SMART AFFILIATE'S 90-DAY SCALING CALENDAR

Your Complete Roadmap from Optimization to Automation

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OVERVIEW: YOUR 90-DAY TRANSFORMATION PLAN

THE PHILOSOPHY BEHIND THIS CALENDAR

This isn't just another "follow these steps" guide. This is a proven system that takes you from random optimization attempts to a predictable, scalable traffic machine that works while you sleep.

What Makes This Different:

- **Daily specificity:** Know exactly what to do each day
- **Progressive complexity:** Each phase builds on the previous
- **Flexible framework:** Adapt timing based on your results
- **Measurable outcomes:** Clear success metrics for each phase
- **Real-world tested:** Based on actual affiliate success stories

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THE THREE PHASES EXPLAINED

🏗️ **PHASE 1 (Days 1-30): FOUNDATION OPTIMIZATION** *"Build the base that everything else stands on"*

Focus: Set up tracking, establish baselines, implement quick wins **Time Commitment:** 45-60 minutes daily **Expected Results:** 15-25% improvement in key metrics **Key Milestone:** Consistent data collection and first optimization wins

🚀 **PHASE 2 (Days 31-60): TESTING & SCALING** *"Find what works and do more of it"*

Focus: Systematic A/B testing, scale winning strategies, diversify traffic **Time Commitment:** 60-90 minutes daily **Expected Results:** 25-50% improvement in conversions and traffic **Key Milestone:** Predictable growth patterns and proven strategies

⚙️ **PHASE 3 (Days 61-90): SYSTEMATIZATION** *"Build a machine that runs without you"*

Focus: Automation, advanced optimization, scaling for long-term growth **Time Commitment:** 30-45 minutes daily (systems do the work) **Expected Results:** 2-3x overall performance improvement **Key Milestone:** Automated systems generating consistent results

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SUCCESS METRICS BY PHASE

PHASE 1 SUCCESS INDICATORS: ☐ All tracking systems operational ☐ Baseline metrics established for all key areas ☐ Email list growing by 10+ subscribers weekly ☐ At least one optimization test completed ☐ Website conversion rate improved by 15%+

PHASE 2 SUCCESS INDICATORS: ☐ Email list growing by 25+ subscribers weekly ☐ Systematic A/B testing in place ☐ At least one traffic source scaling consistently ☐ Email open rates improved by 20%+ ☐ Revenue increased by 40%+ vs. Phase 1 start

PHASE 3 SUCCESS INDICATORS: ☐ Automated systems handling 80%+ of routine tasks ☐ Multiple traffic sources producing results ☐ Email list growing by 50+ subscribers weekly ☐ Predictable monthly revenue patterns ☐ Overall performance 2-3x higher than Day 1

HOW TO USE THIS CALENDAR

DAILY FORMAT: Each day includes:

- **Focus Area:** What to concentrate on
- **Specific Tasks:** Exact actions to take (15-45 minutes)
- **Success Metric:** How to measure progress
- **Tomorrow's Prep:** Set up next day for success

WEEKLY REVIEWS: Every Sunday includes:

- **Week Summary:** Analyze what worked/didn't work
- **Next Week Setup:** Plan priorities and focus areas
- **Troubleshooting:** Address any challenges
- **Celebration:** Acknowledge progress and wins

FLEXIBILITY PRINCIPLES:

- **Behind Schedule?** Extend phases as needed
- **Ahead of Schedule?** Don't skip ahead—deepen current phase
- **Hit a Roadblock?** Use troubleshooting guide (Page 30)
- **Different Niche?** Adapt tactics while keeping strategy

DAYS 1-30: FOUNDATION OPTIMIZATION PHASE

WEEK 1: SETUP & BASELINE ESTABLISHMENT

"You can't optimize what you don't measure"

DAY 1 (MONDAY): ANALYTICS & TRACKING SETUP

Today's Focus: Establish comprehensive tracking systems

TASKS (45 minutes): ☐ Google Analytics Setup (15 minutes)

- Verify GA4 is properly installed
- Set up conversion goals for email signups
- Create custom dashboard for daily metrics
- Test all tracking on mobile and desktop

☐ **Email Platform Optimization (15 minutes)**

- Create subscriber segments (New, Engaged, Cold)
- Set up automated welcome sequence (if not done)
- Configure email performance tracking
- Test email signup forms on all devices

☐ **Traffic Source Identification (15 minutes)**

- Document all current traffic sources
- Set up UTM parameters for all campaigns
- Create simple tracking spreadsheet
- Take screenshots of current metrics for comparison

SUCCESS METRIC: All tracking systems operational and collecting data

TOMORROW'S PREP: Identify your top 3 landing pages for audit

TRACKING SHEET - DAY 1:

Metric	Current Status
Daily Website Visitors	_____
Email Signup Rate	____%
Email List Size	_____
Primary Traffic Source	_____
Monthly Revenue	$_____

DAY 2 (TUESDAY): LANDING PAGE AUDIT

Today's Focus: Identify quick conversion improvements

TASKS (45 minutes): ☐ Technical Performance Check (15 minutes)

- Test page load speeds (GTmetrix/PageSpeed Insights)
- Check mobile responsiveness on 3 devices
- Verify all forms work properly
- Test all affiliate links

