

THE DEFINITIVE

# Digital Marketing Checklist

For:

- SEO
- Web design
- Content
- Social media

# The Definitive Digital Marketing Checklist

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# 1 Web design checklist

Sure, you want your website to be attractive and appealing, but user journey, consistency and navigation are equally important in converting visitors to customers and clients.

Your website and everything on it needs to work flawlessly on all devices and really pull visitors through it, so be sure to take all the below points into consideration before signing off a new design or website relaunch.

## Guiding the eye around the page

CHECK

Are your headlines informative and quick to read? Note that only 2 out of 10 people read past the headline on web pages.

Have you made sure that none of your text blocks are greater than 60% of the width of a page? It is hard to read across the whole page so make text easier for visitors to read by splitting text in to columns in your design.

## Position

Are pieces of crucial information like company name, logo, social media profiles links and navigation tools located in your website's header?

Have you looked at your website layout and placed the most important content at the top of the page and the least important at the bottom?

## Colours

Are you using a range of bold and delicate colours to draw your visitors' attention to the most important bits of information, such as call-to-actions?

Does your website have a consistent and attractive colour scheme?

Are you using colour to help make information more memorable?

Are you using colour to organise and categorise information?

## Contrast

CHECK

Are you using colour contrast within your pages to attract visitors to different areas?

Have you created contrast through contradiction? For example, you could reverse the sizes of two recognisable objects to make one stand out.

## Size

Is your most important information big so that it stands out?

## Design Elements / Visual Cues

Are there any icons that guide visitors visually to a piece of information or call to action? This could include arrows and captions. However, make sure they are not over-powering.

## Line Spacing

Have you left appropriate spacing between each line of text? This needs to be enough so that the user can go easily from one line to the next. Avoid making lines of text too close or too far apart.

## Padding

Have you made sure your text does not touch the sides of the web page, other text blocks or images?

## White Space

Do you have space on your page that isn't covered by images or text? Blank space is no bad thing. In many cases the more there is the more elegant and easy-to-navigate the page looks.

## Where can you go?

Does your website header include clear links to all main areas of your site?

Are your sub-menu links easy to hover over and do they disappear when you don't hover over them?

Are these sub-menu links accessible via mobile, where there is no facility to 'hover over'?

When navigating, is it easy for the visitor to see that they landed on a category page within a sub-group?

## Where can you go? *(continued)*

CHECK

Do you have a sitemap available from a link in your website's footer? This makes it easier for users to find what they want if they have a very specific thing in mind.

On longer web pages, is there an easy-to-see link that allows users to scroll to the top of the page automatically?

Are you using the three click rule? Ideally, visitors should be able to find the information they are looking for within three clicks.

If you have a search bar is it accessible on all pages?

Are visitors able to reach your contact information within one click from every page?

Is there a clear link back to your home page on every page? This is usually an image link on the logo in your header.

## Type of website build

If you have created content in a specific font outside of the platform, is it a compatible HTML font?

Can your page size adapt to differently-sized screens?

Have you simplified aspects within your site for an easy site build?

## Typography

Is your font type appropriate for the type of business you are?

Is your font suitably sized?

Is there enough space between lines of text?

Is your text colour easy to see?

Does your text fit well visually on the site? Splitting your text into paragraphs can affect this.

## Usability

Is your website up to the standard that you think users would like? Think about why the user is coming to your site and what they want, and think about the type of user that is engaging with your site. Are they going to be technical and web-savvy or relatively new to the Internet and web browsing?

Have you anti-aliased your text so it appears sharp?

## Consistency

CHECK

Do internal text links to other pages of your website match the headings of the pages?

Is the same font used for all body text throughout all pages?

Is the same colour scheme used throughout the site?

## Images

Are your images of a high quality? They should not be pixelated or blurry, but equally they should not be of such a high quality that they slow down the loading speed of your page.

Have you title-tagged your images so that if they don't load there is a description of what is meant to be there?

Are you keeping load times to a minimum by compressing images?

Have you avoided landing page redirects? These occur where there are two or more redirects from the first landing page you are on, to your desired page.

Have you avoided using plugins? These can significantly slow down the load times of your web pages.

Have your images been optimised? Search engines can't identify what an image is unless you optimise it. This means you have to add text to your image tag.

