THE
BEST DAMN
WEB MARKETING

⊘ CHECKLIST

Cheat Sheet!

POLE 🏁 POSITION
M A R K E T I N G
VELOCITIZE YOUR WEB MARKETING

The PDF companion to

THE *BEST DAMN* WEB MARKETING CHECKLIST, PERIOD.

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ALL 625+ ACTION POINTS in one
easy-to-reference and print document.

INTRODUCTION

So you want to build a better website. Congratulations! You've downloaded an invaluable resource to begin your journey toward creating—or improving—your online presence. *The Best Damn Web Marketing Cheat Sheet!* is meant to be your handy dandy reference guide along the way, so read it, print it and start checking off action items one at time.

And for a more detailed look at what you need to do to make your website one that not only receives visits but conversions as well, check out *The Best Damn Web Marketing Checklist, Period!*, available on [Amazon, iTunes or NOOK](). The book includes all the checklist and action items found in this cheat sheet, but with richer and more detailed explanations of each action point. You'll also get "how-to" examples that that will make marketing your website even easier.

Buy the book and use it as a reference as you make your way through the cheat sheet, and make your website the best damn site it can be!

So what are you waiting for? Visit www.WebMarketingChecklist.com and start marketing smarter online.

DOMAIN & URLS CHECKLIST

- ❏ Short and Memorable URL
- ❏ Purchase a .com TLD
- ❏ Buy Multiple TLD Extensions
    - ❏ .com
    - ❏ .net
    - ❏ .info
    - ❏ .org
    - ❏ .biz
    - ❏ .co
    - ❏ Industry-Specific TLDs
- ❏ Secure Multiple Domain Spellings
    - ❏ Hyphenations
    - ❏ Misspellings
- ❏ Misunderstandings
- ❏ Keywords in URLs
- ❏ Secure Type-In Keyword URLs
- ❏ Redirect Alternate Domains
- ❏ Use Domain Email Addresses
- ❏ Redirect Non-www URLs
- ❏ Assign Canonical URLs
- ❏ Redirect Home Page to Root
- ❏ Organize URLs
- ❏ Keywords in Directory Names
- ❏ Hyphens Between Words
- ❏ HTTPS over HTTP
- ❏ Register Domain for 5+ Years

DESIGN CONSIDERATIONS CHECKLIST

- ❏ Target Your Audience
- ❏ Unique Design
- ❏ Instant Site Identification
- ❏ Clean and Clutter-Free Design
- ❏ Consistent Page Layout
- ❏ Consistent Styling
- ❏ Minimal On-Page Styling
- ❏ Maintain White Space
- ❏ Eliminate Distractions
- ❏ Unobtrusive Background
- ❏ Meet Industry Best Practices
- ❏ Easy to Navigate
- ❏ Descriptive Hyperlinks
- ❏ Visual Page Organization
- ❏ Custom 404 Page
- ❏ Findable Phone Number
- ❏ Link to Contact Information
- ❏ Screen-Friendly Font
- ❏ Adequate Font Size
- ❏ Resizable Text
- ❏ Narrow Paragraph Text
- ❏ Strong Color Contrast
- ❏ Visual Colorization of Important Elements
- ❏ No Saturated Colors
- ❏ Avoid Animated Graphics
- ❏ Incorporate Calls to Action
- ❏ Don't Require Browser Plugins
- ❏ High-Def Images
- ❏ Optimize Images and Image Usage
- ❏ Readable Image File Names
- ❏ Avoid Text in Images
- ❏ Padding Around Images
- ❏ Add Trust Symbols
- ❏ "Skip" Multimedia and Ads
- ❏ No Browser Hi-Jacking
- ❏ No Horizontal Scrolling
- ❏ Cross-Browser Compatible
- ❏ Multi-Resolution Compatible
- ❏ Mobile Compatible
- ❏ Printer-Friendly Pages
- ❏ Incorporate Breadcrumbs
- ❏ Compatible Without JavaScript
- ❏ Text-Only Compatibility
- ❏ Avoid Flash
- ❏ Avoid Splash Pages
- ❏ Add Favicon