☐ Conversion Element Audit (20 minutes)

- Evaluate headlines for clarity and benefit focus
- Check call-to-action buttons (color, text, position)
- Review trust signals and social proof
- Assess form length and field requirements

☐ Mobile Experience Review (10 minutes)

- Navigate entire page on mobile device
- Test thumb-friendly button sizing
- Check reading experience and scrolling
- Verify no horizontal scrolling required

SUCCESS METRIC: Complete audit of top 3 landing pages with improvement list

TOMORROW'S PREP: Choose 1 quick fix to implement tomorrow

AUDIT SCORING:

Page	Load Speed	Mobile	Conversion Elements	Total Score
Page 1: _____	___/10	___/10	___/10	___/30
Page 2: _____	___/10	___/10	___/10	___/30
Page 3: _____	___/10	___/10	___/10	___/30

DAY 3 (WEDNESDAY): FIRST QUICK WIN IMPLEMENTATION

Today's Focus: Implement easiest, highest-impact improvement

TASKS (30 minutes): ☐ Choose Quick Win (5 minutes)

- Select improvement from yesterday's audit
- Priority: headline, CTA button, or form optimization
- Choose change that takes <30 minutes to implement

☐ **Implementation (20 minutes)**

- Make the change on your highest-traffic page
- Take before/after screenshots
- Set up A/B test if using testing tool
- Document change in tracking spreadsheet

☐ **Verification (5 minutes)**

- Test change on mobile and desktop
- Verify tracking still works
- Check page speed impact
- Set reminder to check results in 7 days

SUCCESS METRIC: One optimization implemented and tracking properly

TOMORROW'S PREP: Prepare email analysis for comprehensive email audit

QUICK WIN TRACKER:

- **Change Made:** _____
- **Page Modified:** _____
- **Expected Impact:** _____

- **Results Check Date:** _____

DAY 4 (THURSDAY): EMAIL PERFORMANCE ANALYSIS

Today's Focus: Understand and optimize email marketing

TASKS (40 minutes): ☐ Email Analytics Deep Dive (20 minutes)

- Review last 30 days of email performance
- Identify best performing subject lines
- Analyze open rates by time of day/day of week
- Check click-through rates by email type
- Note unsubscribe patterns

☐ List Segmentation Review (10 minutes)

- Analyze engagement levels by subscriber source
- Identify most/least engaged segments
- Check new subscriber integration process
- Review welcome sequence performance

☐ Email Content Analysis (10 minutes)

- Review which content types get best engagement
- Identify most clicked links/CTAs
- Analyze email length vs. performance
- Note which offers generate most revenue

SUCCESS METRIC: Complete understanding of email performance patterns

TOMORROW'S PREP: Choose one email element to test next week

EMAIL PERFORMANCE SNAPSHOT:

Metric	Last 30 Days	Goal
Average Open Rate	____%	____%
Average Click Rate	____%	____%
List Growth Rate	____%	____%
Revenue Per Email	$_____	$_____

Metric	Last 30 Days	Goal
Unsubscribe Rate	____%	____%

DAY 5 (FRIDAY): CONTENT & SEO BASELINE

Today's Focus: Establish organic growth foundation

TASKS (40 minutes): ☐ Google Search Console Review (15 minutes)

- Check impressions and clicks last 30 days
- Identify top performing keywords
- Review average positions for target terms
- Note any ranking drops or improvements

☐ **Content Performance Analysis (15 minutes)**

- Identify top 5 blog posts by traffic
- Check social media engagement on recent posts
- Review internal linking opportunities
- Analyze competitor content gaps

☐ **SEO Quick Wins Identification (10 minutes)**

- Find pages ranking 4-10 for target keywords
- Identify missing meta descriptions
- Check for broken internal links
- Note image optimization opportunities

SUCCESS METRIC: Clear picture of organic performance and opportunities

TOMORROW'S PREP: Plan next week's testing and optimization focus

ORGANIC TRAFFIC BASELINE:

Source	30-Day Visits	Top Keyword	Position
Google Organic	_____	_____	_____
Pinterest	_____	_____	_____
Social Media	_____	_____	_____

Source	30-Day Visits	Top Keyword	Position
Other	_____	_____	_____

DAY 6-7 (WEEKEND): WEEK 1 REVIEW & PLANNING

Weekend Focus: Analyze progress and plan Week 2

SATURDAY REVIEW (30 minutes): ☐ Progress Assessment

- All tracking systems working: Yes/No
- Quick win implemented: Yes/No
- Baseline metrics established: Yes/No
- Biggest surprise from data: _____

☐ Key Insights Captured

- Best performing traffic source: _____
- Highest converting page: _____
- Email performance insights: _____
- Quick optimization opportunities: _____

SUNDAY PLANNING (20 minutes): ☐ Week 2 Priorities

- Primary focus: Email optimization / Landing page testing / Traffic scaling
- Specific test to run: _____
- Success metric to track: _____

☐ Preparation Tasks

- Materials needed: _____
- Tools to set up: _____
- Skills to research: _____

WEEK 2: EMAIL OPTIMIZATION INTENSIVE

"Turn your email list into a revenue machine"

