Online Presence Planner 2025

Map your 90-day website + social plan in one page. Tick the boxes, fill the blanks and keep it visible.

Business Snapshot

Primary product / service	Main geographic market	Monthly marketing budget (R)

90-Day Goals (SMART)

Check the box once reached

Traffic target

_____ sessions/mo ☐

Lead target

_____ enquiries/mo ☐

Salestarget

_____ R/mo ☐

Core Focus Keywords

Keyword	Target page / post

Website Actions

- [ ] **Launch/refresh site** - Launch date ____
- [ ] **Add/optimise service pages** - Launch date ____
- [ ] **Publish blog #1** - Launch date ____
- [ ] **Publish blog #2** - Launch date ____
- [ ] **Install GA4 & conversion goals** - Launch date ____

Social Media Actions

- [ ] Choose 1-2 priority channels
- [ ] Post 3×/week minimum
- [ ] Link every post back to site
- [ ] Allocate R ____ for boosts/ads

Organic reach ≈ <5 % – budget for boosts

Content Ideas Parking Lot

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

Monthly Calendar Strip

Plan your campaigns and publish dates

	Week 1	Week 2	Week 3	Week 4
Month:				
Month:				
Month:				

Measurement & KPIs

Fill today's metrics above the grey line, measure again in 90 days and fill the new metrics below the grey line

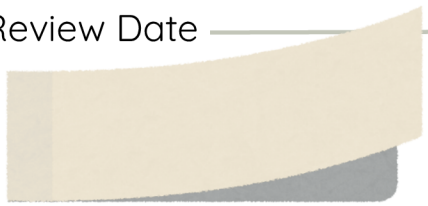
Website

Sessions	Bounce %	Leads	Sales (R)

Social Media

Reach	Clicks to site	DM enquiries

Next Review Date



Need a hand?

Book a free 15-min consult

hello@olivewebcreative.co.za

olivewebcreative.co.za

Oliveweb Creative