

55-Point Digital Marketing Checklist

Do you have the right digital marketing infrastructure set up to produce optimal results for your business?

Find out in 10 minutes by going through this complete checklist!

No matter what business or industry you are in, KWSM's 55-point checklist will help identify areas you need to improve in your digital marketing infrastructure.



55-Point Digital Marketing Checklist

WEBSITE (10 points)

- You have a functional website
- Your site navigation features your company logo
- Your website is mobile-friendly
- Your homepage has a call-to-action above the fold
- Your site has an About page
- Your site features an About video
- Your site features high-quality photos of your product and/or team
- Your site has separate content-specific pages for products or services
- Your site features testimonials and/or case studies
- You have a blog on your site that is updated regularly

SEO (10 points)

- Your site navigation has less than 7 menu items
- Your site loads within 3 seconds on both mobile and desktop
- You have an SSL certificate for security
- Your site has social media icons that link to your social media channels
- You have a list of keywords that you use to optimize your website for search
- Your website has SEO optimized meta titles and descriptions in the backend
- Your blogs have a featured image with strategically written alt-tags
- When you Google your company name, your website shows up first
- You have good ratings on local listings (such as Yelp or Google My Business)
- Your social media channels and local listings all link back to your website

SOCIAL MEDIA (10 points)

- You have a company profile on all relevant social media channels in your industry
- Your username on all your social media channels is the same
- You have custom URLs to make your social media channels easy to find
- You have a branded cover photo and profile photo on all your social media channels
- Your profile photo and cover photos are the same across all your channels
- You have your business email, phone number, and address listed on all channels
- Your About section is filled out and universal across all channels

- All your employees are linked to your company's LinkedIn page
- All your employees have a standardized boilerplate on LinkedIn for their job listing at your company
- You have more people following you than you are following on Instagram and Twitter

CONTENT (5 points)

- You are posting new content on social media at least 3 times per week
- You are sharing a good mix of types of content (videos, blogs, photos, articles etc.)
- You are using hashtags in your posts on Instagram, Twitter, and LinkedIn
- You have at least a 1% engagement rate on all your posts
- You are tagging other businesses and people in your posts when appropriate

COMMUNITY MANAGEMENT (5 points)

- You respond to all your reviews (both good and bad) promptly
- You are replying and responding to comments within 24 hours
- You are answering direct messages and mentions within 24 hours
- You have an automated email to confirm that all website form submissions have been received
- You network with your target audience and referral partners daily online

LEAD GENERATION (5 points)

- You have a contact form on your website
- You have a monthly email newsletter
- You have a call-to-action on your website to join your monthly email newsletter
- You have a gated/downloadable resource on your website
- You have a remarketing campaign active to re-engage your website visitors

STRATEGY (5 points)

- You have clear objectives for your digital marketing strategy
- You know who your ideal customer is and what social media channels they are using
- You are aware of what your competitors are doing in their digital marketing strategy
- You have a content calendar that looks at least a month out to align your strategy with all relevant events
- You adjust your strategy every 6 months based on what you have learned

TRACKING (5 points)

- You are tracking your website analytics (ie: Google Analytics)
- You have an active pixel that links your social media channels to your website
- You track all conversions on your website (ie: when the contact form is filled out)
- You have a monthly report to track your progress with your digital marketing efforts
- You track your return on investment per platform and know what is working and not working

___/55

How Did you Score?

Score 50-55

A Great work! You are on your way to creating a strong digital strategy. With just a few more optimizations, you should be set up for success!

Score 44-49

B The devil is in the details! If you can follow these best practices and make a few changes, you will quickly see more traction from your digital marketing efforts.

Score 39-43

C You have some work to do. Determine the lowest hanging fruit and start optimizing your digital marketing channels to be as effective as they can be.

Below 39

D Your digital marketing infrastructure is in need of a full reset! Start from the top and work your way down the list. Or, for faster progress, consider reaching out for some professional guidance.

Let KWSM help you get better results from your digital marketing!

