



Optimal Discoverability Plan Cheat Sheet

Strategy relating to promotion, advertising, digital marketing, and structured data

1. Clearly define your objectives
2. Identify your target market and audience
3. Choose your web or social media platforms, and your partners (as applicable), and outline your rationale
4. Choose your media ad placements
5. Determine a budget for publications or for keyword purchases
6. Plan for time, resources, and measurement tools to monitor, test, and analyze data and behaviours
7. Identify your performance indicators (KPIs)
8. Build a calendar of activities related to execution
9. Produce and test your metadata (see the chart (Excel sheet) produced by Josée Plamondon)
10. Leverage relevant connections and make links to content related to your project to allow search engines to interpret your data.