

PART 1: YOUR WEBSITE



1. Is your website's load speed maximised?
Yes No Not sure
2. Do you use high quality authentic images and product descriptions?
Yes No Not sure
3. Is your website mobile-friendly?
Yes No Not sure
4. Is it easy to contact you via phone call, text message and/or chat on your website?
Yes No Not sure
5. Is your website well-organised under specific tabs with relevant call to actions?
Yes No Not sure

PART 2: SEO (SEARCH ENGINE OPTIMISATION)



1. Do you have pages for each of your core products and product description assigned for each product page?
Yes No Not sure
2. Do you have your main keyword in the Title Tag on each of the pages of website?
Yes No Not sure
3. Do you know how your website is ranking for your product categories on internet?
Yes No Not sure
4. Do you know about organic search trends in your industry?
Yes No Not sure
5. Are you consistently creating new content with inbound links back to your website?
Yes No Not sure

PART 3: SEARCH ENGINE MARKETING



1. Does your website rank on the 1st page when customers type [your main product/service] and [your city]?
Yes No Not sure
2. Do you know how much budget your competitors are bidding on their product/service keywords to rank on top of the page?
Yes No Not sure
3. Do you run Google Ads and/or Bing Ads campaigns? Are you strategically targeting with ad groups, call extensions and remarketing audiences?
Yes No Not sure
4. Do you have a conversion tracking set up on your website to see the outcome of your budget spend on ads?
Yes No Not sure
5. Are your active campaigns optimised for maximum profit? E.G for maximised for link clicks, website registration, payment aka conversion.
Yes No Not sure

PART 4: MAP LISTING & REVIEWS



1. Did you claim your 'Google My Business' account?
Yes No Not sure
2. How many online reviews do you have?
None 1-5 5-20 5-20 50 +
3. Do you have a proactive strategy for getting new online reviews?
Yes No

PART 5: SOCIAL MEDIA



1. Do you have your business profiles set up on Facebook, Instagram, Twitter, LinkedIn, Youtube?
Yes No
2. Do you run social media ad campaigns?
Yes No
3. Do you have your online sales and tracking settings up and running? E.G Facebook Pixel, Facebook Shop, Instagram Shopping.
Yes No
4. Are you updating your social content on a weekly basis?
Yes No

PART 6: EMAIL MARKETING



1. Do you have a database with your customer email addresses?
Yes No
2. Are you sending out a monthly email newsletter?
Yes No
3. Are you leveraging email to get online reviews & to draw customers into your social media profiles?
Yes No



This online marketing checklist is prepared by Holistic's founder Simge Vurtak to provide some useful information for business owners. Sometimes, it is hard to decide where to start for your online marketing projects, so hopefully this checklist that I compiled from my years-long sector experience will lead you in the right direction.

I am a Sr. Digital Account Supervisor with 8 years of sector experience, have worked with global names including GlaxoSmithKline brands, Mitsubishi, Under Armour, Mastercard & The Body Shop. Managed both B2C and B2B digital campaigns as well as ATL/digital adaptations. I have an extensive knowledge of digital strategy digital advertising, Google Analytics, SEO & multi-channel marketing. Master's degree in Digital Marketing at the University of Salford.

If you have questions about how to promote your business online, please email us on holisticdigitalmedia@gmail.com, then we can book you in for your first FREE 30-minutes consultancy call.