MOBILE-FRIENDLY DESIGN CHECKLIST

- ❑ Responsive Design
- ❑ Designed for Fingers
- ❑ Collapsible Navigation
- ❑ Short Text
- ❑ Chunk Content
- ❑ Large Fonts
- ❑ Text Label Above Field Entry
- ❑ Placeholder Text in Form Fields
- ❑ Use Selection Boxes

- ❑ Eliminate Pop-Ups
- ❑ On-Demand Social Sharing
- ❑ Utilize Horizontal Scrolling
- ❑ Optimize Images
- ❑ Reduce HTTP Requests
- ❑ Reduce Scripts and Styles
- ❑ CSS Instead of JavaScript
- ❑ Tie Address to GPS Coordinates
- ❑ Link to Full Website

SITE LOGO CHECKLIST

- ❑ Unique and Original
- ❑ Stands Out on the Website
- ❑ Displays Company Name Clearly
- ❑ Positioned Top-Left

- ❑ Incorporates Tagline
- ❑ Links to Home Page
- ❑ Schema Logo Markup
- ❑ Create a Favicon

SITE ARCHITECTURE CHECKLIST

- ❑ Fully HTTPS/SSL Secure
- ❑ Keep Security Certificate Current
- ❑ Correct Robots.txt File
- ❑ Declare Doctype
- ❑ Validate HTML
- ❑ Validate CSS
- ❑ Spiderable CSS and JavaScript
- ❑ Don't Use HTML Frames
- ❑ Use Alt Attribute on All Images
- ❑ 404 Bad URLs
- ❑ Redirect Old URLs
- ❑ Printer-Friendly CSS
- ❑ Underline Clickable Links
- ❑ Differing Link Text Style
- ❑ Canonical Breadcrumb URLs
- ❑ Proper Page Hierarchy
- ❑ Balanced Directory Structure
- ❑ Unique Title Tags

- ❑ Unique Meta Descriptions
- ❑ Properly Bulleted Lists
- ❑ Eliminate Code Bloat
- ❑ Reduce Table Usage
- ❑ Absolute Links in Navigation
- ❑ Non-Spiderable Shopping Cart Links
- ❑ "Disallow" Pages For No Search Engine Evaluation
- ❑ "NoIndex" Pages to Not Show in SERPs
- ❑ "NoFollow" Links to Prevent Passing Value
- ❑ Check for Broken Links
- ❑ Increase Page Download Speed
- ❑ Reduce Links On Page
- ❑ Avoid Duplicate Content
- ❑ Use Proper Heading Tag Hierarchy
- ❑ Avoid Session IDs
- ❑ Search Engine-Friendly Links
- ❑ Use Structured Data

CONVERSION OPTIMIZATION & USABILITY CHECKLIST

- ❑ What's Important Is Prominent
- ❑ Visually Relate Logical Elements
- ❑ Clearly Defined Page Areas
- ❑ Clickable Elements Are Obvious
- ❑ Minimize Noise
- ❑ Omit Needless Words
- ❑ Consistent Navigation Placement
- ❑ Incorporate On-Site Search
- ❑ Highlight Current Location
- ❑ Contrast Calls to Action
- ❑ Establish Trust and Credibility

- ❑ Visually Connected Tagline
- ❑ Don't Over-Promote
- ❑ Don't Hide Needed Info
- ❑ Flexible Form Inputs
- ❑ Request Only Necessary Info
- ❑ Easy to Use
- ❑ Tell Visitors What They Want to Know
- ❑ Reduce Steps to Goal Completion
- ❑ Answer Relevant Questions
- ❑ Easy Error Recovery
- ❑ Always Be Testing