Have you configured the viewport so your site will render on all device sizes?

Have you kept your font consistent across all pages on your website? If not, the complexity of the page increases and load time increases too.

## Mobile Friendly: Content

Is the content legible? Does it fit the screen?

Does your site respond to different sizes of device sizes?

Have you included enough space between words and links?

## Mobile Friendly: Images

Are your image sizes in the smallest possible file size, without sacrificing quality?

## Mobile Friendly: Usability

CHECK

Have you ensured that only vertical scrolling is enabled?

With tablet and phone screens getting larger, have you made sure that it is easy for a thumb to click on a call-to-action or drop-down menu?

Are your multiple selection bars in a menu format rather than text/ list entry? You need to make sure that you have collapsible menus to make best use of the limited screen space.

Can visitors using mobile devices still get to their desired page within a few clicks?

## Testing

Have you tested your site thoroughly before launch, across a range of operating systems, web browsers and devices?

## 2 Content checklist

When you write and create content for your website, you need to please both your visitors and search engines in order to rank well in search and get your website found.

Being able to tick off all the below points will help your content to shine and will turn your website into a useful, regularly-visited resource that visitors will want to share with their communities.

### Get to the point

CHECK

Are you getting to the point in your website content straight away?

### Use an F-Shape

Have you implemented an F-Shape structure on your website, to fit the way users read content?

Have you put your most important information in the first two paragraphs of your content?

Have you included a list of your main selling points as a bullet point list?

### Keep it short

Have you written in short, snappy sentences of no more than about 20 words?

Have you broken up your text into short chunks of no more than four or five lines?

### Use headings

Are the headings on your web pages in the right order of importance? <h1> is the most important and <h6> is the least.

Do the headings on your web pages describe what the content below is about?

If a visitor was to only read the headings and not the chunks of text in between, would there be enough information to persuade them to buy your services or products?



## Tone of voice

CHECK

Have you avoided using very long words?

Have you read your content out loud to ensure it reads naturally?

## Be clever with keywords

Have you made sure your keywords aren't obviously visible to your users, by ensuring that your text flows naturally and that you don't overuse keywords? Try not to use more than 4-6 instances of your keyword on a single web page.

Are your keywords imaginative, and do they consider unusual ways of searching for your website or services? Remember that users may type in acronyms, for example.

Are you using 'long tail' search? This is a more unique and niche set of words users search for. They are very specific and usually contain more than two or three words.

## Forget the features, focus on the benefits

Are you telling the potential customer the benefits of doing something rather than how it's done?

Are the benefits of your service or product clearly visible on your landing pages?

## Call-to-actions

Have you added strong call-to-actions on your landing pages?

Are you up front with what you want your website visitor to do, i.e. Call us/Sign up?

Do you indicate that a call-to-action will be quick for the user to perform? Visitors don't want to waste time waiting around or going through long, convoluted processes.

## Get your grammar and spelling right

Is your website completely free of spelling mistakes and grammatical errors?

Have you had another person, other than the person who wrote it, proofread all of your website's text?

## Update it

Are you regularly updating your website content, particularly with new blog posts? Your website could drop in search rankings if you don't, whereas you may well be rewarded and move up the rankings if you do update regularly.



## 3 SEO Checklist

Okay, time to get technical. Search engines love well-written, industry-relevant content and useable, quick-loading websites, but there's a whole ton of stuff 'under the hood' of your website that you'll need to implement so that it can stand the best chance of grabbing that coveted first place in search.

### Title Tags

CHECK

Are your title tags placed within the <head> tag of the HTML document?

### URL Structure

Have you constructed definitive categories and filenames for your website which could result in more efficient crawling by search engine spiders?

### Navigation

Can the user navigate to important content easily and from the home page?

### URL Body

Have you thought about how users will remove parts of your URL to find content rather than clicking through backlinks?

### 404 ('page not found') error

Have you custom-built your 404 page and provided links back to your site rather than leaving this page blank?

### Sitemaps

Are you using a sitemap? This will allow users to navigate around your site quickly when at the bottom of a page.

### Content

Is the text you use on your pages kept up to date and is it of a high quality?



## Optimised Images

CHECK

Have you optimised your images with text that can be used to describe the images when they don't appear in browsers or load properly?

