



90 Day Inbound Marketing Action Plan Checklist

From: InvestorCarrot

Print this checklist off to follow along. By the end of this training you will have a game plan going forward to get the most out of your InvestorCarrot websites. This plan will break down a short-term and long-term action plan and the order in which to do them. This downloadable guide will get you on the right track. Email us at support@oncarrot.com with any questions.

Week 1

- ☐ Localize your website
- ☐ Tweak website branding
- ☐ Add credibility to website

Week 2

- ☐ Get your citations rolling
- ☐ Claim your Google My Business profile
- ☐ Choose what your short-term & long-term traffic strategies are
- ☐ Decide on your budget (your time budget & your money budget)
- ☐ Tweak your content to personalize it to you
- ☐ Install Google Analytics and Google Webmaster Tools on your site

Weeks 3 & 4

- ☐ Add some "city specific" landing pages to your website (minimum of 5)
- ☐ Optimize those for phrase that matter (choose 1-3 SEO phrases)
- ☐ Wrap up your citations
- ☐ Submit your website to a short list of website directories
- ☐ Start your short-term traffic strategy (Craigslist or PPC)
- ☐ Think about whether you want to do PayPerClick marketing

Month 2

- ☐ Continue implementing your short-term traffic plan (Craigslist or PPC)
- ☐ Build 1-3 solid back links to your website (see our 3 Lead Per Day Training)
- ☐ Monitor to see your ranking on you top 1-3 keyword phrases.
- ☐ If moving up, don't do anything extra on SEO for now
- ☐ Get 5-10 Facebook likes and 5-10 Google 1+'s on your website
- ☐ Launch and optimize your first Youtube video and/or slideshare document

Month 3

- ☐ Continue implementing your short-term traffic plan (Craigslist or PPC)
- ☐ Build 1-3 solid back links to your website (see our 3 Lead Per Day Training)
- ☐ Monitor to see your ranking on your top 1-3 keyword phrases
- ☐ If moving up, don't do anything extra on SEO for now

- ☐ Get 5-10 Facebook likes and 5-10 Google 1+'s on your website
- ☐ Build more credibility on your website (great content and/or testimonials)
- ☐ Are your rankings climbing? If so, don't do anything.
- ☐ If not, build a couple more quality back links and/or look at tweaking your content on your web pages a bit more to be better optimized (use our built in Carrot SEO Tool)

Streamline Your Online Lead Generation With InvestorCarrot

InvestorCarrot members collectively pull in over **13,000** opt in leads per month and hold more **page 1 Google rankings** for motivated **seller**, cash **buyer**, **rent to own**, and **note** seller phrases that matter.

Our built in SEO Tools, Carrot **conversion methodology**, and commitment to providing great **training** and **support** all combine to provide high achieving investors the right mix of technology and strategy to get the results you need to grow your business.

See what InvestorCarrot is all about and take our FREE Demo today.

Yes, Take Me To The Demo

oncarrot.com/demo