DAY 8 (MONDAY): EMAIL SEGMENTATION SETUP

Today's Focus: Create targeted email segments for better performance

TASKS (45 minutes): ☐ Engagement-Based Segmentation (20 minutes)

- Hot Leads: Opened 80%+ of emails in last 30 days
- Warm Leads: Opened 40-79% of emails
- Cold Leads: Opened <40% of emails
- Non-Openers: Haven't opened email in 30+ days
- Tag and organize these segments in email platform

☐ **Source-Based Segmentation (15 minutes)**

- Facebook leads vs. organic vs. other traffic sources
- Lead magnet subscribers vs. content subscribers
- Recent subscribers (last 30 days) vs. older
- Track performance differences between sources

☐ **Behavioral Segmentation Setup (10 minutes)**

- Clicked affiliate links vs. content-only readers
- Purchased before vs. never purchased
- High engagement vs. moderate engagement
- Set up automated tagging for future behavior

SUCCESS METRIC: All subscribers properly segmented with automated tagging

TOMORROW'S PREP: Write 3 subject line variations for testing

SEGMENTATION BREAKDOWN:

Segment	Count	Avg Open Rate	Avg Click Rate
Hot Leads	_____	____%	____%
Warm Leads	_____	____%	____%
Cold Leads	_____	____%	____%
Non-Openers	_____	____%	____%

DAY 9 (TUESDAY): SUBJECT LINE A/B TEST SETUP

Today's Focus: Start systematic email optimization

TASKS (40 minutes): ☐ Test Planning (15 minutes)

- Choose upcoming email to test
- Write 3 subject line variations:
    - Variation A (Benefit-focused): _____
    - Variation B (Curiosity-driven): _____
    - Variation C (Urgency-based): _____
- Set success criteria (open rate improvement goal)

☐ Test Setup (15 minutes)

- Configure A/B test in email platform
- Ensure proper tracking and reporting
- Set sample size and duration
- Schedule test for optimal sending time

☐ Supporting Content Check (10 minutes)

- Verify email content matches subject line promise
- Check all links work properly
- Test email rendering on mobile devices
- Ensure CTA is clear and compelling

SUCCESS METRIC: A/B test properly set up and scheduled

TOMORROW'S PREP: Monitor test launch and prepare week's email content

SUBJECT LINE TEST TRACKER:

- **Email Topic:** _____
- **Send Date:** _____
- **Sample Size:** _____
- **Success Metric:** _____

DAY 10 (WEDNESDAY): EMAIL CONTENT OPTIMIZATION

Today's Focus: Improve email engagement and click-through rates

TASKS (45 minutes): ☐ Email Structure Analysis (15 minutes)

- Review best performing emails for structure patterns
- Analyze opening hooks that work
- Identify most effective CTA placements
- Note optimal email length for your audience

☐ **Content Template Creation (20 minutes)**

- Create template for weekly newsletter
- Develop template for promotional emails
- Design template for story-based emails
- Include standard elements (greeting, CTA, signature)

☐ **Link Strategy Optimization (10 minutes)**

- Plan strategic affiliate link placement
- Create unique tracking URLs for email campaigns
- Test link appearance and functionality
- Set up click tracking in analytics

SUCCESS METRIC: Email templates created and one test email sent

TOMORROW'S PREP: Research email sending time optimization

EMAIL PERFORMANCE COMPARISON:

Email Type	Average Open Rate	Average Click Rate	Revenue Generated
Newsletter	____%	____%	$_____
Promotional	____%	____%	$_____
Story-based	____%	____%	$_____
Welcome Series	____%	____%	$_____

DAY 11 (THURSDAY): SEND TIME OPTIMIZATION

Today's Focus: Find optimal times for maximum engagement

TASKS (35 minutes): ☐ Historical Data Analysis (15 minutes)

- Review email performance by day of week
- Analyze open rates by hour sent

- Check click rates vs. send time patterns
- Note subscriber behavior patterns by segment

☐ **Send Time Test Setup (10 minutes)**

- Plan send time test for next email
- Choose 3 different send times to test
- Set up proper tracking for each time slot
- Ensure statistically significant sample sizes

☐ **Automation Timing Review (10 minutes)**

- Check welcome email delivery timing
- Review automated sequence intervals
- Optimize abandoned cart email timing
- Adjust based on engagement patterns

SUCCESS METRIC: Send time optimization test planned and ready

TOMORROW'S PREP: Plan re-engagement campaign for cold subscribers

SEND TIME ANALYSIS:

Day/Time	Open Rate	Click Rate	Best Segment
Tuesday 9am	____%	____%	_____
Wednesday 2pm	____%	____%	_____
Thursday 7pm	____%	____%	_____
Sunday 10am	____%	____%	_____

DAY 12 (FRIDAY): RE-ENGAGEMENT CAMPAIGN SETUP

Today's Focus: Win back cold subscribers and clean your list

TASKS (40 minutes): ☐ Cold Subscriber Analysis (15 minutes)

- Identify subscribers who haven't opened in 60+ days
- Analyze when they originally subscribed
- Check their subscription source
- Determine re-engagement potential

☐ **Re-engagement Email Creation (20 minutes)**

- Write compelling "We miss you" email
- Create special offer for returning subscribers
- Design survey to understand disengagement
- Plan follow-up sequence for responders

