversion goal so your campaigns can optimise toward revenue, not just clicks. If you're not running ads yet, launch 1 high-intent search campaign targeting your top service keyword

Website / CRO — Conversion

- [ ] Strengthen 1 key conversion point: a clearer CTA, a simpler lead form, or trust signals (client testimonials, case results, industry recognition)

Email Marketing — Nurture & Convert

- [ ] Set up 1 automated email sequence triggered by a form submission or enquiry - most businesses lose leads simply because there's no follow-up
- [ ] Send 1 value-driven email to your existing database - educational content, not a sales pitch

Measurement — Track What Matters

- [ ] Review your analytics to confirm you're tracking conversions correctly across every channel above. If you can't measure it, you can't improve it