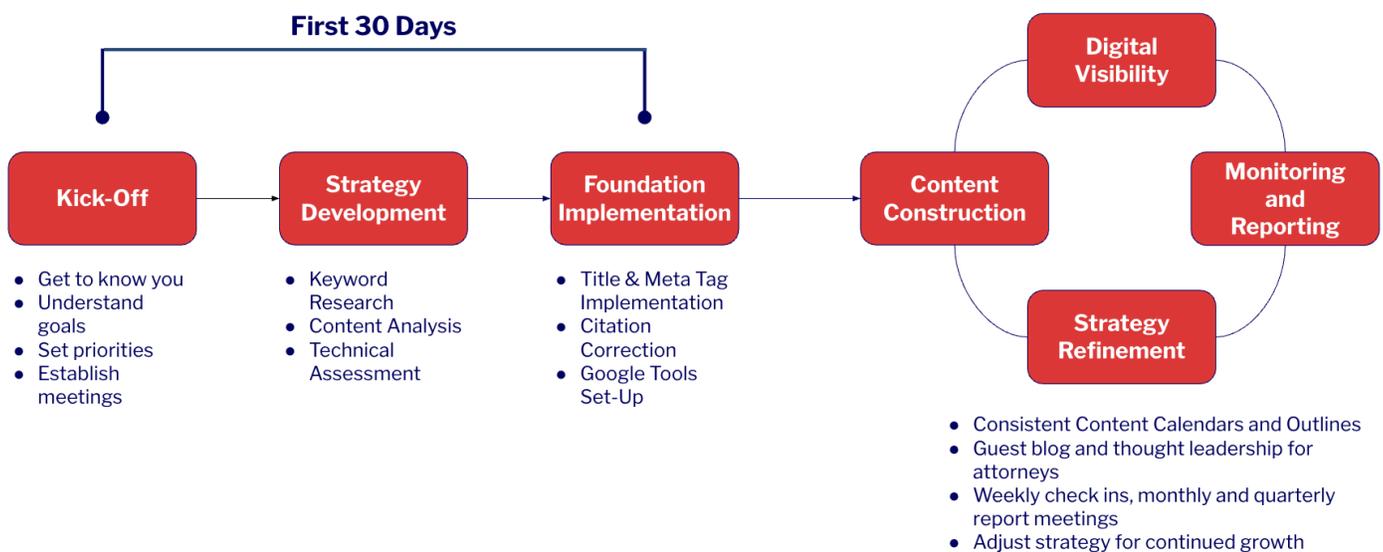


Your First 30-Day Roadmap

A simple, clear overview of what we focus on during your first month with 9Sail—and how we work together to build early momentum.

What to Expect in Your First 30 Days

The framework below is our proven process. The first month is all about creating a strong foundation for your long-term marketing success. We use this time to understand your firm at a deeper level, align on goals, and develop a thorough initial strategy. You'll see a mix of behind-the-scenes work and visible deliverables that set the tone for the rest of your campaign. By the end of these 30 days, your strategy will be fully developed and ready to implement.



What Our Team Is Executing

During this phase, we complete numerous tasks to understand the current state of the site, identify opportunities for improvement, and develop a plan to guide the next 3 months of our partnership. This includes items like keyword research, competitive analysis, content audits, technical audits, and foundational SEO work. Everything we do is tailored to your practice areas, locations, and goals.

Typical Deliverables You'll Receive

Within the first month, you can expect a combination of strategic insights and tangible assets. These may include your refined keyword targets, competitive landscape documentation, technical SEO updates, and early content recommendations. If paid search is part of your program, we'll also deliver initial campaign setups with clear targeting and messaging. These deliverables help you understand exactly what's launching and why.

What We Need From You

Your participation helps speed up setup and ensures we build the most accurate and effective strategy possible. During the first 30 days, we will need access to accounts (Google tools, website platform, ads accounts, etc.), practice-area priorities, who you consider your top competitors, and an understanding of your goals. The faster we receive these items, the faster we can advance to full execution. Clear communication and timely feedback play a big role in early success.

How You Can Best Collaborate With Us

The most effective partnerships start with open communication and shared clarity. During your first month, it's helpful to let us know about internal changes, shifting case priorities, or real-time patterns you're seeing in inquiries. We encourage you to ask questions whenever something is unclear—we're here to guide you, not just report back. Staying engaged early on sets the stage for a strong, collaborative relationship throughout your entire engagement.

What Happens After the First 30 Days

Once your initial strategy has been created and the foundational work is complete, your campaigns enter the optimization and growth phase. From here, you'll see consistent reporting, ongoing content and digital visibility efforts, and more proactive recommendations aligned with your goals. You'll also begin to feel the full rhythm of our partnership (regular communication, transparent strategy discussions, and a clear focus on results). Month two and beyond is where momentum truly begins to build.

