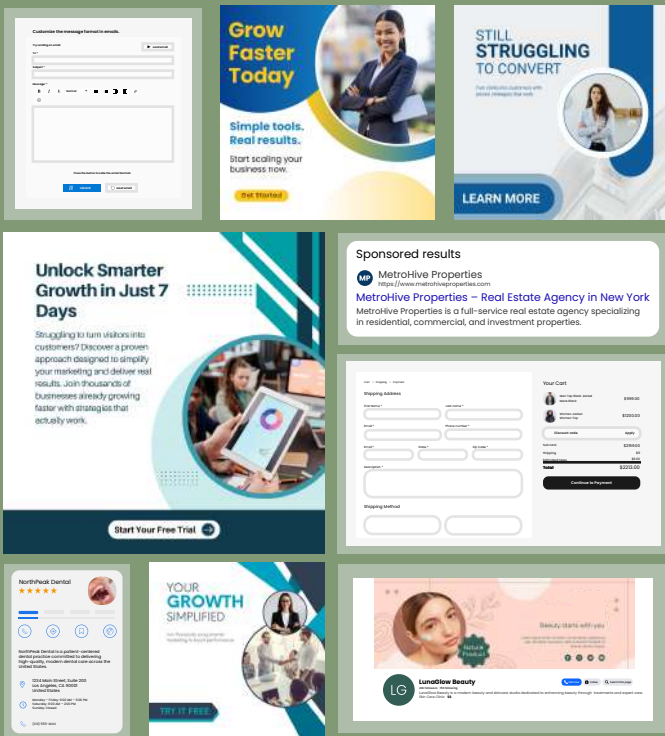


# DIGITAL MARKETING ESSENTIALS CHECKLIST



## Strategy & Planning

- Clear business goals defined (leads, sales, awareness, retention)
- Target audience and buyer personas documented
- Competitive analysis completed
- Unique value proposition clearly articulated
- Key performance indicators (KPIs) established
- Marketing budget allocated by channel
- Quarterly or annual marketing roadmap created

## Brand & Messaging

- Consistent brand voice and tone defined
- Clear positioning statement
- Unified visual identity across platforms
- Strong and consistent calls-to-action (CTAs)
- Messaging aligned across website, ads, and social channels



## Website & Conversion Readiness

- Mobile-responsive design
- Fast loading speed
- Clear value proposition above the fold
- Conversion-focused landing pages
- Optimized lead capture forms
- Trust indicators (reviews, testimonials, security badges)
- Clear navigation and user-friendly structure

## SEO Foundation

- Keyword research completed
- On-page SEO optimized (titles, meta descriptions, headers)
- Technical SEO audit conducted
- Internal linking structure implemented
- Content strategy aligned with search intent
- Google Search Console configured

## Paid Advertising Setup

- Clear campaign objectives defined
- Audience targeting structured
- Conversion tracking installed
- Retargeting campaigns configured
- High-quality ad creatives developed
- Budget and bidding strategy documented



## Content Marketing System

- Editorial calendar created
- Funnel-based content strategy (awareness, consideration, decision)
- SEO-optimized blog content published
- Social media content schedule planned
- Content repurposing strategy in place

## Email Marketing & Automation

- Lead capture forms integrated
- Welcome email sequence automated
- Audience segmentation applied
- Nurture campaigns configured
- Performance tracking implemented
- Regular list cleaning conducted

## Analytics & Reporting

- Google Analytics properly configured
- Conversion goals set up
- UTM tracking standardized
- Performance dashboard created
- Monthly reporting schedule defined
- A/B testing framework active

## Conversion Optimization

- Landing pages A/B tested
- Funnel drop-off analysis conducted
- CTA placement optimized
- Page speed tested and improved
- Heatmaps or behavior tracking tools installed



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## Scaling & Growth Planning

- Profitable campaigns identified
- Budget scaling strategy documented
- Audience expansion plan created
- Automation workflows enhanced
- New channels tested systematically
- Long-term content and ad strategy aligned

## Final Readiness Score

Count how many boxes are checked:

0–25: Foundation needs significant development

26–50: Basic structure in place, optimization required

51–75: Strong marketing infrastructure

76–90+: Scalable, performance-ready digital system