## Heading Tags

Have you followed the six heading tag format to give your pages structure? (i.e. <h1> to <h6>)

## Comment Spam

Have you set the 'rel' aspect of your links to 'nofollow' in order to prevent search engines from following certain links and also to tell them not to pass the page to other pages linked?

## Mobile Sites

Is your website optimised for mobile devices?

## Backlinks

Do you backlink to promote your content through link-building and blogger outreach activities?

## Robots

Are you using robots.txt to scan your pages for crawling issues?

## Page Titles

Are you sure that no pages on your website have missing page titles?

Are your website's page titles short enough? It's best to keep them under 55 characters (inc. spaces).

Are you sure your website doesn't have any duplicated page titles?

## Page Performance

Is the file size of all of your pages low enough to avoid slow loading times?

Are your page load times quick enough? Anything taking longer than three seconds can be considered slow.



## Page Performance *(continued)*

CHECK

Are you sure none of your pages don't respond due to page timeouts?

Are you using uncompressed pages to speed load times? This can assist load time increase by up to 90%.

Are you able to easily identify pages with slow loading times on your website?

## Links

Are you confident your web pages do not contain any malformed links?

Are you sure your website doesn't have any images not linking to pages when they should be?

Do all of the text links on your website include titles?

## Language

Have you spellchecked the pages of your website in all the languages it supports?

## Meta Data

Do all of your web pages contain meta descriptions?

Are you using keywords in your web pages' meta tags?

Are you sure no meta descriptions on your web pages are duplicated?

## Page Content

Are all of the URLs on your website short enough? Long URLs can be unfriendly for users and affect site crawling. Make sure your URL is related to the page and includes keywords.

Is your page depth shallow enough for the main pages? 'Page depth' is how many clicks it takes for a user to get from the home page to their desired page.



4

# Social Media Checklist

Is your website content shareable? Great, now let's make sure your social media profiles are ready to share it. The below points will not only help you set up your profiles but ensure that your social media strategy and editorial calendars don't fall foul of the intricacies of the various social networks.

## Locate and review your social media profiles

CHECK

Do you know which profiles are active? Uncover all of your social media profiles, including current, active profiles and those that were signed up to and left dormant: Facebook / Twitter / LinkedIn / Instagram / Pinterest / YouTube / Tumblr

Do you have all the details of your profiles? Once you've located all of your social media profiles, collect the following details of each profile into a table: Account name / Username / Password / URL / Last access date

Are all your profiles complete? Clarify whether setup for each profile has been completed and insert the following headings into a table: Completed profile [Y/N] / Profile name / Profile / Description (e.g. 'About Us') / Profile picture URLs (if applicable) / Number of followers / Consistent? [Y/N]

Are your profiles consistent? Edit your social media profiles to ensure consistency across profiles with elements such as imagery (profile picture and cover photo), description text, profile name, colour scheme (if applicable).

Do you know your social media objectives? Add objectives for follower reach for a stated amount of time . Depending on your expected social media growth this could be to reach X amount of followers on a weekly or monthly basis.

Have you performed market research? Look at other market leaders and competitors in your industry and review their online social media strategies: What do they post? / How often do they post? / How many people follow them? / What tone of voice do they use? (e.g. formal, informal) / Do they post similar content across all platforms? / Which platforms are they using? / Which platforms seem to be the most effective for them?

Have you evaluated your previous social media strategy? Compare site performance to previous years and re-assess objectives. Look at what social media growth strategies you had previously and how they affected your follower growth. After evaluating this, decide on future strategies and reach objectives.

## Facebook

CHECK

Have you read the latest Facebook cover photo guidelines and restrictions to optimise your image for the right size to ensure that your planned image doesn't contravene Facebook's rules?

Have you re-designed/created a Facebook cover photo that displays key information in line with Facebook regulations?

In the description of your cover photo, have you provided links and/or call-to-actions to direct traffic to your website?

Have you uploaded a company profile picture that supports the branding and style of the company, and that is legible and recognisable even when used as a small thumbnail? Upload a 180 x 180px file; Facebook will resize it to 160 x 160px.

Have you included any Facebook apps that are relevant to your business (e.g. customer reviews/competitions) and made sure they're visible in tabs across the top of your profile? Note that these won't appear to visitors to your Facebook Page using mobile devices. Check Facebook guidelines for more regulations on Facebook apps.