If you're looking for help to take your digital marketing efforts to the next level, we'd love to chat. All of our engagements start with a conversation to see if we are a good fit. Bring your checklist results with you to our first meeting so we can determine the best approach to optimize your marketing plan.

Please email info@kwsmdigital.com or visit our website at www.kwsmdigital.com

All 55-Points Explained

WEBSITE (10 points)

Your website is a credibility piece for your brand. Today's consumers expect to have a flawless experience on the Internet and your website must be ready.

Any social media or content marketing campaign is most effective when paired with a strong web presence. Your website acts as the hub of your digital marketing campaign – a place to drive visitors once you engage them online so that they can learn more.

- 1. You have a functional website:** Your website may look great, but in order to be effective it must also be functional. Ensure that your website is easily accessible to your potential customers, free of any error messages, and up to date.
- 2. Your site navigation features your company logo:** A logo is much more than just an image; it's your client's way of recognizing your brand. Make sure your logo is clearly visible to give your website visitors confidence they are in the right place.
- 3. Your website is mobile-friendly:** A rapidly growing number of website visits are taking place on mobile phones. If mobile visitors have issues with loading or using your website, they will likely leave your site very quickly. Some features that work well on Desktop do not always translate well to mobile devices. Make sure you audit your mobile website and ensure you can find important information and that everything is easy to read and click.
- 4. Your homepage has a call-to-action above the fold:** When you feature too much information on your homepage, it's easy for visitors to go down a rabbit hole, and not complete the desired action you want them to take. We recommend having a clear call-to-action above the fold on the page (high enough up that they can see it without scrolling) that leads visitors down the desired path.
- 5. Your site has an About page:** The About page is your chance to tell your story and make a connection with your audience. Improving this page will engage buyers, and help you attract the type of team members you want to add. We recommend using this page to showcase who you are as a company and what you value.
- 6. Your site features an About video:** People have short attention spans. Some website visitors are more likely to watch a video instead of reading paragraphs of text, making it valuable to have an About video to communicate your most important messages to your potential customers.

7. **Your site features high-quality photos of your product and/or team:** Stock photography lacks authenticity and has statistically been shown to reduce a site's effectiveness in converting leads or sales. We recommend using your own original photo content to give your brand a human face. If you sell a product, having your own product shots will help bring your product to life and make your site more trustworthy.
8. **Your site has separate content-specific pages for products or services: Each individual product** or service you sell should have its own information page. This is a best practice for SEO, but can also improve the user experience on your website. On each page provide visitors with relevant product benefits, answers to FAQs, and solutions to common problems. Separating these pages will also help your site get found online when people are searching for a specific product or service. Added bonus: it gives you a place to link directly if you want to talk about a particular offering on social media.
9. **Your site features testimonials and/or case studies:** People trust other people. Not having testimonials or case studies readily available on your site can be a warning sign to others that your product or service has not been around long. Including these things builds credibility and trust, and makes your website more effective at converting leads or sales.
10. **You have a blog on your site that is updated regularly:** Blogging the number one tool for supporting your SEO strategy and allowing you to be found easily online. As people search online for information, blog posts you've written will pop up – and carry them right back to your website. It is also important because it allows you to connect with customers, showcase your expertise, and build credibility. For best results, most businesses should be blogging at least once a week – twice a week if possible. This is a case of 'more is better.' The more great content you put out there, the more traffic you drive to your website, and the longer you keep visitors engaged there.

SEO (10 points)

Search engine optimization (SEO) means something slightly different to everyone. To us, it means making sure your website and online content are optimized to be found easily in search. If it is important for you to come up in the search results, cleaning up your SEO will be an important step to get the right people to find you online.

11. **Your site navigation has less than 7 menu items:** It's important to make it easy for visitors to quickly find content that interests them on your website by having a clear navigation system (typically tabs at the top of the page). There is such a thing as having too many items in your navigation. If you have more than 7 items or 3 tiers per item, we would recommend restructuring the menu so you do not overwhelm the user. This will also help your performance in search, as you are providing a clear user path and page priority for their crawlers.

