

ML2 Solutions

Digital Marketing Checklist

DIGITAL MARKETING CHECKLIST

Digital marketing allows you to be available 24/7/365 to reach your audience. Digital marketing gives your business greater visibility and credibility. If you don't have an Internet presence, your potential customers lack information about you and you miss the possibility to make a sale. The checklist below looks at the 5 more important components of digital marketing for your business.



Website

- ✓ Do you have a website?
- ✓ Is it modern and mobile friendly?
- ✓ Do you list your services?
- ✓ Is your contact info easy to find?
- ✓ Do you list customer testimonials?
- ✓ Do you list your pricing?



Business Listings

- ✓ Profiles at Google My Business, Bing Places, Angie's List and Yelp?
- ✓ Have you claimed the profiles?
- ✓ Do you provide a business description?
- ✓ Do you include pictures?
- ✓ Do you link to your website?



Reputation Management

- ✓ Profiles at Yelp, Angie's List, Google Reviews and Facebook Reviews?
- ✓ Have you claimed the profiles?
- ✓ Do you respond to reviews?
- ✓ Do you provide a business description?
- ✓ Do you link to your website?



Conversion Rate Optimization

- ✓ Do you have a website form?
- ✓ Do you use website landing pages?
- ✓ Did you use phone number tracking?
- ✓ Do you use a CRM system?
- ✓ Do you track lead conversions?
- ✓ Do you track sales conversions?



Social Media

- ✓ Have you created social media accounts?
- ✓ Are they listed on your website?
- ✓ Do you post on a regular schedule?
- ✓ Have you create an account image?
- ✓ Do you follow other accounts?

Our digital marketing checklist is the first step in evaluating your Internet presence. If you would like additional help, ML2 Solutions has a personalized Digital Marketing Audit which looks at the 5 components listed above but also includes email marketing, paid advertising, SEO, content marketing and analytics. Sign up on our website at ml2solutions.com/audit.



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