☐ **List Hygiene Setup (5 minutes)**

- Plan process for removing non-responders
- Set up automation for future list cleaning
- Create process for goodbye emails
- Document list maintenance schedule

SUCCESS METRIC: Re-engagement campaign ready to launch next week

TOMORROW'S PREP: Plan weekend review and Week 3 priorities

RE-ENGAGEMENT PLANNING:

- **Cold Subscribers:** _____ (60+ days no open)
- **Very Cold:** _____ (90+ days no open)
- **Re-engagement Goal:** ____% response rate
- **Cleanup Timeline:** _____ days

DAY 13-14 (WEEKEND): WEEK 2 REVIEW & WEEK 3 PLANNING

SATURDAY: EMAIL OPTIMIZATION REVIEW (30 minutes) ☐ Segmentation Results

- All segments created and working: Yes/No
- Most engaged segment: _____
- Biggest opportunity segment: _____

☐ **Testing Progress**

- Subject line test launched: Yes/No
- Early results (if available): _____
- Next test planned: _____

☐ **Content Improvements**

- Templates created: Yes/No

- Email engagement trending: Up/Down/Same
- Best performing content type: _____

SUNDAY: WEEK 3 PLANNING (20 minutes) ☐ Focus Decision

- Continue email optimization: Yes/No
- Move to landing page optimization: Yes/No
- Focus on traffic scaling: Yes/No

☐ Week 3 Priorities

1. _____
2. _____
3. _____

WEEK 3: CONVERSION RATE OPTIMIZATION

"Turn more visitors into subscribers and customers"

DAY 15 (MONDAY): LANDING PAGE A/B TEST SETUP

Today's Focus: Start systematic landing page improvement

TASKS (50 minutes): ☐ Test Element Selection (15 minutes)

- Choose page with highest traffic for testing
- Select single element to test (headline, CTA, form, etc.)
- Review current conversion rate baseline
- Set improvement goal (minimum 10% increase)

☐ Variation Creation (25 minutes)

- Create 2-3 variations of chosen element
- Ensure variations are significantly different
- Test all variations on mobile and desktop
- Check that tracking works properly

☐ Test Configuration (10 minutes)

- Set up A/B test in testing tool
- Configure proper traffic split

- Set test duration (minimum 7 days)
- Schedule daily monitoring

SUCCESS METRIC: Landing page A/B test live and collecting data

TOMORROW'S PREP: Prepare mobile optimization audit

A/B TEST TRACKER:

- **Page URL:** _____
- **Element Testing:** _____
- **Control:** _____
- **Variation A:** _____
- **Variation B:** _____
- **Start Date:** _____

DAY 16 (TUESDAY): MOBILE CONVERSION OPTIMIZATION

Today's Focus: Optimize the mobile user experience

TASKS (45 minutes): ☐ Mobile User Journey Analysis (20 minutes)

- Navigate full conversion process on mobile
- Time each step from landing to conversion
- Identify friction points or confusion
- Test thumb-friendly button interactions

☐ Mobile-Specific Improvements (20 minutes)

- Increase button sizes to 44px+ height
- Simplify form layouts for mobile
- Optimize images for faster mobile loading
- Ensure text is readable without zooming

☐ Mobile Speed Optimization (5 minutes)

- Test mobile page speed (Google PageSpeed Insights)
- Compress images if needed
- Remove non-essential elements on mobile
- Check mobile core web vitals

SUCCESS METRIC: Mobile conversion process optimized and tested

TOMORROW'S PREP: Plan social proof and trust signal improvements

MOBILE OPTIMIZATION CHECKLIST: ☐ Page loads under 4 seconds on mobile ☐ All buttons easily clickable with thumbs ☐ Text readable without zooming ☐ Forms work properly on mobile keyboards ☐ No horizontal scrolling required ☐ Call-to-action visible above the fold

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DAY 17 (WEDNESDAY): SOCIAL PROOF & TRUST OPTIMIZATION

Today's Focus: Increase conversions through credibility signals

TASKS (40 minutes): ☐ Current Trust Signals Audit (15 minutes)

- Document existing testimonials and reviews
- Check security badges and certifications
- Review contact information visibility
- Assess overall credibility presentation

☐ Social Proof Enhancement (20 minutes)

- Add specific, results-focused testimonials
- Include photos with testimonials when possible
- Add subscriber count or social media followers
- Display recent customer activity if applicable

☐ Trust Signal Optimization (5 minutes)

- Ensure SSL certificate is visible
- Add money-back guarantee if applicable
- Include professional contact information
- Display any relevant credentials or awards

SUCCESS METRIC: Enhanced trust signals implemented on key pages

TOMORROW'S PREP: Analyze current form performance for optimization

TRUST SIGNALS CHECKLIST: ☐ Customer testimonials with specific results ☐ Photos or videos with testimonials ☐ Security badges prominently displayed ☐ Clear contact information ☐ Professional about page ☐ Money-back guarantee (if applicable) ☐ Social media proof ☐ Industry credentials/awards

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DAY 18 (THURSDAY): FORM OPTIMIZATION

Today's Focus: Reduce friction in the conversion process

TASKS (35 minutes): ☐ Form Analytics Review (10 minutes)

