

HELPING YOU IDENTIFY WHERE TO FOCUS NEXT

Marketing Evolution Index Checklist

PHASE 1

Website

- Essential Messaging Elements
- Mobile Friendly
- HTTPS/SSL Certificate
- Trust & Authority Elements
- Solid Platform & Hosting
- Fresh/Current Design
- Calls to Action (Direct & Transitional)

Content

- Website Messaging/Story
- Core Website Pages (Products/Services, Location Pages, Ideal Customer Types)
- Review Funnel

SEO

- Google My Business (Setup & Optimization)
- Name, Address, Phone Number (NAP) in Footer of Website
- Directory & Citations Listings (Clean-up & Setup)
- On-page SEO

Social Media

- Claim & Brand Profiles
- Share Original Content
- Curated Content Posts (Sharing Others Content)
- Culture Posts (Show You're Human)

Email Marketing

- Choose Email Marketing Software
- Email List Building/Clean-up
- Re-engagement Campaigns
- Routine/Consistent Campaigns
- Lead Capture Sequence (for Website)
- Review Funnel Sequence

Offline Marketing

- Networking
- Referral Partners/Strategic Partners/Affiliates
- Events/Tradeshows

PPC/Paid Online Advertising

- Google Ads Account Setup
- Facebook Ads Account Setup
- Install Tracking Pixels on Website
- Identify & Outline What You Will Promote

Analytics

- Google Analytics Setup
- Google Search Console Claimed

PHASE 2

Website

- Google Analytics Installed
- Facebook Pixel Installed
- Site Speed
- Schema Markup (Local, Product/Service, FAQ, etc.)

Content

- Website Video
- Hub Pages (Blog Posts)
- Content Upgrades (on Website)
- Podcast/Webinar/Video Training
- Sales & Service Specific Content

SEO

- Google Search Console Setup
- Backlinks Acquisition (Basic)
- Guest or Contributed Content Opportunities (Blog)

Social Media

- Live Video
- Influencer Outreach
- Be Social (Follow, Comment, Reshare)

Email Marketing

- Lead Nurture Sequences
- Customer Onboarding Sequences
- Customer Service Sequences
- Training Sequences

Offline Marketing

- Speaking/Workshops
- Offline Ads (Direct Mail, Magazines, TV, Radio)
- Sponsorships
- Co-branding & Cross-promotions

PPC/Paid Online Advertising

- Landing Page Setup
- Create Funnels to Support Ads (Email Sequences, etc.)
- Start Running Ads

Analytics

- Setup Conversion Goals in Google Analytics
- Integrate Advertiser Tracking into Google Analytics
- Use UTM Links for Marketing Campaigns
- Use Call Tracking for Marketing Campaigns
- Brand Monitoring (Google Alerts or BrandMentions)

PHASE 3

Website

- Conversational Elements (Live Chat)
- Website Push Notifications
- Conversion Tracking
- Goal Tracking (with Google Analytics)

Content

- Upsell & Cross-sell Content
- Repurpose Content
- Convert Pillar Content (Longer Form) into Micro Content & Redistribute
- Update & Rework Old Content

SEO

- Guest or Contributed Content Opportunities (Podcast)
- Backlinks Acquisition (Advanced)
- Google Search Console Analysis
- Featured Snippets/Voice Search Optimization

Social Media

- Establish & Manage Groups/Communities
- Social Sales Campaigns
- Facebook Messenger (Plan, Bots, etc.)

Email Marketing

- Editorial Plan (for Annual Email Campaigns)

Offline Marketing

- Customer Events
- Hosted Events

PPC/Paid Online Advertising

- Start Running Remarketing Campaigns

Analytics

- A/B Testing
- Heatmapping