- 12. Your site loads within 3 seconds on both mobile and desktop:** Google has indicated site speed is one of the signals used by its algorithm to rank pages in search. Also, pages with a longer load times tend to have more people leave the site before it fully loads and they spend less time on the website. If you would like to know how fast your site loads and what you can do to speed it up, we suggest running it through the [Google Page Speed Test \(https://developers.google.com/speed/pagespeed/insights/\)](https://developers.google.com/speed/pagespeed/insights/).
- 13. You have an SSL certificate for security:** Adding a Secure Sockets Layer (SSL) certificate to a website will make the site more secure and much safer when people browse, buy, and communicate via the website. Google factors whether you have an SSL certificate into how they rank websites in search and will reward you for having one. Without an SSL certificate, many browsers (such as Chrome) will indicate that your website is not secure to your potential customers. [Learn more about SSL Certificates on our blog.](#)
- 14. Your site has social media icons that link to your social media channels:** Linking your social media sites to your website is important. When Google decides where to rank your website in search results, they look for social media links. Websites that have them are given 'bonus points' and websites that don't are penalized. Social media also gives visitors a way to keep in touch and stay up to date on news about your company.
- 15. You have a list of keywords that you use to optimize your website for search:** Keywords are the ideas and topics that help define what your website is about. [It is important to know what keywords are already being searched on a regular basis](#), so you can optimize your site to show up for those inquiries. The list of keywords for your business will guide your content creation and blog topics and make sure the right people find you online.
- 16. Your website has SEO optimized meta titles and descriptions:** One of the most significant mistakes people make with SEO is to neglect the metadata. This helps search engines "understand" what the page is about and tells your visitors what to expect on the page when your search result shows. [Find out how to write strong meta titles and descriptions on our blog.](#)
- 17. Your blogs have a featured image with strategically written alt-tags:** Each individual blog post should have a featured image to attract people to click on your post when shared on social media. We also recommend writing alt-tags for each image, including relevant keywords as needed. These images will help you rank in Google Images, a popular search engine that leads to additional website traffic.
- 18. When you Google your company name, your website shows up first:** Often, the first interaction customers will have with your business is finding you in a Google search. You want to make sure that the results they see give an accurate – and flattering – picture of who you are as a company, and what you do. If the information that comes up is outdated, or unflattering, you should work to correct it as quickly as possible.

- 19. You have good ratings on local listings (such as Yelp or Google My Business):** If you have bad ratings, this can be a red flag for prospects. Make sure that all your local listings are claimed, filled out, and are accompanied by several positive reviews. We suggest that you regularly ask your customers for reviews, to ensure you always have a good rating with relevant reviews.
- 20. Your social media channels and local listings all link back to your website:** Linking back to your website will not only help your SEO, but it will also help your visitors find your website.

SOCIAL MEDIA (10 points)

Social media is more than a series of platforms. It's a mindset that drives the way your brand thinks and behaves when interacting with your target audience. When executed effectively, social media marketing builds an engaged community of followers who are ready to be mobilized to generate results in lead generation and sales.

- 21. You have a company profile on all relevant social media channels:** Your company does not need to be on every social media platform, just the ones your target audience uses. **Let us help you determine which social media channels** you should be using and then ensure you have a profile on each one.
- 22. Your username on all your social media channels is the same:** Consistent branding is important for fans to be able to find you online. We recommend changing the names - and handles - of all your channels to be consistent. Be aware that some channels have a character limit for usernames, so make sure it works across all your channels before making the change.
- 23. You have custom URLs to make your social media channels easy to find:** Most social media channels will automatically create a custom URL for you, but others will require you to do it manually. Once you have a custom URL, use it in your email signature, on your business cards, and on all your marketing materials. This can help drive people directly to your social media profiles, where they can engage with your content.
- 24. You have a branded cover photo and profile photo on all your social media channels:** Considering that most people visit social media from their mobile device, we recommend optimizing your cover photo and profile photo for mobile. Best practices would dictate that you do not include any important information on the outer third of your cover photo, since it will be cropped out on mobile. Additionally, since your profile photo becomes extremely small on a mobile device, we generally recommend you use an icon. (Perhaps a scaled down version of your logo with no text, or an image that relates to your brand.) The name of your page usually accompanies your profile photo, so it may not be necessary, or advisable, to use your actual logo here.