SITE NAVIGATION CHECKLIST

- ❑ Primary Nav Located Top-Left
- ❑ Site-Wide Consistency
- ❑ Easy to Use
- ❑ Link to Main Site Sections
- ❑ Link to Key Company Pages
  - ❑ Home Page
  - ❑ Contact Us Page
  - ❑ About Us Page
  - ❑ Blog
  - ❑ Login/Logout
  - ❑ Shopping Cart
- ❑ Proper Categorical Divisions
- ❑ Accurate Link Text
- ❑ No Industry Jargon
- ❑ Drop-Down Headings Clickable
- ❑ Obvious Non-Clickable Elements
- ❑ Links Are Visually Obvious

- ❑ Mouse Pointer Changes on Clickable Links
- ❑ Current Page Identification
- ❑ Image Links Use Alt Text
- ❑ Use Absolute Links
- ❑ Internal Links Open in Same Window/Tab
- ❑ External Links Open in New Window/Tab
- ❑ No Flyout Menus
- ❑ Simple Footer
  - ❑ Sitemap
  - ❑ Privacy Policy
  - ❑ Security Signals
  - ❑ Promotional Materials
  - ❑ Social Links
  - ❑ Accreditations and Organizations
- ❑ No "Site-Map" Navigation
- ❑ Add a Sitemap
- ❑ Use Breadcrumbs

INTERNAL SITE SEARCH CHECKLIST

- ❑ Locate in Top-Right Corner
- ❑ Label as "Search"
- ❑ Link to Advanced Search
- ❑ Not Case Sensitive
- ❑ Forgiving of Misspellings
- ❑ Reiterate Search Query
- ❑ Provide Alternate Spelling Options
- ❑ Provide Search Refinement Options

- ❑ Link to Relevant Pages
- ❑ No HTML Tables
- ❑ No Blank Results
- ❑ Exact Matches Display First
- ❑ Segment "Related" Results
- ❑ Show Similar Products
- ❑ Show Page Titles and Descriptions
- ❑ Highlight Query In Results

❑ 10-20 Results Per Page
❑ Change Number of Results Option

CONTENT WRITING CHECKLIST

❑ Grab the Visitor's Attention
❑ Get to the Good Stuff Quickly
❑ Expose the Visitor's Need
❑ Demonstrate Importance
❑ State Features Clearly
❑ Benefit Focused
❑ Answers WIIFM
❑ Justify the Conversion
❑ Provide Reassurances
❑ Calls to Action
❑ Appropriate Reading Level

❑ Don't Talk Down to Your Audience
❑ Short Sentences
❑ Consistent Voice
❑ Target Personas
❑ Integrate Keywords
❑ Eliminate Superfluous Text
❑ Reduce/Explain Industry Jargon
❑ Link to Authoritative Sources
❑ Link to Internal Related Content
❑ Display Publication Date on Articles/News
❑ Fix Typo, Spelling and Grammar Errors

CONTENT APPEARANCE CHECKLIST

❑ Short Paragraphs
❑ Readable Text Size
❑ Good Contrast with Background
❑ Skimmable and Scannable
❑ Use Headings and Sub-Headings

❑ Large Heading Size
❑ Use Bulleted Lists
❑ Close Link Proximity
❑ Calls to Action

LINKS & BUTTONS CHECKLIST

❑ Link Important Commands
❑ Use Both Images and Links
❑ Make the Link Obvious
❑ Use White Space Effectively
❑ Limit Number of Links
❑ Underline Links in Text
❑ Link to Related Content

❑ Link Text Reflects Linked Content
❑ Keywords in Links
❑ Search-Friendly Link Code
❑ Block Search Engines from Carts
❑ Check for Broken Links
❑ Use Consistent Linking Practices

SOCIAL SHARING CHECKLIST

❑ Use Share Buttons
❑ Use Follow Buttons
❑ Implement Open Graph Meta Data
❑ Implement Facebook Meta Data

