The Momentum Plan

Unlock your online success with smart, lead-generating marketing.

What is the MOMENTUM PLAN?

So your website's up and running - that's a great start! But to really make it work for your business, you need to help people find you online, and give them good reasons to choose you.

This package is designed for small businesses, sole traders and startups who already have a website (or just launched one) and want to turn it into a powerful lead-generation tool. It's for those who know they need to do more, but don't have the time or team to manage it all.

That's where my Momentum Plan comes in. It's designed for busy small businesses, sole traders and start-ups who want simple, practical ideas that work, without the overwhelm. We combine SEO, content marketing and digital strategy to help your business get found online, generate leads, and grow sustainably.

What it helps you do:

- Get seen on Google
- Build trust and credibility through valuable content
- Attract more of the right clients
- Grow your business at your pace
- Drive high-quality leads to discovery calls
- Improve local SEO & digital presence
- Tailored messaging

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WHAT'S INCLUDED?

Once-off (first quarter)

Before diving into ongoing lead generation, it's essential to lay the groundwork. These foundational tasks ensure your website is fully optimised, both in how it's found online and how it connects with visitors, setting you up for stronger results and a better return on your marketing efforts.

› Set your objectives and strategic goals

An initial planning session to identify your core client segments (up to 3) and required messaging

› Google Business Profile Setup + Optimisation

Appear in local search results and attract nearby customers with a properly set-up, keyword-optimised listing.

› Website Technical SEO Audit + On-Page Optimisation

One-time deep dive into your website's performance, covering meta data, image optimisation, mobile responsiveness, page speed, keyword alignment, site structure and Google Search Console setup.

Quarterly Ongoing

Once the foundations are in place, we shift focus to building momentum. Our ongoing quarterly activities are designed to keep your marketing consistent, targeted, and aligned with your goals, helping you attract the right clients, boost visibility, and turn interest into action.

› 1 x Blog Article per Month

Professionally written content designed to improve SEO, educate your audience, and establish your credibility.

› Quarterly Social Media Content Plan

Includes 12 strategic content ideas per month across Facebook, Instagram and LinkedIn. You can DIY post or outsource.

› 1 x Email Campaign Setup per Quarter

A simple, branded email campaign to help you stay in touch with leads or customers.

› Monthly Strategy Call

30-minute check-in to review what's working, tweak the strategy, and keep things moving.

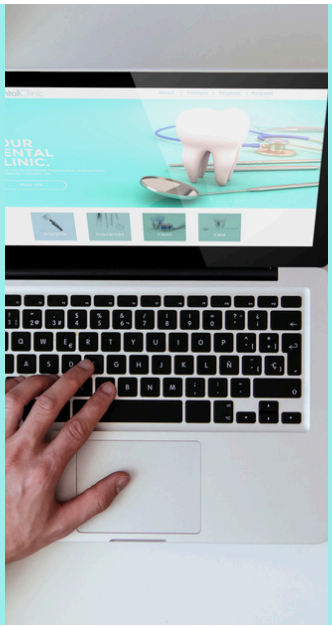
The momentum plan is perfect for:

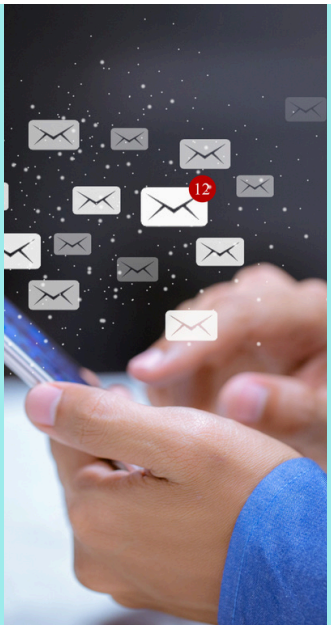
- Business owners who don't have in-house marketing support
- Website owners who aren't sure if it's working
- Startups wanting growth without big agency costs
- Professionals who are ready to get seen online

PRICING

Once-off planning session and website optimisation **from $890 + GST**
Perfect post-launch or to give your existing website a solid foundation.

Then › Quarterly Plan: from **$950 + GST** per quarter. No contracts - cancel at any time.





Let's unlock your online success.

Ready to gain some momentum? Let's chat!

Let's catch up for a no-obligation chat and see how we can help your business grow.

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Why It Works

We take the guesswork out of marketing and give you a clear path forward. Most websites are static brochures. We turn yours into a dynamic sales tool that works for you 24/7.

Scan the QR code to book a free 15-min call!