



Action Plan Jackson Podiatry: August 2014

Jackson Podiatry,

Below is an Action Plan containing a list of tasks, the person responsible for completing them, and the task deadline (may occur earlier in the week). If you have any questions or changes you'd like to make, please connect with us. Thanks!

Task	Week	Responsible	Deadline
1. Blogs			
Write blog: Heel Pain (SEO optimized title) Source 1 Source 2 <i>Keyword(s): running</i>	August 4 – 8	Judith	August 7
Edit, add links, send for approval		Leslie	August 12
Post to website		Adam	August 22
Write blog: Heel Pain (SEO optimized title) Source 1 Source 2 <i>Keyword(s): starting to run, becoming a runner</i>	August 11 – 15	Judith	August 14
Edit, add links, send for approval		Leslie	August 19
Post to website		Adam	August 29
Write blog: Heel Pain (SEO optimized title) Source 1 Source 2 <i>Keyword(s): building endurance, running</i>	August 18 – 22	Judith	August 21
Edit, add links, send for approval		Leslie	August 26
Post to website		Adam	September 5
Write blog: Heel Pain (SEO optimized title) Source 1 Source 2 <i>Keyword(s): hill running</i>	August 25 – 29	Judith	August 28
Edit, add links, send for approval		Leslie	September 2
Post to website		Adam	September 12
2. Web Content			
Write webpage: Heel Pain (SEO optimized title) Source 1 Source 2 <i>Keyword(s): high heels, foot pain</i>	August 4 – 8	Judith	August 7

Edit, add links, send for approval		Leslie	August 12
Post to website		Adam	August 22
Write webpage: Heel Pain (SEO optimized title) Source 1 Source 2 <i>Keyword(s): flat feet</i>	August 11 – 15	Judith	August 14
Edit, add links, send for approval		Leslie	August 19
Post to website		Adam	August 29
Write webpage: Heel Pain (SEO optimized title) Source 1 Source 2 <i>Keyword(s): high heels, foot pain</i>	August 18 – 22	Judith	August 21
Edit, add links, send for approval		Leslie	August 26
Post to website		Adam	September 5
Write webpage: Heel Pain (SEO optimized title) Source 1 Source 2 <i>Keyword(s): Achilles tendonitis</i>	August 25 – 29	Judith	August 28
Edit, add links, send for approval		Leslie	September 2
Post to website		Adam	September 12
3. FAQs			
Write FAQ: How do I treat my heel pain? Source 1 Source 2 <i>Keyword(s): treat cracked heels</i>	August 4 – 8	Judith	August 7
Edit, add links, send for approval		Leslie	August 12
Post to website		Adam	August 22
Write FAQ: How do I treat my heel pain? Source 1 Source 2 <i>Keyword(s): proper footwear</i>	August 11 – 15	Judith	August 14
Edit, add links, send for approval		Leslie	August 19
Post to website		Adam	August 29
Write FAQ: How do I treat my heel pain? Source 1 Source 2 <i>Keyword(s): avoid high heel pain</i>	August 18 – 22	Judith	August 21
Edit, add links, send for approval		Leslie	August 26
Post to website		Adam	September 5
Write FAQ: How do I treat my heel pain?	August 25 – 29	Judith	August 28

Source 1 Source 2 <i>Keyword(s): running</i>			
Edit, add links, send for approval		Leslie	September 2
Post to website		Adam	September 12
4. Social Media			
Interact in social media accounts two times per week	Weekly	Leslie/Adam	Weekly
Social Media Enhancements (Update Facebook cover photo)	August 11 – 15	Gwen	August 15
Write and schedule social media for September 7 – October 4.	August 25 – 29	Leslie/Adam	August 29
5. Website			
Review SEO	August 4 – 8	Leslie/Adam	August 8
Review Linking Strategy	August 11 – 15	Leslie/Adam	August 15
Google Analytics Review	August 25 – 29	Leslie/Austin	August 29
6. Local SEO			
Bing Local – update and claim listings	Throughout month	Adam	Throughout month
7. Miscellaneous			
Write July VMD Report	August 4 – 8	Leslie	August 8
Write Action Plan for September	August 18 – 22	Leslie	August 22