❑ Implement Twitter Card Meta Data
❑ Implement Pinterest Rich Pin Meta Data
❑ Implement Rel="author"
❑ Implement Rel="publisher"

HOME PAGE CHECKLIST

- ❑ Instant Page Identification
- ❑ Site Overview
- ❑ No Splash Page

- ❑ "NoODP,NoYdir" Directive
- ❑ Add Social Buttons

ABOUT US PAGE CHECKLIST

- ❑ Full Company Description
- ❑ Team Biographies
- ❑ Mission Statement
- ❑ Up-to-Date Information
- ❑ Link to Supporting Pages
    - ❑ Contact Us Page
    - ❑ Registration Info

- ❑ Investor Relations
- ❑ Company News
- ❑ Job Opportunities
- ❑ Newsletters
- ❑ Link to Social Networks
- ❑ Note Associations, Certifications & Awards

CONTACT US PAGE CHECKLIST

- ❑ Easy to Find
- ❑ Multiple Contact Options
    - ❑ Telephone Number(s)
    - ❑ Fax Number
    - ❑ Email Address
    - ❑ Web Forms
    - ❑ Instant Chat
- ❑ Multiple Points of Contact
    - ❑ Customer Service
    - ❑ Tech Support

- ❑ Inquiries
- ❑ Management Team Members
- ❑ General Information
- ❑ Job Applications
- ❑ Billing
- ❑ Human Resources
- ❑ Hours of Operation
- ❑ Street Map
- ❑ Final Call to Action
- ❑ Require Only Essential Info

ECOMMERCE CONSIDERATIONS CHECKLIST

- ❑ Minicart Display
- ❑ Display Payment Options
    - ❑ Major Credit Cards
    - ❑ Third-Party Payment Processors
- ❑ Eliminate Duplicate Product URLs

- ❑ Don't Use URL Tracking IDs
- ❑ Exclude Cart Pages from Search Engines
- ❑ Exclude Links to Duplicate Secure URLs
- ❑ Keep Secure Certificate Current
- ❑ Install Ecommerce Tracking

PRODUCT PAGE CHECKLIST

- ❑ Consistent Page Layout
- ❑ Short, Keyword-Friendly URLs
- ❑ Display Contact Info
- ❑ Clear Product Presentation
- ❑ Obvious Call to Action
- ❑ Multiple Calls to Action
- ❑ Clear Pricing
- ❑ Display International Pricing
- ❑ High-Def Product Images
- ❑ Multiple Image Views
- ❑ Describe the Image Content
- ❑ Robust Product Description
- ❑ Product Details and Specifications
- ❑ Emphasize Brand Quality and Trust
- ❑ Offer Product Selection Options
- ❑ Show Shipping Costs

- ❑ Display Product Availability
- ❑ Provide Delivery Options & Details
- ❑ Estimate Delivery Date
- ❑ Add Social Buttons
- ❑ Add Social Meta Data
- ❑ Link to Site Security Information
- ❑ Provide Return & Guarantee Info
- ❑ Allow "Save for Later"
- ❑ Allow "Print" or "Email This" Options
- ❑ Printer-Friendly Pages
- ❑ Related Products & Upsells
- ❑ Include Product Reviews
- ❑ Product Comparisons
- ❑ Offline Competitor Comparison
- ❑ Provide RSS Feed

SHOPPING CART PAGE CHECKLIST

- ❑ Obvious Checkout Link
- ❑ Include Product Thumbnails
- ❑ Brief Product Descriptions
- ❑ Display Product Availability
- ❑ Ability to Remove Items
- ❑ Updatable Quantities
- ❑ Link to Products
- ❑ Provide Product and Total Price
- ❑ Display Payment Options
- ❑ Coupons & Vouchers Explained
- ❑ Security Assurances

