

SMALL BUSINESS DIGITAL MARKETING

ExpandOnline

This 21-Step checklist covers everything you will need to analyse and optimise the current digital marketing setup for your business.

WEBSITE

1

FUNNELS

Do you have a strong lead magnet to attract potential clients/customers in to your funnel?

Have you mapped out your sales funnel and developed compelling content and offers to help move clients/customers through that funnel?

2

DESIGN

Is your website designed with clear sales pathways for visitors to follow?

Is your website designed with clear call to actions?

3

COPY

Have you developed a clear marketing message that includes the story of why we do what we do and how we do it?

Have you added useful content to your website to make it a content-rich website?

TRAFFIC

1

GOOGLE ADS

Have you completed a detailed keyword analysis to find out what search terms are being used to find your services?

Have you had an AdWords campaign set up professionally and is it constantly being optimized, tracked and tweaked based on results

2

SEO

Have you completed a detailed keyword analysis to find out what search terms are being used to find your services?

Have you had an SEO campaign set up professionally and is it constantly being optimized, tracked and tweaked based on results

3

LOCAL SEO

Have you set up your Google Business listing properly including any information your clients may need e.g. photos, hours, contact info, etc

Have you had a local SEO campaign set up professionally for your Google Business listing that includes strategy for growing Google reviews and improving your ranking?

SOCIAL MEDIA

1

SET UP

Do you have a short, engaging bio with relevant keywords on your social media profiles?

Do you have your contact details front and centre on your social pages?

Are your social profiles linking back to your website?

2

POSTING

Are you using relevant hashtags and location tags with every post?

Are you utilising stories and reels?

Are you encouraging people to move further in to your funnel after seeing your social media posts?

3

PAID ADS

Are your ads well written, with encouraging graphics and strong call to actions?

Do your ads lead prospects directly in to your sales funnel?

Is your sales funnel set up to utilise retargeting to help move potential clients through your sales funnel?