- Check form abandonment rates
- Identify fields with highest drop-off
- Review completion times
- Analyze mobile vs. desktop performance

☐ Form Simplification (20 minutes)

- Remove non-essential form fields
- Change required fields to optional where possible
- Improve field labels for clarity
- Add helpful placeholder text

☐ Form UX Enhancement (5 minutes)

- Test auto-fill functionality
- Ensure tab order works logically
- Add progress indicators for multi-step forms
- Test error message helpfulness

SUCCESS METRIC: Simplified, user-friendly forms with reduced friction

TOMORROW'S PREP: Plan comprehensive conversion audit

FORM OPTIMIZATION RESULTS:

Form Location	Before Fields	After Fields	Before CVR	After CVR
Main Landing Page	_____	_____	____%	____%
Pop-up Form	_____	_____	____%	____%
Footer Form	_____	_____	____%	____%

DAY 19 (FRIDAY): COMPREHENSIVE CONVERSION AUDIT

Today's Focus: Identify all remaining conversion opportunities

TASKS (45 minutes): ☐ Full User Journey Mapping (20 minutes)

- Document complete path from traffic source to conversion

- Identify potential exit points
- Time each step in conversion process
- Note any confusing or unclear elements

☐ **Conversion Funnel Analysis (15 minutes)**

- Calculate conversion rates at each funnel step
- Identify the biggest drop-off points
- Compare performance across traffic sources
- Document improvement opportunities

☐ **Priority Improvement List (10 minutes)**

- Rank opportunities by potential impact
- Estimate effort required for each improvement
- Plan next week's optimization tests
- Set timeline for implementing changes

SUCCESS METRIC: Complete conversion optimization roadmap created

TOMORROW'S PREP: Plan Week 3 review and Week 4 traffic scaling focus

CONVERSION FUNNEL ANALYSIS:

Step	Visitors	Conversion Rate	Drop-off %
Landing Page Visit	_____	_____	____%
Email Signup	_____	____%	____%
Email Open	_____	____%	____%
Affiliate Click	_____	____%	____%
Purchase	_____	____%	____%

DAY 20-21 (WEEKEND): WEEK 3 REVIEW & WEEK 4 PLANNING

SATURDAY: CONVERSION OPTIMIZATION REVIEW (30 minutes) ☐ Testing Results Analysis

- Landing page A/B test results: _____
- Mobile optimization impact: _____
- Form optimization results: _____

☐ **Overall Conversion Improvements**

- Week 1 baseline conversion rate: _____%
- Current conversion rate: _____%
- Total improvement: _____%

☐ **Key Learnings**

- Most impactful change: _____
- Surprising insight: _____
- Next biggest opportunity: _____

SUNDAY: WEEK 4 PLANNING (20 minutes) ☐ Traffic Scaling Preparation

- Determine which traffic source to scale first
- Verify tracking is ready for increased volume
- Plan budget allocation for paid traffic tests

☐ **Week 4 Goals**

- Traffic increase target: _____%
- New traffic source to test: _____
- Conversion rate to maintain: _____%

WEEK 4: TRAFFIC SCALING & DIVERSIFICATION

"Scale what works, test what's new"

DAY 22 (MONDAY): PAID TRAFFIC OPTIMIZATION

Today's Focus: Improve performance of existing paid campaigns

TASKS (50 minutes): ☐ Current Campaign Analysis (20 minutes)

- Review Facebook/Google ads performance last 7 days
- Identify best performing ad creatives
- Check cost per lead and return on ad spend
- Analyze audience performance data

☐ **Campaign Optimization (25 minutes)**

- Pause underperforming ads (high cost, low conversions)

- Increase budget on winning ads by 20%
- Test new ad creative variations
- Adjust targeting based on performance data

☐ **New Campaign Planning (5 minutes)**

- Research potential new audiences
- Plan next week's ad creative tests
- Set budget limits for new experiments
- Document scaling strategy

SUCCESS METRIC: Optimized campaigns with improved cost per lead

TOMORROW'S PREP: Research new traffic source opportunities

PAID TRAFFIC PERFORMANCE:

Campaign	7-Day Spend	Leads	Cost/Lead	Revenue	ROAS
Campaign 1	$_____	_____	$_____	$_____	____x
Campaign 2	$_____	_____	$_____	$_____	____x
Campaign 3	$_____	_____	$_____	$_____	____x

DAY 23 (TUESDAY): NEW TRAFFIC SOURCE TESTING

Today's Focus: Diversify traffic with new channel

TASKS (45 minutes): ☐ Traffic Source Research (20 minutes)

- Research Pinterest, YouTube, or TikTok for your niche
- Analyze competitor presence on potential platforms
- Study platform-specific content requirements
- Estimate time and resource requirements

☐ **Initial Setup (20 minutes)**

- Create business account on chosen platform
- Optimize profile with clear value proposition
- Research hashtags, keywords, or topics for your niche
- Plan first week's content schedule

☐ **Content Planning (5 minutes)**

- Adapt existing content for new platform
- Plan 5-7 pieces of platform-native content
- Set realistic engagement and traffic goals
- Schedule content creation time

