

DIGITAL MARKETING STARTER KIT

Checklist

SEO & SEARCH VISIBILITY

- ✓ **Google Business Profile** - Create / Claim and verify your profile
- ✓ **Website Analytics** - Install Google Analytics and link to Search Console
- ✓ **Keyword Research** - Create a list of 10–20 target keywords
- ✓ **Meta optimised pages** - Write unique meta titles & descriptions for main pages
- ✓ **Local citations** - Add name, address, phone (NAP) to local directories

EMAIL & CRM SETUP

- ✓ **Email List Setup** - Create a contact list in Brevo/Mailchimp
- ✓ **Signup Form** - Add form to homepage and footer
- ✓ **Welcome Email** - Set up a simple welcome automation
- ✓ **CRM Onboarding** - Import contacts into HubSpot CRM
- ✓ **CRM Labels** - Tag segmented lists (leads, customers, follow-ups)

SOCIAL MEDIA TOOLS

- ✓ **Profile Setup** - Complete business info on Facebook/Instagram/LinkedIn
- ✓ **Content Templates** - Create 3 post templates in Canva
- ✓ **Schedule Posts** - Use Buffer or Meta Business Suite to plan 1 week of posts
- ✓ **Visual Library** - Save free images from Unsplash/Pexels grouped by topic
- ✓ **Hashtags** - Create a local keyword hashtag pack

ANALYTICS & INSIGHTS

- ✓ **Google Analytics Goals** - Set up key conversion events
- ✓ **Traffic Reports** - Review weekly site visitors and page metrics
- ✓ **Channel Split** - Identify top traffic sources (search / social / email)
- ✓ **Trend Checking** - Use Google Trends to prioritise content topics
- ✓ **Social Insights** - Check performance of last 5 posts

CONTENT & DESIGN

- ✓ **Branding Kit** - Set brand colours & fonts in Canva
- ✓ **Content Calendar** - Plan next 4 weeks of posts + topics
- ✓ **Visual Templates** - Build 5 ready-to-use graphics
- ✓ **CTA Buttons** - Ensure every page/post has a clear call-to-action
- ✓ **Audience Hook** - Add simple "Subscribe for tips" to content

RECOMMENDED TOOL STACKS

(Pick One Based on Your Current Priority)

LOCAL VISIBILITY STACK

- ✓ Google Business Profile
- ✓ Google Analytics
- ✓ Canva

LEAD GROWTH STACK

- ✓ HubSpot CRM
- ✓ Brevo or Mailchimp
- ✓ SEO tools (Keyword Planner)

SOCIAL ENGAGEMENT STACK

- ✓ Buffer / Meta Business Suite
- ✓ Canva
- ✓ Social Insights

30-DAY ACTION PLAN

📌 Week 1: Visibility

- ✓ Verify Google Business Profile
- ✓ Install Google Analytics + search console
- ✓ Create 3 SEO targeted pages

📌 Week 2: Engagement

- ✓ Create email signup forms
- ✓ Build CRM lists
- ✓ Set up welcome email automation

📌 Week 3: Content

- ✓ Design 8 visuals in Canva
- ✓ Schedule weekly social posts
- ✓ Add hashtags for local audience

📌 Week 4: Insight & Adjust

- ✓ Review analytics and top 5 pages
- ✓ Optimize content based on data
- ✓ Adjust posting schedule