

Your first 90 days with a marketing agency

The 90-day checklist. Tick each item as you receive it. arocwebdesigns.com

Before you sign

- ☐ What happens in the first 90 days, month by month, in writing
- ☐ What gets measured, and how calls and enquiries are traced to their source
- ☐ Your domain, website, ad accounts and tracking are in your name

Weeks 1–2: research

- ☐ Your customers and your offer
- ☐ Demand: what people search for in your market, and how often
- ☐ Competitors: their ads (ads-led plan) or their sites and rankings (organic plan)
- ☐ Your current position: site, listings, tracking, running campaigns
- ☐ The plan for month 1, and why

Month 1: the foundation

- ☐ Website with a page for each service and place you serve
- ☐ Calls and forms tracked to their source before launch
- ☐ Campaigns built, with matching landing pages (if ads are in the plan)
- ☐ A launch, not "still working on it"

Month 2: refinements

- ☐ A list of changes made, each linked to a reason in the data
- ☐ Your first monthly report: what went up, what went down, and why
- ☐ Ads live and learning (if ads are in the plan)

Month 3: growth and a decision

- ☐ A month 3 report comparing all three months side by side
- ☐ A recommendation for the next 90 days: double down, cut, and the cost
- ☐ A decision meeting where you make the call

Questions at day 30, 60 and 90

- ☐ Day 30: Is everything tracked? Can you show me one call or form traced to its source? Is the site indexed? What did launch reveal?
- ☐ Day 60: What did you change this month, and on what evidence? What went down, and why?
- ☐ Day 90: What does each channel cost per enquiry? What would you do with another month, and what would you stop?