



Online Presence Checklist

Website

- | | | | | |
|--|------------------------------|-----------------------------|---|---|
| Do you have a Website? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> You Need One |
| Is the content current? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| When was the last time you added new content? | <hr/> | | | |
| Is it a Mobile Friendly - Responsive Design? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Are you using correct Font sizes for all platforms? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Is there a Call-to Action on each page? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Are you gathering email address from visitors? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Are you using video to communicate your message? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Is the website integrated with your social media sites? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Are your website and social media sites branded the same? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Is there content the visitor wants that is short, sweet & evergreen. | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Do you have navigation that works with one thumb? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |
| Is your website SEO optimized and relocated? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | → | <input type="checkbox"/> Needs Updating |

If you answered no to the any of the above, what action needs to be taken?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



Online Presence Checklist

Blog

- Do you have a blog? Yes No Needs Updating
- Is it current? Is it branded? Yes No Needs Updating

Social Media Accounts

Do you have any of the following Social Media accounts?

- Facebook Yes No Would like to add
- LinkedIn Yes No Would like to add
- Twitter Yes No Would like to add
- Pinterest Yes No Would like to add
- Instagram Yes No Would like to add
- YouTube Yes No Would like to add
- Other _____ Yes No Would like to add

Social Media Checklist - *Engage, start with one platform and build, Keep current or fail*

- Are your social media sites branded correctly? Yes No Needs Updating
- Do you have Citations & consistency across all platforms? Yes No Needs Updating
- Have a defined your audience? Yes No Needs Updating
- Do you have Shareable Content? Yes No Needs Updating
- Do you have a monthly plan for all platforms? Yes No Needs Updating
- Are you using Analytics? Yes No Needs Updating

If you answered no to the any of the above, what action needs to be taken?

- 1.
- 2.
- 3.
- 4.

Online Presence Checklist

Create a Weekly/Monthly Plan

- Set a Marketing Goal
- Make a complete plan (Email, Snail Mail, Social Media, Networking)
- Start with just one platform.
- Select important dates, holidays and subjects and arrange by date.
- Add content by the 50,30 20 Rule (50% Engagement, 30% Hints & Tips, 20% Calls-To-Action)
- Schedule your posts, reply to anyone who likes or comments.
- Check your Analytics to see what's working.

What your Online Presence should look like

- Website
- Google (Business Listing, Geolocation API)
- LinkedIn
- Facebook
- YouTube
- Pinterest
- Blog
- Twitter



AdWords,

Capture Opportunities

- Offer free downloads or services to capture leads
- Lead follow up program
 - Email Autoresponders
 - It is all about them
 - Make yourself an expert
 - Call to Action on each email
- Keep in touch after purchase
 - Social Media
 - Email Marketing
- Personal Contact

