Digital Marketing Basics Checklist

Use this checklist to ensure foundational elements are covered before launching digital marketing efforts.

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1. Define SMART Goals

- [ ] Specific, Measurable, Achievable, Relevant, Time-bound objectives

2. Identify Target Audience and Create Buyer Personas

- [ ] Identify target audience
- [ ] Create detailed buyer personas

3. Set Up and Optimize Your Website

- [ ] Mobile-responsive design
- [ ] Fast loading times
- [ ] Secure (HTTPS)

4. Conduct Keyword Research

- [ ] Primary keywords
- [ ] Long-tail variations
- [ ] Competitor analysis

5. Implement On-Page SEO

- [ ] Title tags and meta descriptions
- [ ] Header hierarchy (H1, H2, H3)
- [ ] Alt text for images
- [ ] Internal linking structure

6. Establish Google Analytics and Search Console

- [ ] Set up goals and conversion tracking
- [ ] Submit XML sitemap

7. Plan Content Strategy

- [ ] Editorial calendar
- [ ] Blog topics and formats (articles, videos, infographics)
- [ ] Content optimization for SEO

8. Launch Email Marketing Platform

- [ ] Build and segment subscriber lists
- [ ] Create welcome and nurture sequences

9. Set Up Paid Advertising Accounts

- [ ] Google Ads campaigns
- [ ] Social media ad accounts (Facebook, Instagram, LinkedIn)

10. Establish Social Media Profiles

- [ ] Complete profile information and branding
- [ ] Content calendar and posting schedule

11. Implement Tracking and Reporting

- [ ] Key performance indicators (KPIs)
- [ ] Monthly reporting template

12. Develop Link-Building Strategy

- [ ] Outreach plan
- [ ] Guest post opportunities

13. Optimize for Local Search (if applicable)

- [ ] Google Business Profile
- [ ] Local citations and reviews

14. Continuously Monitor and Refine

- [ ] A/B testing for ads and landing pages
- [ ] Monthly performance reviews

Use this checklist to launch a comprehensive digital marketing plan and keep the strategy on track.

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