

Web Marketing Checklist

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- ☐ Search Engine Strategies
 - ☐ Write a keyword-rich page title.
 - ☐ Write a description META tag.
 - ☐ Use your important keywords in headers (H1, H2, H3)
 - ☐ Place your keywords in the first paragraph of your body content.
 - ☐ Include keywords in the ALT attribute of image tags.
 - ☐ Use keywords in hyperlinks.
 - ☐ Make your navigation system user- and search engine friendly.
 - ☐ Create a site map.
 - ☐ Develop webpages that focus on each your target keywords.
 - ☐ Promote your business online.
 - ☐ Promote video, images, and audio content.
- ☐ Linking Strategies
 - ☐ Submit your wesbite to directories such as DMOZ, Yahoo! and Business(dot)com.
 - ☐ Submit your website to geberal and niche directories.
 - ☐ Request reciprocal links.
 - ☐ Write articles for others to use in websites and newsletters.
 - ☐ Issue news releases.
- ☐ Social Media Strategies
 - ☐ Begin a business blog.
 - ☐ Become part of a social media community.
 - ☐ Promote your website in forums and discussion groups.
 - ☐ Ask visitors to bookmark your website.
- ☐ Traditional Strategies
 - ☐ Include Your URL on stationery, cards, and literature.
 - ☐ Promote using traditional media such as newspapers and yellow pages.
 - ☐ Develop a free Service.
- ☐ E-Mail Strategies
 - ☐ Install a "signature" in your e-mail program
 - ☐ Publish an e-mail newsletter.

- ☐ Ask for e-mail sign-ups.
- ☐ Send reminder e-mails.
- ☐ Send offers to your visitors and customers.
- ☐ Exchange e-mail mentions with complementary businesses.
- ☐ Paid Advertising Strategies
 - ☐ Buy a text ad in an e-mail newsletter.
 - ☐ Consider an affiliate program.
 - ☐ Use Pay Per Click (PPC) advertising.
 - ☐ List your products with shopping comparison bots and auction sites.
 - ☐ Rent targeted, commercial e-mail lists.