- 25. Your profile photo and cover photos are the same across all your channels:** Similarly to having a consistent username, we recommend you keep your profile photo and cover photos the same to create brand recognition and have one clear message. You may need to optimize your cover photo slightly to adjust all the different formats, but keep the branding similar for consistency.
- 26. You have your business email, phone number, and address listed on all channels:** Make it as easy as possible for your potential customers to get in touch with you by making this information readily available on all your social media channels and local listings. Keep your address formatting consistent for additional local SEO benefits.
- 27. Your About section is filled out and universal across all channels:** Many potential customers will find your social media channels before they find your website. Don't miss an opportunity to share information about your business. A compelling About section can spur visitors to check out the website and further their relationship with your business.
- 28. All your employees are linked to your company's LinkedIn page:** There are several benefits to having your employees connected to your company's LinkedIn page. Most importantly, it makes it easy for people to find your business via your employee's profiles. It also makes it possible for you to notify your employees when you make a new post, so they can share important company news and help [grow your LinkedIn company page following](#).
- 29. All your employees have a standardized boilerplate on LinkedIn for their job listing at your company:** On LinkedIn, your brand is not just represented by the company page, but by listings on your employees' profiles as well. Any time a user finds one of their profiles, it is a chance to expose them to the brand. Make sure you are telling the same story, no matter where people find you.
- 30. You have more people following you than you are following on Instagram and Twitter:** The number of people following you is a measure of your influence on social media. The more followers you have, the more people are potentially reading your content. Building a community of followers is a good thing. At the same time, make sure your follower to following ratio is not out of balance. Following more people than are following you can indicate that you may not be posting worthwhile content and can deter people from following you back.

CONTENT (5 points)

- 31. You are posting new content on social media at least 3 times per week:** It's best practice to have a regular posting schedule. If you miss a few days, the social media algorithms will notice and will ding your reach on future content. Generally, we recommend posting at least 3 times

per week to keep your audience engaged. If you're wondering how frequently you should share content on your channels, [check out this helpful guide we've compiled on how often to post on each social media channel](#).

- 32. You are sharing a good mix of types of content (videos, blogs, photos, etc.):** It is important to mix up the type of content you post to help keep your audience engaged and serve your various objectives for social media. For example, videos are best at reaching a large number of people, whereas links are better at driving traffic to your website. Consider sharing things like links to blog posts, links to third party articles, YouTube videos, uploading your own videos, single photos, and photo albums. If you are already creating all of those types of content, you may want to explore some newer features like events or going live.
- 33. You are using hashtags in your posts on Instagram, Twitter, and LinkedIn:** On some platforms, hashtags help increase the visibility of your posts. Most commonly seen on Twitter, hashtags help your tweet get seen by people who are tracking the hashtag (for example, when you go to a conference and people are engaging with the hashtag #CONFERENCE2020). Hashtags also work extremely well on Instagram and are a growing trend on LinkedIn. However, studies show that hashtags actually hurt your reach on Facebook. To learn more about hashtags and how to use them, [check out this KWSM blog](#).
- 34. You have at least a 1% engagement rate on all your posts:** To calculate your current engagement rate, find out how many people currently see your post and then tally up all the engagement you get. Then divide total engagement by total people (For example, 1 Like / 100 people = 1% engagement rate). When less than 1% of your fan base engages with your posts, the social media algorithms begin to understand that your content isn't engaging. This usually results in showing your future content to fewer people. If you struggle to reach your followers, find ways to improve the quality of your content. [Here are a few tips](#) to create better content.
- 35. You are tagging other businesses and people in your posts when appropriate:** Tagging on social media is a way for people to engage with other people or brands by mentioning them in a post or comment. [Check out this KWSM blog to learn how to incorporate tagging into your content strategy](#).

