

Digital Marketing Checklist

Use this checklist as a guide during your next website review meeting			
Checklist Items	Yes	No	Comments
Do you have Google Analytics connected to your website?	<input type="checkbox"/>	<input type="checkbox"/>	
Are you collecting visitors email addresses?	<input type="checkbox"/>	<input type="checkbox"/>	
Are you using an auto-responder to send emails to your list?	<input type="checkbox"/>	<input type="checkbox"/>	
Are your core web-pages optimized for search engines?	<input type="checkbox"/>	<input type="checkbox"/>	
Are you (and your team) publishing regular content on your blog?	<input type="checkbox"/>	<input type="checkbox"/>	
Are your blog posts optimized for sharing on social media sites?	<input type="checkbox"/>	<input type="checkbox"/>	
Are there business processes (E.g. sales, customer queries) that could be automated via your website?	<input type="checkbox"/>	<input type="checkbox"/>	
Is your website backed up?	<input type="checkbox"/>	<input type="checkbox"/>	
How does your website look on smartphones and tablets?	<input type="checkbox"/>	<input type="checkbox"/>	
Have you set short and long terms goals for your website? (E.g. visitors, subscribers, conversions)	<input type="checkbox"/>	<input type="checkbox"/>	
Can you hit your targets (previous question) with your current design?	<input type="checkbox"/>	<input type="checkbox"/>	