- ❑ Link to Guarantees
- ❑ Show Delivery Costs
- ❑ Estimate Delivery Date
- ❑ Answer Shipping & Return Questions
- ❑ International Shipping Options
- ❑ Display Contact Information
- ❑ Provide Upsell Options
- ❑ "Continue Shopping" Link
- ❑ No Unnecessary Navigational Elements
- ❑ Block From Search Engines
- ❑ Provide Minicarts

MINICART CHECKLIST

- ❑ New Products Added Are Obvious
- ❑ Link to Full Cart/Checkout Page

- ❑ Allow Removal of Products
- ❑ Provide Order Total

CHECKOUT PROCESS CHECKLIST

- ❑ Don't Require Pre-Registration
- ❑ No Hidden Fees
- ❑ Show Checkout Progress Meter

- ❑ Keep Checkout Process Short
- ❑ International Address Forms
- ❑ Allow Gift Options

- ❑ Provide Registration Benefits
  - ❑ Faster Checkout in Future
  - ❑ Access to Order History
  - ❑ Check Order Status Anytime
  - ❑ "Save" or "Wishlist" Option
  - ❑ Access to Promotions
  - ❑ Personalized Experience
  - ❑ Joining the Community
- ❑ Don't Keep Personal Info Unless Authorized
- ❑ Receipt/Order Confirmation
  - ❑ Thank You Message

- ❑ Order Confirmation Number
- ❑ Order Date
- ❑ List Items Purchased
- ❑ Expected Delivery Date
- ❑ Note Method of Payment
- ❑ After-Sale Guarantees
- ❑ Cancellation Policy
- ❑ Return Policy
- ❑ Printable
- ❑ Emailed
- ❑ After-Order Follow-Up

LOGIN & ACCOUNT PAGE CHECKLIST

- ❑ Easy-to-Find Login
- ❑ Logged-In Status
- ❑ Easy Logout
- ❑ Use Security Protocols
- ❑ Provide Security Assurances
- ❑ Link for New Registrations
- ❑ Provide Benefits of Joining
- ❑ Recover/Reset Password Option
- ❑ "Remember Me" Option

- ❑ Change of Info Confirmation
- ❑ Link to Privacy Policy
- ❑ Method of Delivery Options
- ❑ Link to Financial Information
  - ❑ Transaction History
  - ❑ Invoices
  - ❑ Account Balances
  - ❑ Default Payment Methods

FORMS & ERROR MESSAGE CHECKLIST

- ❑ Clearly Labeled Fields
- ❑ Text Label Above Field
- ❑ Stack Fields Vertically
- ❑ Flexible Field Entry
- ❑ Can Tab Between Fields
- ❑ Request Only Required Info
- ❑ Minimal Instructions
- ❑ Instructions Above the Field
- ❑ Pre-Selected Field Options
- ❑ Comprehensive Choices
- ❑ Appropriate Field Size
- ❑ Proper Use of Buttons and Boxes
- ❑ Annotate Required Fields
- ❑ No Autocomplete on Sensitive Fields
- ❑ Use Multi-Step Forms

- ❑ Progress Indicator
- ❑ Back Navigation
- ❑ Submit Button Close to Fields
- ❑ Submit Button Notes Action
- ❑ No "Reset" or "Cancel" Option
- ❑ Preserve Entered Data
- ❑ Friendly Error Output
- ❑ Errors Describe Remedy
- ❑ Errors Obviously Indicated
- ❑ Provide Contact Option
- ❑ Remove Site Navigation
- ❑ Link to Privacy Information
- ❑ Final Verification
- ❑ Confirmation Page

THANK YOU PAGE CHECKLIST

- ❑ Address Visitors by Name
- ❑ Say "Thanks"
- ❑ Confirm Transaction
- ❑ Link to Next Actions
- ❑ Reference Number
- ❑ Expected Delivery/Tracking
- ❑ Policy Information
- ❑ Testimonials
- ❑ Social Sharing Options
- ❑ Option to Create Account
- ❑ Email Opt-In/Autoresponders
- ❑ Survey/Feedback
- ❑ Printable
- ❑ Emailed

