



The ultimate digital marketing checklist

Everything you need to get started

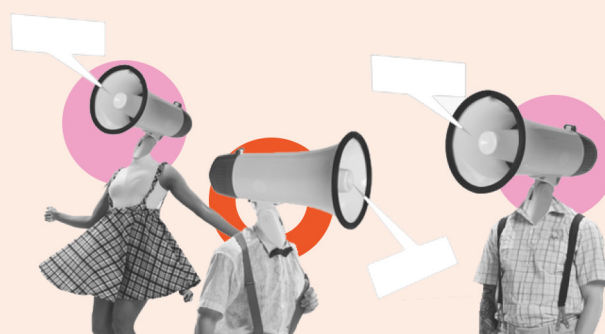
Take a step back

It's a new month, and with that comes a unique opportunity. But, (and it's a big one) it's also time to reflect and evaluate what you've already done.

Evaluate your previous strategy

Split it into 3 sections.

- What worked
- What didn't work
- What could work



Solidify your strategy

Make sure that you dedicate a fair amount of time to designing your digital marketing strategy for the first 6 months of the year. While you're doing this, make sure you revisit the basics!

- Define your core offering or your USP.
- Dive into why your customers or students choose you over your competitors.
- Dissect your current sales funnel and brainstorm areas for improvement.

Score yourself

Once you've split your strategy evaluation into 3 parts, give each component in the "what worked" and "what could work" categories a score!

1 = Extremely poor

10 = Brilliant, use it again

Anything that scores less than a 6 should be left in the past.

Now that you've looked back, it's time to look ahead. Use this checklist to solidify your marketing efforts in the coming months.

Revisit your opportunities

Here, you're diving into your market, and your niche while conducting a market analysis.

- Analyze your traffic: Where do your students or customers come from?
- Dissect reviews and testimonials: This is your consumers' voice. They're telling you what you're doing right, and of course, what you're doing wrong. Use these insights to improve your market approach.
- Revisit and revise your keyword research. Update it where necessary.
- Conduct a detailed competitor and SWOT analysis to determine your market positioning. This will include competitor benchmarking and an analysis of your approach to the market.

Analyze your content marketing strategy

Content marketing is one of the most effective ways to reach your target audience and create awareness about your brand.

- Define your target persona, and be sure to go into as much detail as possible. Give them a name, and a back story, and identify where they fit into your funnel.
- Define your channels: Are you using social media, blogging, vlogging, webinars, or a mix of them all?
- Create a high-level content strategy: This could include aspects such as your goals, tools, and budget.
- Design a basic content calendar, this includes topic ideas, image or video content strategy, and posting frequency.



Analyze your paid ad strategy

- Define your goals, targets, and KPIs.
- Refine your keyword research.
- Confirm your budget for the first 3 campaigns.
- Choose your PPC platforms and define a strategic approach to each.
- Create relevant landing pages, email follow ups and lead magnets.
- Implement a tracking and data analysis system.

Optimize your website

- Make sure your website adheres to Google Webmaster Guidelines.
- Avoid dated or undue SEO practices, i.e. jamming your pages with keywords.
- Optimize your site load time to be as fast as possible.
- Secure your website with an SSL certificate.
- Create a strategic internal linking structure.
- Clean up broken links and redirect chains.
- Strengthen your messaging with third-party validation. (i.e. case studies or testimonials)
- Ensure your site is mobile-friendly.
- Check your log files to make sure they're prepared for GoogleBot mobile to crawl them.
- Make sure all your best content can be delivered across any device.
- Consider implementing mobile-first tech like Google AMP.

