

Digital Footprint Checklist



A website isn't enough anymore.

You need a CONSISTENT & COMPLETE digital presence

If you aren't willing to put the work in, one of your competitors will.

The Basics for You Digital Presence:

Website

- Make sure your On-Page SEO is done correctly.
 - You need H1, H2, H3, H4, Title Tags, Meta Descriptions, and Alt-Text for all Pictures
 - You can check it for free [here](#)

Listing Sites

- There are over 70 listing sites, like Yelp and Foursquare, where you can be listed for FREE
 - You can see them all [here](#)
 - Be sure to check them often as others can edit them without your knowledge
- This provides a valuable backlinks to your site and also makes sure that you can be found by people searching on those platforms

Social Media

- You do not need to be on every social media platform
 - You do need a business page on LinkedIn and Facebook
- The imagery should be the same from your website.
- You do not have to post frequently, but you do need to posts there to show activity
 - Use software like Vendasta or Hootsuite to publish to all of your channels at once

Analytics

- You need to measure your performance so that you can analyze and improve - They are FREE
 - [Install Google Analytics](#) to analyze your traffic and what pages visitors view
 - [Install a Facebook Pixel](#) to measure your success at generating traffic from Facebook

Email / SMS Marketing

- It is unlikely that your social media posts will go viral or even have much engagement.
- The best way to reach your customers is via e-mail or SMS
 - Capture your visitors contact information with a lead magnet so that you can contact them later
 - This checklist is an example of a lead magnet



If you have any questions, contact me
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