

Opportunities Checklist

Non-digital Methods (10)

- Join your local chamber of commerce
- You have a contact form on your website
- You have a monthly email newsletter
- You have a call-to-action on your website to join your monthly email newsletter
- You have a gated/downloadable resource on your website
- You have a remarketing campaign active to re-engage your website visitors
- You are tracking your website analytics (ie: Google Analytics)
- You have an active pixel that links your social media channels to your website
- You track all conversions on your website (ie: when the contact form is filled out)
- You have a monthly report to track your progress with your digital marketing efforts

Total of unchecked boxes: _____

Website Prep (15)

- You have a functional website
- Your site navigation features your company logo
- Your website is mobile-friendly
- Your homepage has a call-to-action above the fold Your site has an About page
- Your site features an About video
- Your site features high-quality photos of your product and/or team
- Your site has separate content-specific pages for products or services
- Your site features testimonials and/or case studies
- You have a blog on your site that is updated regularly
- Set-up for Google Analytics
- Encourage Email Sign-ups with Opt-in Forms
- Create a lead magnet opportunity in the side bar
- Implement Keyword phrases
- Chat forms and chat boxes

Total of unchecked boxes: _____

SEO (17)

- Create a Business Bing Profile
- Create Yelp Business Page
- Create Business Google Profile
- Select Primary & Secondary Business Categories
- Post blogs and articles on your business Google profile
- Install and configure an SEO plugin (Wordpress)
- Sign up for Google Search Console
- Guest Posting with brands familiar to your Target Market
- Your site navigation has less than 7 menu items
- Your site loads within 3 seconds on both mobile and desktop
- You have an SSL certificate for security
- Your site has social media icons that link to your social media channels
- You have a list of keywords that you use to optimize your website for search
- Your website has SEO optimized meta titles and descriptions in the backend
- Your blogs have a featured image with strategically written alt-tags
- When you Google your company name, your website shows up first
- Your social media channels and local listings all link back to your website

Total of unchecked boxes: _____

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Social Media (9)

- Create a dedicated business page (separate from your personal page)
- Join Facebook groups within your industry and with other business owners
- You have a company profile on all relevant social media channels in your industry
- Your username on all your social media channels is the same
- You have custom URLs to make your social media channels easy to find
- You have a branded cover photo and profile photo on all your social media channels
- All your employees are linked to your company's LinkedIn page
- All your employees have a standardized boilerplate on LinkedIn for their job listing at your company
- Your profile photo and cover photos are the same across all your channels

Total of unchecked boxes: _____

How to calculate your opportunity score:

Once you have checked all the boxes for the marketing tasks you are currently doing, go back through and count the boxes you **have not** checked. Add up all the unchecked boxes and this is your opportunity score.

You can now access the areas you have the opportunity to grow in. For more information and strategies click here: <http://www.cinikmedia.com/digitalmedia/>

Opportunity Score: _____

thank-you

Resources help your areas of opportunity:

Google Search Console (SEO)
Google Analytics
Bing Webmaster Tools
Yoast
Dynomapper
Buzzsumo (Content Creation)
LastPass

Grammarly
Placeit
Todoist
Pexels
Pixabay
Laterr
SEMRush

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