HELP & FAQ PAGE CHECKLIST

- ❑ Link to Additional Pages
  - ❑ User Guides
  - ❑ Downloads
  - ❑ Contact Us/About Us Pages
  - ❑ Technical Data/Specifications
  - ❑ Product Support
- ❑ Resource Library
- ❑ Customer Support
- ❑ Link to Outside Resources
- ❑ Internal Help Search
- ❑ Printable Text

PRIVACY & SECURITY PAGE CHECKLIST

- ❑ Linked in Footer
- ❑ Easy-to-Read Format
- ❑ Summarize Sections
- ❑ Provide Consumer Protection Tutorials
- ❑ Link to Contact Info
- ❑ Identify Information You Collect
- ❑ Explain Info Usage
- ❑ Explain Protection Protocols

SITEMAP CHECKLIST

- ❑ Keep It Current
- ❑ Presented in Hierarchal Format
- ❑ Optimize HTML Sitemap
  - ❑ Intro Paragraph
  - ❑ Intro to Main Sections
- ❑ Keyword Link Text & Descriptions
- ❑ Properly Linked in Site
- ❑ Create XML Sitemap
- ❑ Link in Robots.txt
- ❑ Submit to Search Engines

ON-PAGE OPTIMIZATION CHECKLIST

- ❑ Core Term Research
- ❑ Key Phrase Research
- ❑ Eliminate Junk Words
- ❑ Organize Your Phrases
- ❑ Group Similar Phrases Together
- ❑ Search Engine Accessibility
- ❑ Canonical Tag Usage
- ❑ Optimize URLs

- ❑ Optimize Title Tag
- ❑ Don't Brand Titles
- ❑ Optimize Meta Description
- ❑ Ignore Meta Keyword Tag
- ❑ Optimize Heading Tags
- ❑ Heading Tag Hierarchy

- ❑ Optimize Page Content
- ❑ Make Text Scannable
- ❑ Optimize Alt Attribute
- ❑ Optimize Link Anchor Text
- ❑ Review Page for Usability

LOCAL OPTIMIZATION CHECKLIST

- ❑ Review NAP for Consistency
- ❑ Use Structured Data
- ❑ Add Rel="Publisher"

- ❑ Submit to Local Citation Aggregators
- ❑ Get Reviewed
- ❑ Link to Review Sites

LANDING PAGE CHECKLIST

- ❑ Compelling, Keyword-Focused Title Tag
- ❑ Compelling Meta Description Tag
- ❑ Attention-Getting Headline
- ❑ Benefit-Focused Content
- ❑ Use Proper Content Hierarchy

- ❑ Visual Clarity
- ❑ Secure Inbound Links
- ❑ Include Social Sharing Options
- ❑ Clear Call to Action
- ❑ Test Changes

IMAGE OPTIMIZATION CHECKLIST

- ❑ Readable File Name
- ❑ Include Alt Attribute
- ❑ Add Image Title
- ❑ No Keyword Stuffing
- ❑ Proper Image Format
- ❑ Reduce Image Size
- ❑ Add Image Captions

- ❑ No Text in Images
- ❑ Proper Image Sizes
- ❑ Use CSS Sprites
- ❑ Spiderable Images
- ❑ Create Image XML Sitemap
- ❑ Don't Remove Old (Product) Images
- ❑ Add Image Social Sharing Icons

BLOGGING CHECKLIST

- ❑ Know Your Purpose
- ❑ Find Your Target Audience
- ❑ Listen to Your Audience
- ❑ Determine Your Message
- ❑ Select Your Goals
- ❑ Choose a Platform
- ❑ Built on Your Domain
- ❑ Set 'www.'

