



THE "DIGITAL MARKETING SUCKS" ONLINE PRESENCE CHECKLIST

SIMPLY CHECK THE BOX FOR "YES"

- Are your logins stored in a centralized and secure (password protected) location?
- Do you have the logins for your:
Website (Hosting, Domain, Builder), Social Media Platforms (Facebook, Instagram, LinkedIn, TikTok, etc.), Google Services (Google Business Profile, Analytics, Google Ads, Youtube), Business Email Accounts, Email Marketing Platform
- Do you have a description of your:
Assumed Client Avatar - who is your ideal client?
Digital Client Avatar - who engages with you online? (view your Analytics!)
- Is your message CLEAR and CONCISE? 3-5 seconds.
- Is your branding consistent - same logo, images, website URL, and contact information listed across ALL digital channels?
- Do you use ONE call-to-action across all digital channels?
- Google your business name and your personal name - do you like what you see?
- Search your name(s) on all social media platforms - do you like what you see?
- Search your name(s) on Youtube - do you like what you see?
- Do you have a dedicated business line for texting?
- Do you regularly send emails to your database?
- Have you done a professional photoshoot/video in the last year?
- Do you enjoy digital marketing? Should YOU be the one doing it?
- Are there high-value areas you DON'T enjoy that you need to hand off?