Web Marketing Checklist

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# Tasks:

☐ **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.**