- ❑ Customize URLs
- ❑ Feed Subscription
- ❑ Choose Full Text or Summary
- ❑ Open to Search Engines
- ❑ Customizable Title Tags
- ❑ Customizable Meta Description Tags
- ❑ Allow Comments
- ❑ Block Spam

- ❑ Comment Subscription
- ❑ Backup Regularly
- ❑ Custom Content Conclusion
- ❑ Offer Related Posts
- ❑ Check for Broken Links
- ❑ Install Analytics
- ❑ Set Up Social Sharing
- ❑ Establish Author Guidelines
  - ❑ Topics to Cover
  - ❑ Post Titles
  - ❑ Length of Posts
  - ❑ Formatting
  - ❑ Language & Tone
  - ❑ Image Usage
  - ❑ Linking
  - ❑ Quoting
  - ❑ Proofing and Approval Process
  - ❑ Bio
  - ❑ Comment Responses
- ❑ Save Ideas
- ❑ Create an Editorial Calendar

- ❑ Write a Killer Post Title
- ❑ Stimulating Intro
- ❑ Compelling Content
- ❑ Appealing Images
- ❑ Skimmable
- ❑ Ask Questions
- ❑ Answer Questions
- ❑ Provide Solutions
- ❑ Inform (Teach)
- ❑ Stay on Point
- ❑ Integrate Keywords
- ❑ Write Naturally
- ❑ Be Unique
- ❑ Vary Content
- ❑ Exceed Expectations
- ❑ Link Out
- ❑ Call to Action
- ❑ Add Media
- ❑ Proof
- ❑ Share
- ❑ Measure Success

SOCIAL MARKETING CHECKLIST

- ❑ Build a Strategy
- ❑ Customize Names and URLs
- ❑ Stake Your Claim
- ❑ Claim Social Review Site Listings
- ❑ Complete Your Profiles

- ❑ Include Keywords
- ❑ Build Authority Relationships
- ❑ Monitor Your Networks
- ❑ Give Customers a Reason to Follow You
- ❑ Grow Your Networks Organically

ONLINE PR/LINK MARKETING CHECKLIST

- ❑ Find Influencers
- ❑ Listen
- ❑ Set-Up Keyword Alerts
- ❑ Select Influencers to Engage

- ❑ Share Influencer Content
- ❑ Engage
- ❑ Maximize Your Network
- ❑ Expand Your Network

PAY-PER-CLICK CHECKLIST

- ❑ Calculate Conversion Value
- ❑ Link Accounts
- ❑ Enable Auto-Tagging
- ❑ Install Conversion Tracking

- ❑ Separate Campaigns
- ❑ Proper Ad Campaign/Ad Group Usage
- ❑ Properly Organize Campaigns
- ❑ Ads Match Intent

❑ Utilize Ad Extensions
❑ Use Keyword Match Types Properly
❑ Analyze Bidding Strategies
❑ Test Ads and Landing Pages

❑ Take Advantage of Remarketing
❑ Create Bid Strategy Options
❑ Brand Your Keyword Campaign
❑ Study Your Competitors

EMAIL MARKETING CHECKLIST

❑ Create an Integrated Plan
❑ Select an Email Marketing Service
❑ Natural Text, Not Image Text
❑ Don't Spam
❑ Avoid Spam Triggers
❑ Be Consistent

❑ Proper Reply-to Address and "From" Name
❑ Create an Amazing Subject Line
❑ Excellent Content
❑ Proof, Proof, Proof
❑ Run Tests
❑ Track Your Success

ANALYTICS & CONVERSION OPTIMIZATION CHECKLIST

❑ Set Up Analytics Account
❑ Track Goals
❑ Calculate Economic Value
❑ Track Internal Site Search
❑ Set Up Custom Alerts

❑ Exclude Internal Traffic
❑ Link Analytics to Webmaster Tools
❑ Install Ecommerce Tracking
❑ Keep Timeline Notes
❑ Create Custom Reports

WANT MORE?

Go to www.WebMarketingChecklist.com for
The Best Damn Web Marketing Checklist, Period!

The full book contains explanations for every action point in this cheat sheet, along with numerous examples for implementation.