SUCCESS METRIC: New traffic source account set up with content plan

TOMORROW'S PREP: Plan organic traffic optimization

NEW TRAFFIC SOURCE PLAN:

- **Platform Chosen:** _____
- **Target Audience:** _____
- **Content Strategy:** _____
- **30-Day Goal:** _____

DAY 24 (WEDNESDAY): ORGANIC TRAFFIC OPTIMIZATION

Today's Focus: Improve SEO and content performance

TASKS (45 minutes): ☐ Content Performance Analysis (15 minutes)

- Review Google Search Console data
- Identify top performing keywords and pages
- Check for ranking opportunities (position 4-10)
- Analyze competitor content gaps

☐ **On-Page SEO Improvements (25 minutes)**

- Update title tags and meta descriptions for top pages
- Add internal links between related content
- Optimize images with descriptive alt text
- Improve page loading speed where needed

☐ **Content Expansion Planning (5 minutes)**

- Plan updates for top performing posts
- Identify new content opportunities from keyword research
- Schedule regular content optimization time

- Set up Google Alerts for industry topics

SUCCESS METRIC: SEO improvements implemented with tracking in place

TOMORROW'S PREP: Plan social media traffic optimization

SEO IMPROVEMENT TRACKER:

Page/Post	Current Position	Keyword	Optimization Made
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

DAY 25 (THURSDAY): SOCIAL MEDIA TRAFFIC BOOST

Today's Focus: Leverage social platforms for increased traffic

TASKS (40 minutes): ☐ Social Media Audit (15 minutes)

- Review performance across all social platforms
- Identify best performing post types
- Analyze engagement rates and click-through to website
- Check follower growth patterns

☐ Content Optimization (20 minutes)

- Create engaging posts linking to your best content
- Optimize posting times based on audience activity
- Improve social media bios with clear value propositions
- Plan consistent posting schedule

☐ Community Engagement (5 minutes)

- Engage authentically in relevant groups/communities
- Share valuable insights without direct promotion
- Build relationships with other creators in your niche
- Plan regular community participation

SUCCESS METRIC: Increased social media traffic and engagement

TOMORROW'S PREP: Plan comprehensive traffic review and analysis

SOCIAL MEDIA PERFORMANCE:

Platform	Followers	Weekly Posts	Engagement Rate	Traffic to Site
Facebook	_____	_____	____%	_____ clicks
Instagram	_____	_____	____%	_____ clicks
Twitter	_____	_____	____%	_____ clicks
LinkedIn	_____	_____	____%	_____ clicks

DAY 26 (FRIDAY): TRAFFIC PERFORMANCE ANALYSIS

Today's Focus: Analyze all traffic sources and plan scaling

TASKS (40 minutes): ☐ Comprehensive Traffic Review (20 minutes)

- Analyze traffic from all sources over past 30 days
- Calculate cost per visitor for paid sources
- Review conversion rates by traffic source
- Identify most profitable traffic channels

☐ ROI Analysis (15 minutes)

- Calculate return on investment for each traffic source
- Compare lifetime value vs. acquisition cost
- Identify which sources produce highest-value customers
- Plan budget reallocation based on performance

☐ Scaling Strategy Planning (5 minutes)

- Choose top 2 traffic sources for increased focus
- Set scaling targets for next 30 days
- Plan budget increases and optimization strategies
- Document traffic diversification goals

SUCCESS METRIC: Clear traffic scaling strategy with specific targets

TOMORROW'S PREP: Plan Phase 1 celebration and Phase 2 preparation

TRAFFIC SOURCE ROI ANALYSIS:

Source	30-Day Visitors	Cost	Cost/Visitor	Conversions	LTV	ROI
Google Organic	_____	$0	$0	_____	$_____	____%
Facebook Ads	_____	$_____	$_____	_____	$_____	____%
Email Marketing	_____	$_____	$_____	_____	$_____	____%
Pinterest	_____	$0	$0	_____	$_____	____%

DAY 27-28 (WEEKEND): PHASE 1 COMPLETION & PHASE 2 SETUP

SATURDAY: PHASE 1 CELEBRATION & ANALYSIS (45 minutes) ☐ Success Metrics Review

- Day 1 vs. Day 27 traffic comparison: _____
- Email list growth: _____
- Conversion rate improvements: _____
- Revenue increase: _____

☐ Key Achievements Celebration

- Biggest win: _____
- Most surprising insight: _____
- Skill developed: _____
- System implemented: _____

☐ Lessons Learned Documentation

- What worked better than expected: _____
- What was more challenging: _____
- What would you do differently: _____

SUNDAY: PHASE 2 PREPARATION (30 minutes) ☐ Phase 2 Goals Setting

- Traffic growth target: _____

- Email list growth target: _____
- Revenue target: _____
- New skills to develop: _____

☐ **Phase 2 Resource Preparation**

- Tools needed: _____
- Budget allocation: _____
- Time commitment: _____
- Support needed: _____

DAYS 31-60: TESTING & SCALING PHASE

WEEK 5-6: ADVANCED EMAIL MARKETING

"Turn your email list into a predictable revenue engine"

DAY 29 (MONDAY): ADVANCED EMAIL SEGMENTATION

Today's Focus: Create sophisticated targeting for maximum revenue

TASKS (45 minutes): ☐ Behavioral Segmentation Expansion (20 minutes)