COMMUNITY MANAGEMENT (5 points)

To build a community around your business on social media, you need an engaged audience. These are the people who will remember you – and buy your products or services. If you are not responding or engaging with your community, you are missing out on valuable quality time with your biggest advocates and hottest leads.

- 36. You respond to all your reviews (both good and bad) promptly:** People are generally willing to give you the benefit of the doubt. As a brand, it is your responsibility to keep track of the

reviews your organization is getting and respond to them appropriately. This signals that you are available to help your customers and do what you can to ensure everyone has a positive experience.

- 37. You are replying and responding to comments within 24 hours:** Every comment may not warrant a response, but do it anyway! This person feels passionately about your content or your company, so show them you are grateful to have them around. Avoid sending the same reply every time, because comments are forever and viewers will catch on quickly. If there is an opportunity to ask them a question, do it! Replies count as additional comments and will help your post garner more reach.
- 38. You are answering direct messages and mentions within 24 hours:** Social media has become an extension of your company's customer service initiatives. Apply the same practices to your social media as you would with customers who inquire via your website. If you find that you are getting direct messages and mentions daily, we recommend putting someone in charge of responding to messages to avoid dropping the ball.
- 39. You have an automated email to confirm that website form submissions have been received:** In today's world, not responding for a few hours can break a sale. As soon as you get a form submission, you should have an automated email that goes out to both the potential customer (to confirm their submission has been received) and to your sales team (including all the inquiry information to begin working on a prompt response). People who use your digital channels to communicate with your business expect an immediate response.
- 40. You network with your customers and referral partners daily:** Traditionally, you think of networking as in-person events. But there is a great deal of networking that takes place online. We recommend that you set aside 5-10 minutes per day to engage with the content your customers and referral partners are sharing. This will strengthen these relationships and keep you top of mind. [Here are some tips on how to network on the various social media channels.](#)

LEAD GENERATION (5 points)

Once you get traffic to your website, you need to convert that traffic into customers. There are dozens of lead generation tactics you can deploy, but we recommend that every website has at least these five direct requests and re-engagement tactics in place.

- 41. You have a contact form on your website:** Contact forms are the tool used to gather a name, phone number, email address, and other important information from website visitors. Some websites list their contact information on their website, instead of a contact form. This is making your customer do all the work and also inviting unwanted emails. It is essential that your website have at least one contact form to give your website visitor a way to get in touch with you.

- 42. You have a monthly email newsletter:** This tactic is commonly used by businesses to stay connected with their stakeholders. Connecting on a monthly basis helps keep your relationship strong and establishes a platform for your company to share important information and new programs. An email newsletter is also a valuable tool for driving traffic back to your website.
- 43. You have a call-to-action on your website to join your monthly email newsletter:** Make it easy for your website visitors to join your monthly email newsletter by only asking for their email address. This will be the first step in building your relationship with them. If you ask for too much information up front, fewer people will fill out the form. Once they are ready to buy, they will offer up additional contact information that is needed to sell to them.
- 44. You have a gated/downloadable resource on your website:** We recommend having downloadable content available for people who want more information about a specific area of expertise for your business. They enter their email address in order to get access to the content (ebook, whitepaper, infographic etc.) This way, even if they are not ready to buy, you have a way to keep in touch with them and 'nurture' that relationship through email.
- 45. You have a remarketing campaign active to re-engage your website visitors:** Remarketing campaigns can help you reach people who may not be on your email list yet, but have visited your website before. Using a pixel, you can follow them around the web and begin sending them ads to get them to re-engage with your brand. [Learn how to install a website remarketing campaign on our blog.](#)

STRATEGY (5 points)

Once you have a clear digital marketing strategy, you will know how to prioritize your resources. There are many different platforms you can utilize and several different approaches to digital marketing. Once you are clear about your goals and strategic direction, it's easier to understand where to spend your time, and how to make the elements of your marketing strategy work cohesively to achieve the results you are looking for.

