

# Digital Marketing Checklist for Your Business

## 1. Website & SEO

- Does your website load within **3 seconds** on mobile and desktop?
  - Is your website **mobile-friendly and responsive** on all devices?
  - Do all pages have **clear headings (H1, H2, H3)** with relevant keywords?
  - Are your **page titles and meta descriptions** optimised for search engines?
  - Have you submitted your website to **Google Search Console** for indexing?
  - Is there an SSL certificate (HTTPS) installed for website security?
  - Do all images have **alt text** for SEO and accessibility?
  - Do you have **clear CTAs** (Call to Actions) on every page to guide visitors?
  - Is your **Google My Business profile updated** with correct contact, location, and service details?
  - Are you tracking website performance using **Google Analytics**?
- 

## 2. Content Marketing

- Do you publish **blogs, articles, or guides** regularly to educate your audience?
- Are your content topics aligned with **what your customers are searching for online**?
- Does your content include **relevant keywords** without stuffing?
- Are you using a mix of **text, images, and videos** to keep content engaging?
- Do your blogs end with a **clear CTA** or next step for the reader?
- Are you repurposing content into **social media posts or videos** to maximise reach?

---

### 3. Social Media Marketing

- Have you identified the **platforms your customers use most** (e.g., Facebook, Instagram, LinkedIn)?
- Is your branding **consistent across all platforms** (logos, colours, tone of voice)?
- Do you post **consistently with a content plan or calendar**?
- Are you engaging with your audience by **replying to comments and messages promptly**?
- Have you set up **Facebook Business Manager and Instagram Business profiles** for ads and insights?
- Do your social media profiles have **clear CTAs, website links, and service details**?

---

### 4. Paid Advertising

- Are you running **targeted Google Ads or social media ads** to reach your ideal customers?
- Have you set up **conversion tracking** to measure ad results accurately?
- Do your ads have **clear, benefit-focused headlines and visuals**?
- Are you A/B testing **different ad creatives and messages** to improve performance?
- Do you review and optimise your ads **weekly or bi-weekly** based on performance data?

---

### 5. Email Marketing & Lead Nurturing

- Do you have a **strategy to collect customer emails** (e.g., forms, free downloads, pop-ups)?
- Are you sending **regular emails to nurture leads**, such as newsletters, tips, or offers?

- Do your emails have **personalised subject lines and content** to increase open rates?
  - Have you set up **automated email sequences** for enquiries, follow-ups, or abandoned carts?
  - Are you tracking **email open rates, click-through rates, and conversions**?
- 

## 6. Analytics & Optimisation

- Do you review **Google Analytics and social media insights regularly** to measure what's working?
  - Are you tracking **goal conversions**, such as form submissions, calls, or purchases?
  - Do you adjust your marketing strategies based on **performance data and customer behaviour**?
  - Have you set clear **KPIs (Key Performance Indicators)** for each marketing activity?
  - Are you keeping up with **digital marketing trends** to stay ahead of competitors?
- 

## 7. Branding & Customer Trust

- Does your brand have a **clear mission, vision, and values** communicated across platforms?
  - Do you showcase **testimonials, reviews, or case studies** on your website and social media?
  - Is your contact information **easy to find** on all platforms?
  - Do you maintain **consistent visual identity and tone of voice** in all communications?
- 

**Ready to Improve Your Digital Marketing?**

Use this checklist to identify areas for improvement and prioritise actions to strengthen your online presence. If you want expert guidance to implement these effectively for **faster business growth**, I'm here to help.

[www.jibinabr.com](http://www.jibinabr.com)