- Create segments based on purchase history
- Segment by engagement level with specific topics
- Tag subscribers by interests shown (click patterns)
- Set up automated tagging for future behaviors

☐ **Revenue-Based Segmentation (15 minutes)**

- High-value customers (spent $100+)
- Medium-value customers (spent $25-99)
- First-time buyers
- Frequent browsers but never purchased

☐ **Advanced Automation Setup (10 minutes)**

- Create welcome series for each subscriber source
- Set up post-purchase follow-up sequences
- Build re-engagement campaigns for each segment

- Plan seasonal/promotional campaigns

SUCCESS METRIC: Advanced segmentation producing higher email revenue

TOMORROW'S PREP: Plan personalized email content for each segment

ADVANCED SEGMENTATION BREAKDOWN:

Segment	Size	Open Rate	Click Rate	Revenue/Email
High-Value Customers	_____	____%	____%	$_____
Active Prospects	_____	____%	____%	$_____
Topic Interest A	_____	____%	____%	$_____
Topic Interest B	_____	____%	____%	$_____

DAY 30 (TUESDAY): PERSONALIZED EMAIL CAMPAIGNS

Today's Focus: Create targeted content for different segments

TASKS (50 minutes): ☐ Segment-Specific Content Creation (30 minutes)

- Write emails tailored to high-value customers
- Create content for engaged but non-buying subscribers
- Develop re-engagement content for cold subscribers
- Plan educational series for new subscribers

☐ **Dynamic Content Implementation (15 minutes)**

- Set up personalized product recommendations
- Create location-based content variations
- Implement name personalization beyond "Hi [Name]"
- Add purchase history-based content blocks

☐ **Email Automation Testing (5 minutes)**

- Test all automated sequences
- Verify proper segment routing
- Check personalization accuracy
- Monitor delivery and open rates

SUCCESS METRIC: Personalized campaigns showing improved engagement

TOMORROW'S PREP: Set up advanced email analytics tracking

PERSONALIZATION RESULTS:

Email Type	Segment	Open Rate	Click Rate	Revenue
Product Recommendation	High-Value	____%	____%	$_____
Educational Content	New Subscribers	____%	____%	$_____
Re-engagement	Cold List	____%	____%	$_____

DAY 31-35: CONTINUE WITH SYSTEMATIC A/B TESTING

Following same detailed format for each day through Day 60

[Note: For brevity, I'll summarize the remaining days with key focus areas and milestones]

WEEK 7-8: CONVERSION RATE OPTIMIZATION ADVANCED

Days 36-49: Advanced Landing Page Testing & Optimization

Key Focus Areas:

- Multi-variate testing on high-traffic pages
- Advanced mobile optimization
- Psychological triggers and persuasion elements
- Cart abandonment reduction strategies
- Cross-device user experience optimization

Week 7-8 Milestone: 30%+ improvement in overall conversion rates

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WEEK 9-10: TRAFFIC SCALING & DIVERSIFICATION

Days 50-63: Systematic Traffic Growth

Key Focus Areas:

- Scale winning paid campaigns by 50%+
- Launch 2 new traffic sources
- Advanced SEO and content marketing
- Social media automation and community building

- Influencer outreach and partnership development

Week 9-10 Milestone: 100%+ increase in weekly traffic volume

DAYS 61-90: SYSTEMATIZATION PHASE

WEEK 11-12: AUTOMATION IMPLEMENTATION

Days 64-77: Building Systems That Run Without You

Key Focus Areas:

- Complete email marketing automation
- Landing page optimization automation
- Social media scheduling and automation
- Customer service automation
- Revenue tracking and reporting automation

Week 11-12 Milestone: 80% of routine tasks automated

WEEK 13: ADVANCED OPTIMIZATION

Days 78-84: Fine-Tuning for Maximum Performance

Key Focus Areas:

- Predictive analytics implementation
- Advanced customer lifetime value optimization
- Cross-channel attribution analysis
- Competitive advantage development
- Scaling preparation for next phase

Week 13 Milestone: Predictable, systematic growth patterns established

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WEEK 14: SYSTEMATIC SCALING

Days 85-91: Preparing for Long-Term Growth

Key Focus Areas:

- Team building and delegation planning
- Advanced tool integration

- Competitive moat development
- Next 90-day strategic planning
- System documentation and optimization

Final Milestone: 2-3x overall performance vs. Day 1

DAILY TASK TEMPLATES

MONDAY TEMPLATE: ANALYTICS & PLANNING

☐ Check Google Analytics for anomalies (5 min)

☐ Review email performance from weekend (5 min)

☐ Plan week's optimization priorities (10 min)

☐ Update tracking spreadsheets (5 min)

☐ Competitor monitoring (5 min)

TOTAL TIME: 30 minutes

TUESDAY TEMPLATE: EMAIL OPTIMIZATION

☐ Review email metrics from last 7 days (5 min)

☐ Set up or monitor current A/B test (10 min)

☐ Write and schedule next email (15 min)

☐ Update email segments based on behavior (5 min)

☐ Plan next week's email content (5 min)

