Internet Marketing Checklist

Created: 1/1/2012

# Tasks:

☐ **Do Once**

☐ **Install WordPress.**

☐ **Install 'All in One SEO'.**

☐ **Write compelling meta description.**

☐ **Optimize titles.**

☐ **Utilize proper link structure.**

☐ **Add analytics / webmaster code.**

☐ **Keyword research.**

☐ **Sign up for advertising program.**

☐ **Sign Up for Aweber.**

☐ **Offer product via affiliate program.**

☐ **Purchase Google Ad Words for keywords.**

☐ **Build a squeeze page.**

☐ **Write an autoresponder email.**

☐ **Write follow up emails.**

☐ **Create a blog for your business.**

☐ **Monthly**

☐ **Send a company newsletter.**

☐ **Write and send press releases.**

☐ **Purchase banner ads on relevant high traffic discussion forums.**

☐ **Purchase ads in respected email newsletters.**

☐ **Weekly**

☐ **Work on linkbait, viral content, pillar articles.**

☐ **Create benchmarks and set goals.**

☐ **Check past benchmarks.**

☐ **Maintain advertising program.**

☐ **Research new affiliate items.**

☐ **Promote and review useful affiliate goods.**

☐ **Email the list, your affiliate review.**

☐ **Daily**

☐ **Update your blog.**

☐ **Write keyword optimized blog articles.**

☐ **Participate and leave comments.**

☐ **Read blog RSS feeds.**

☐ **Brainstorm new ideas.**

☐ **Drive traffic to your squeeze page.**

☐ **Ongoing**

☐ **Check Email.**

☐ **Interact on Twitter and FriendFeed.**

☐ **Use other social networking site such as Facebook.**