

A DIGITAL MARKETING CHECKLIST FOR BUSINESS OWNERS

No one knows your business better than you do. But if you're ignoring digital marketing, your competitor might be outperforming you online. Here's a checklist to help you keep track.

1 RESPONSIVE WEBSITE

Your website should have a modern interface—and also needs to be "responsive". That means it should adapt to fit the form factor of mobile and tablet screens. More than 50% of online users are using mobile. Don't miss out on the opportunity to reach them.



2 SOCIAL CHANNELS

Having a great looking and well built site is not enough. Your customers won't know about your latest products if you don't share the information on social media. Make sure you regularly post on social channels to grow your audience and drive traffic to your site.



3 OPTIMIZE FOR SEARCH

Google and other search engines are crawling your site daily and grading it for what you're doing right and what you're doing wrong. Check that your site is search engine compliant and regularly updated with fresh content that uses keywords that best describe your business.



4 DON'T FORGET CONVERSION

Driving traffic to your site is half the story. Do your visitors know exactly what to do? Make sure your site is easy to navigate, very clear about what you offer, and has lots of calls to action; for instance, you will want to have well-placed buttons like "Buy Now" or "Get in Touch" to boost conversions.



5 STAY CONNECTED

Keep your customers interested in your brand by staying connected. Email remains a powerful tool to stay in touch, especially if you deploy personalization techniques. Newsletters and regular emails keep customers updated about your new services and products.



6 SHARE YOUR KNOWLEDGE

Consumers today are looking for information before they purchase. When you share your knowledge and passion about your business, you build trust in your brand as an expert. Regularly updating your site with fresh content also boosts your search rank.



7 ADVERTISE

Having a great looking site and telling everyone about your services and products via social and email is a big part of your success story, but spending money on paid social and online ads is going to make a huge difference in how much traffic you generate for your site.



8 MEASURE

Make sure you've got a Google Analytics account set up and your site is properly tagged. Check it regularly. Which ads are getting you the most traffic? What pages are getting the most visits? This data will help you understand what's working well and what needs improvement.

