# **30 Days to Value Report**

**Client:** [Client Name]  
**Date:** [Month / Year]  
**Prepared by:** Behavioral Health Partners

## **1. Welcome & Overview**

The first 30 days are about creating momentum. Our goal was to build the foundation for measurable growth — from your website and Google Business Profile to your SEO systems, audits, and backlink strategy.

This report highlights what’s been accomplished and what’s next in your marketing journey.

## **2. Highlights & Quick Wins**

✅ Website launched and optimized for SEO  
 ✅ Google Business Profiles verified and optimized  
 ✅ Comprehensive SEO audits completed  
 ✅ Backlink strategy implementation underway  
 ✅ First blog articles published  
 ✅ Tracking and analytics systems connected

## **3. Comprehensive Audits & Strategy Development**

To ensure long-term results, our team conducted a full suite of technical and strategic audits during the first month. These insights guided your SEO roadmap and content strategy moving forward.

**Audits & Deliverables Completed:**

* **Technical SEO Audit:** Site health, indexation, and crawl efficiency
* **Backlink Audit:** Link quality, toxicity review, and authority scoring
* **Competitor Analysis:** Top-ranking competitors’ content, backlinks, and keyword profiles
* **On-Page SEO Audit:** Metadata, headings, internal links, and content structure
* **Content Audit:** Keyword targeting, topical gaps, and conversion opportunities
* **Strategy Development:** 90-day SEO plan and keyword roadmap created

## **4. Website Progress**

**Launched Pages:** [List live pages, e.g., Home, About, Services, Contact, etc.]

**Optimizations Completed:**

* On-page SEO (titles, meta, H1s)
* Local schema added
* Call tracking integrated
* Mobile responsiveness reviewed

**Next Steps:**

* CRO improvements
* Additional service or location pages

## **5. Google Business Profile**

* Profiles verified and optimized
* Categories, services, and photos updated
* **Images updated and optimized for visibility and engagement**
* Review strategy initiated
* Visibility and engagement tracking started

## **6. Content & SEO**

**Content Published:** [List blog titles or link URLs here.]

**SEO Progress:**

* Initial keyword tracking launched
* On-page SEO and internal linking completed
* Foundational ranking movement observed (if applicable)
* **Pillar & Cluster Content Calendar created** — outlining key topics, publishing cadence, and interlinking structure for long-term SEO growth

**Next Steps:**

* Continue publishing cluster blogs weekly
* Begin interlinking to new service pages

## **7. Citation Listings & Backlink Strategy**

**Citation Listings:**

* Core directories completed (Google, Bing, Apple, Yelp, etc.)
* Industry-specific and regional listings submitted
* NAP (Name–Address–Phone) consistency audit completed

**Backlink Work:**

* Foundational backlinks placed
* Tier-1 authority outreach plan initiated
* Competitor link gap opportunities identified

**Next Steps:**

* Continue monthly citation expansion
* Launch next wave of backlink outreach

## **8. Tracking & Reporting**

* GA4 and Search Console connected
* Call tracking and form submissions live
* Conversion goals configured
* Dashboard access shared

**Next Steps:**

* Monitor traffic and lead source data
* Review conversion metrics monthly

## **9. What’s Next (Days 31–60)**

* Continue backlink outreach and citation expansion
* Publish next wave of blog content
* Drive organic traffic growth via SEO
* Launch paid campaigns (if applicable)
* Review analytics data and optimize for conversions

**Notes & Recommendations**

The foundation is in place. The next phase focuses on growth, visibility, and conversions.

We’re excited about the direction and look forward to building on this momentum.

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