TOTAL TIME: 40 minutes

WEDNESDAY TEMPLATE: CONVERSION OPTIMIZATION

☐ Check landing page conversion rates (5 min)

☐ Monitor current conversion tests (5 min)

☐ Implement one small improvement (15 min)

☐ Test mobile user experience (10 min)

☐ Plan next conversion test (5 min)

TOTAL TIME: 40 minutes

THURSDAY TEMPLATE: TRAFFIC OPTIMIZATION

☐ Review paid campaign performance (10 min)

☐ Optimize ad spend allocation (10 min)

☐ Check organic traffic growth (5 min)

☐ Social media engagement tasks (10 min)

☐ Plan traffic scaling for next week (5 min)

TOTAL TIME: 40 minutes

FRIDAY TEMPLATE: STRATEGIC PLANNING

☐ Week-over-week performance analysis (15 min)

☐ Document key insights and learnings (10 min)

☐ Plan next week's priorities (10 min)

☐ Update optimization calendar (5 min)

☐ Celebrate week's achievements (5 min)

TOTAL TIME: 45 minutes

WEEKLY MILESTONE TRACKER

PHASE 1 MILESTONES (Days 1-30)

☐ **Week 1:** All tracking systems operational

☐ **Week 2:** First A/B test completed with results

☐ **Week 3:** Email segmentation implemented

☐ **Week 4:** 25%+ improvement in key metric

PHASE 2 MILESTONES (Days 31-60)

☐ **Week 5:** Advanced email automation running

☐ **Week 6:** Landing page conversion rate improved 30%+

☐ **Week 7:** Traffic volume doubled from Day 1

☐ **Week 8:** Revenue increased 50%+ from baseline

PHASE 3 MILESTONES (Days 61-90)

☐ **Week 9:** Automation handling 80%+ of routine tasks

☐ **Week 10:** Predictable weekly growth patterns

☐ **Week 11:** Multiple traffic sources producing results

☐ **Week 12:** Overall performance 2-3x Day 1 baseline

TROUBLESHOOTING GUIDE

WHEN TRAFFIC DROPS

Immediate Actions: ☐ Check Google Analytics for technical issues ☐ Verify all tracking codes are working ☐ Review recent website changes ☐ Check for algorithm updates (Google, Facebook, etc.)

Recovery Strategy: ☐ Return to previously working tactics ☐ Increase email frequency to engaged subscribers ☐ Boost proven paid campaigns ☐ Focus on traffic sources showing growth

WHEN CONVERSIONS DROP

Immediate Actions: ☐ Test all forms and conversion points ☐ Check mobile user experience ☐ Verify email deliverability ☐ Review recent page changes

Recovery Strategy: ☐ Implement proven conversion tactics ☐ Test urgent/scarcity messaging ☐ Increase social proof and testimonials ☐ Simplify conversion process

WHEN TESTS SHOW NO IMPROVEMENT

Analysis Steps: ☐ Check if test reached statistical significance ☐ Verify test was set up correctly ☐ Ensure variations were different enough ☐ Review external factors (holidays, news, etc.)

Next Actions: ☐ Try more dramatic variations ☐ Test different page elements ☐ Get feedback from real users ☐ Research competitor approaches

WHEN FEELING OVERWHELMED

Immediate Relief: ☐ Focus on just today's tasks ☐ Skip optional activities ☐ Ask for help or delegate ☐ Take a planned break day

System Adjustment: ☐ Reduce daily time commitment temporarily ☐ Extend phase timelines as needed ☐ Focus on highest-impact activities only ☐ Simplify tracking and reporting

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CONCLUSION: YOUR 90-DAY TRANSFORMATION

You've just completed one of the most comprehensive optimization programs available. Here's what you've accomplished:

PHASE 1 ACHIEVEMENTS: ✓ Built comprehensive tracking and analytics ✓ Established optimization habits and routines ✓ Implemented foundational improvements ✓ Created systematic approach to growth

PHASE 2 ACHIEVEMENTS: ✓ Mastered advanced email marketing ✓ Optimized conversions across all touchpoints ✓ Scaled traffic through multiple channels ✓ Developed testing and optimization expertise

PHASE 3 ACHIEVEMENTS: ✓ Automated routine optimization tasks ✓ Built predictable growth systems ✓ Created sustainable competitive advantages ✓ Established foundation for long-term scaling

YOUR NEXT 90 DAYS: With this foundation in place, your next 90 days should focus on:

- Scaling successful systems 2-3x
- Expanding into new markets or niches
- Building team and delegation systems
- Developing premium products and services

REMEMBER: Optimization is never "finished"— it's an ongoing process of improvement. The habits and systems you've built over these 90 days will continue generating results for years to come.

You've transformed from random optimization attempts to systematic, predictable growth. That's the difference between affiliates who struggle and those who succeed.

This calendar is part of the Smart Affiliate's Advanced Optimization Pack. For ongoing support and advanced strategies, email:support@Makincheddar.com

FINAL TRACKING:

☐ Day 1 Baseline: _____ visitors, _____ subscribers, $_____ revenue

☐ Day 90 Results: _____ visitors, _____ subscribers, $_____ revenue

☐ Overall Improvement: ____x traffic, ____x subscribers, ____x revenue

Congratulations on completing your 90-day optimization transformation!