- 46. You have clear objectives for your digital marketing strategy:** The most common objective we see with our clients at KWSM: a digital marketing agency is sales or lead generation. However, there are several other objectives that can be supported by your digital marketing strategy. For example, you can use digital marketing to increase brand awareness, improve retention, promote repeat sales, and much more. Once you are clear about what you want digital marketing to do for your business, you will be able to begin planning your digital marketing strategy.
- 47. You know who your customer is and what social media channels they are on:** If you are putting time and energy into marketing your business online, you need to know whether you

are talking to the right audience. Take a look at the audience insights data available on your channels and see how closely this matches with who you consider to be your target client. If they are not aligned, you may not be posting the right type of content. Try to tweak your posts to appeal to that ideal audience. Check your insights frequently to see how you're doing.

- 48. You are aware of what your competitors are doing with their digital marketing strategy:** We always recommend keeping a close eye on your key competitors, especially if you operate in a local market. Find out what channels are working for them and what type of content they are posting that is getting good engagement. Learn from their successes and also from their mistakes. Once you have a clear understanding of what your competitors are doing, you can start looking for new tactics and channels that may set you apart.
- 49. You have a content calendar that looks at least a month out to align your strategy with all relevant events:** The best way to resonate with your target audience is to speak to the things that are on their mind. Make sure that your content is always ahead of schedule so you can anticipate what they will be thinking and talking about and can keep your content relevant and fresh.
- 50. You adjust your strategy every 6 months based on what you learned:** It generally takes about 6 months to know if your strategy is working or not. You should be reporting your results every month, to find out if you are improving your KPIs. In addition, we suggest that you review your entire strategy every 6 months and analyze what is working, what is not working, and what might be missing.

TRACKING (5 points)

You already know that tracking your business goals is the key to success. But are you also tracking your digital marketing metrics? Find out what tools you should set up and have in place in order to begin tracking the right information.

- 51. You are tracking your website analytics (ie: Google Analytics):** Since your website is the main hub for all your marketing initiatives, we highly recommend tracking all your website analytics. Google Analytics is a free tool that makes it very easy to track key performance indicators over time. [Check out these 5 introductory steps to get your Google Analytics installed.](#)
- 52. You have an active pixel that links your social media channels to your website:** In order to get the most out of your website analytics, we recommend linking it to all your social media channels using "pixels." These pieces of code connect two platforms and allow them to data share. If you are investing in Facebook Ads, this pixel can actually refine your target audience to include more people who are likely to convert. [Find out how to use pixels by taking a deep dive into Facebook Ads.](#)

- 53. You track all conversions on your website (ie: when the contact form is filled out):** If you have decided to use Google Analytics, it is fairly easy to set up goal tracking. Goal tracking makes it possible to find out the steps your website visitor took before filling out your contact form. This information can help inform your overall strategy and provide you with important data to improve your strategy month over month.
- 54. You have a monthly report to track your progress across all your digital marketing efforts:** Writing a monthly report serves as an accountability tool for your projects and results. There are several types of KPIs you can track, depending on your key objectives. [Check out some of the most common marketing KPIs to track on our blog.](#)
- 55. You track your return on investment per platform to know what is working and not working:** Tracking your return on investments becomes especially important if you are running digital marketing ad campaigns. Make it easy for your team to see which channels and campaigns generated a sale or assisted with a sale by setting up the appropriate tracking systems.

Let's Optimize Your Digital Marketing Strategy!

If you have questions about any of these areas of your digital marketing infrastructure, we can help.

Have questions?

Email info@kwsmdigital.com or visit our website at www.kwsmdigital.com for more resources.

Or contact us for a consultation by [filling out this contact form.](#)