Are you pulling emails into your data base so you can engage with fans outside of Facebook? You can add an email subscription 'app' to your Facebook page. This will allow your Facebook followers to enter their email addresses to receive news and so forth. You will then be able to add these into your mailer lists so they get information on two different platforms rather than just one.

Does the short 'About' section describe the company succinctly and effectively?

Have you written a longer description in the 'About' section that supports the short 'about' section? Within this, use keywords to help users find your business on Facebook.

Is there a simple version of your website's URL in the 'Website' field? (n.b. you don't need to include the prefix 'http://www.' at the beginning.)

If your business benefits from user reviews and localisation, have you activated your category and location? This will allow users to 'check in' to your business and leave reviews.

Are you aiming to get your engagement (i.e. the number of users 'talking about this') at least 2% of your total Facebook Likes?

Is the content you post in the same tone of voice as on your other social media profiles?

Is the content you are sharing valuable or enriching to your Facebook fans?

Are you varying the types of media you post? Videos and images work particularly well on Facebook and tend to reach more people.



**Facebook** *(continued)*

CHECK

Are you using the 70/20/10 posting rule?: 70% of the content you post should add value and brand recognition (e.g. links to your own articles). 20% of the content you post should be sharing other peoples' and companies' ideas and articles. 10% of the content you post should be promotional, clearly advertising your business and products/services.

When posting links, do you ensure the link preview is active with a good quality image and that the URL is deleted from the post itself once the preview has been created?

Are you engaging with posts and questions from users on your page?

Do you monitor your page regularly for spam comments and posts? Develop a process for hiding/deleting posts and banning/blocking users who post spam.

Are you posting at least four times a week at a minimum?

Do you plan to review your Facebook strategy and the success of different posts regularly, taking into account the times of day, days of the week and content types that seem to receive the most engagement?

Are you ensuring you are providing some unique material that isn't available anywhere else, to encourage users to like your page and share your unique posts with their online communities?

If applicable to your business and workforce, have you set up different levels of administrator accounts so that your team can only post and edit what you require them to be able to?

Have you checked your notification settings to make sure you don't miss any new posts to your page or engagement with your posts?

Have you considered using Facebook's promotional tools such as Facebook Advertising and Post Boosting to increase the reach of your Facebook Page and posts?

Do you use Google Analytics to understand the number of referrals, conversions and assisted conversions that come through to your website?

Once you're confident you can tick everything else off this checklist, make plans to regularly review your Facebook strategy and make amendments based on your findings.

## Twitter

CHECK

Is your Twitter cover photo professional, engaging and in line with your other social media accounts? n.b. Upload as 1500 x 1500 px file.

Have you optimised your Twitter bio? You have 160 characters so choose words wisely: Link to website / Link to blog / Link to other social media platforms

Are you using an appropriate tweet frequency? The average amount is five a day but anywhere between 3-12 is okay. If you post over this amount, it's likely that you will start to get un-followed as your content becomes weaker.

Are you tweeting at the right times? Assess the success of your tweets at different times of day to find out.

Are you engaging with followers by retweeting? Retweeting builds up relationships and if you retweet someone they are more likely to follow you and retweet your posts.

Are you following the 80/20 rule? 80% supporting your Twitter community via retweets and comments and 20% talking about your own company, sharing links to your blog etc.

Are you following everyone back that follows you? Note that some may not be appropriate to follow, such as spam accounts, so ignore these.

Have you created Twitter lists? If you are following lots of people, your Twitter feed could get clogged up, therefore it's important to create public and private lists of your favoured individuals so you can refine your feed to only view only their tweets from users on these lists.

Are you using automated scheduled posts? This can be a good way to be active without spending too much time each day on tweeting to tweet. Don't entirely rely on scheduling, as Twitter is an on-trend platform and you need to be able to react to trends as they happen.

**WANT  
TO KNOW  
MORE?**

### **Consider hiring a professional**

If the above sounds too much like hard work or if you simply don't have the time to perform all these crucial actions yourself, get in touch with White Hat Media. We can transform your website into a compelling, persuasive marketing tool and engage new audiences over the entire online platform.

Contact <https://iww.ag>

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