



# Small Business Digital Marketing Checklist

Please tick any items that need further investigation or action

## Branding

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### Visual Identity

- Professional logo design
- Style Guide
- Brand consistent across all digital touchpoints
  - Website
  - Order/booking notification emails
  - Social Media/Directory profiles – profile picture, username, photos
  - Social Media posts
  - Email Marketing templates
  - Email Signature

### Messaging

- Clear Brand Personality
  - Language tone and images
  - Personalised order/booking notification emails
  - Personalised messenger auto-responders
- Clear Point of Difference (USP)
  - Website home page initial view
  - Social Media/Directory profile descriptions

## NOTES

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# Website

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## Website Development

- DIY website
  - All Purpose: Wix, Squarespace, WordPress
  - eCommerce: Shopify, Square Online Store, WooCommerce
- Hire Professional

## Usability

- Mobile friendly
- Secure
- Fast
- Easy to Navigate

## Conversion Optimisation

- Point of Difference/Offerings clear
- Strong Calls to Action
- Incentives prominent:
  - free trial/shipping/returns/quote/express shipping, afterpay/finance, loyalty rewards, new customer discount
- Content up-to-date
- Contact details visible
- FAQ
- Customer Reviews/Testimonials
- Professional/good quality photos
- Google Analytics
- Store Policies (Privacy, Terms of Sale/Service)

## NOTES

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# Search Engine Optimisation

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## On-Page Optimisation

- Target keywords identified
- Keywords in web page content / FAQ
- Meta Tags (SEO Titles & Descriptions)
- Sitemap submitted to Google Search Console
- Descriptive images names and alt-tags
- Facebook Page keyword optimised
- Website added to Google Search Console

## Off-page Optimisation

- Inbound links strategy
- YouTube videos (also embedded in website pages)

## Directory Listings

- Google My Business Listing
  - List in multiple categories
  - List all service locations
  - Keyword rich description
  - Opening hours up to date
  - Respond to all reviews
  - Add links: appointments, menu
  - Use the Google My Business phone app
  - Connect to Bing Places
  - Add Photos
  - Make Posts
- Bing Places for Business
- Industry Directory Listings (eg. TripAdvisor, hipages)

## Google Shopping

- Free Product Listings

## NOTES

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# Social media

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## Profiles Optimised

- Facebook Page
  - Profile picture/logo
  - Cover image – check mobile & desktop
  - @Username set
  - Street Address
  - Description (location mentioned if no street address)
  - Opening hours
  - Menu (cafes & restaurants)
  - Services
  - Appointments
  - Use the Facebook Business Suite & phone app
- Instagram Business Account
- Pinterest Business Account
- LinkedIn Company Page
- TikTok for Business Profile
- YouTube Channel

## Posting

- Content Themes
- Regular Posting
- Scheduled Posts
- Facebook & Instagram Stories
- Social Media Graphics Apps (eg. Canva)
- Professional photography
- Live Videos
- Edited Videos

## NOTES

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## Social media cont...

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### Events

- Facebook Events
- LinkedIn Events

### Reach Growth Strategies

- Competitions
- Influencers
- User-generated content
- Paid Ads
- Live Video
- Video posts
- Groups Engagement

### Social Commerce

- Facebook Catalogue
- Facebook & Instagram Storefronts
- Facebook & Instagram Product Tagging
- Pinterest Shopping Catalogue
- Shoppable Pins
- YouTube Shoppable Video Ads

## NOTES

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## Paid Online Advertising

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### Facebook Ads

- Boost Page Posts / Promote Instagram Posts
- Facebook Pixel (conversion tracking & remarketing)
- Facebook Ads Manager

### Google Ads

- Sponsored Search Engine Results (google.com.au)
- Sponsored Local Search Ads (Google Business listings)
- Google Display Network (other websites & apps)
- Google Shopping Ads
- YouTube Ads
- Google Ads Tag (conversion tracking & remarketing)

### Other

- Pinterest Ads
- LinkedIn Ads
- TikTok Ads
- Industry Directory Sponsored/Priority Listings (eg. hipages, AutoGuru, TripAdvisor)
- Chamber of Commerce newsletters

## NOTES

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# Email Marketing

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## Platform

- Email Marketing (CRM) Software (MailChimp, Klaviyo etc)
- Online Store Built-in Email Service
- Online Store Loyalty/Rewards app
- Practice Management Software

## Audience

- List growth strategies created (prospects and customers)
- Anti-spam compliant (opt-in)
- Website / POS data integration

## Campaigns

- Best practices implemented (subject, message, timing)
- Lead/prospect building campaigns
- Customer reselling campaigns
  - Sales Promotions
  - New Products/Services
- Message automation & sequences
- SMS marketing campaigns

## NOTES

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