

20 Point Digital Checklist

Client Name

Date

Website and SEO

Do you know where your website is hosted?

Is your website user friendly and easy to navigate?

Does your website content reflect your keyword analysis?

Do you have up to date social media links?

Is your website optimised for mobile?

Is your website loading quickly?

Is the technical SEO completed on-page?

Do you have an off-page link building strategy?

Do you have Google Analytics installed on your website, with access to real-time reporting?

Advertising

Do you have monthly sales targets?

Do you have an advertising budget?

Do you have a monthly Google Pay-Per-Click budget?

Do you boost any posts on Facebook?

Do you run regular brand awareness campaigns via Facebook, Instagram or Google?

Online Presence

Have you claimed social media profiles which are relevant to your industry?

This could be one or more of the following; LinkedIn, Facebook, Twitter, Instagram, Pinterest, TikTok

Is there regular (weekly) content posted on these profiles?

Is your contact information and branding across all social media accounts consistent and up to date?

Have you claimed your Google My Business account?

Is the website link on your GMB account correct and working?

Do you have at least 5, 5* reviews on Google?