eHopper

# Digital Marketing Checklist

A Quick Checklist for Digital Marketing Efficiency. Contact us for a free digital marketing consultation at sales@ehopper.com or visit us at ehopper.website.

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☐ **1. Keyword Research**
- Identify primary and secondary keywords.
- Check for keyword relevance and search volume.
- Evaluate keyword difficulty.

☐ **2. On Page SEO**
- Optimize meta titles and descriptions.
- Ensure header tags (H1, H2, etc.) are properly utilized.
- Optimize image alt texts and file names.
- Ensure URL structure is SEO-friendly.

☐ **3. Off Page SEO**
- Build high-quality backlinks.
- Engage in guest posting and forum discussions.
- Ensure your business is listed in local directories.
- Maintain consistency in NAP (name, address, phone).

☐ **4. Technical SEO**
- Ensure website is mobile-friendly.
- Improve website loading speed.
- Set up an XML sitemap and robots.txt file.

☐ **5. Create Content**
- Create engaging and shareable content.
- Utilize a mix of text, images, and videos.
- Post at optimal times for your audience.
- Respond to comments and messages promptly.
- Engage with followers and other accounts.

☐ **6. Reviews & Testimonials**
- Offer incentives for leaving reviews.
- Showcase reviews on your website & social media.
- Respond to negative reviews professionally.

☐ **7. Security**
- Setup SSL (Secure Socket Layer).
- Implement site firewall, install secure plugins.
- Setup CDN (Content Delivery Network).

☐ **8. Website Performance**
- Implement caching: browser, CSS, JavaScript.
- Set up server-side caching.
- Compress images and videos.
- Use responsive images & videos.
- Implement lazy loading.

☐ **9. Analytics**
- Setup Google Analytics account.
- Verify your website with Google Search Console.
- Submit your XML sitemap to Google Search Console.
- Install Facebook Pixel on you site.
- Monitor your site's performance.

☐ **10. Social Media**
- Complete profiles with accurate business info.
- Create engaging and shareable content.
- Respond to comments, messages promptly.

☐ **11. Pay Per Click Ads**
- Define your target audience.
- Design eye-catching ad creatives.
- Write compelling ad copy.
- Monitor ad performance.
- Optimize campaigns for better ROI.

☐ **12. Email Marketing**
- Create and optimize sign-up forms.
- Offer incentives for subscriptions.
- Design visually appealing and responsive emails.
- Craft compelling subject lines.
- Analize & optimize.