Internet Marketing Checklist

By Campbell Rodriguez

- ☐ 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.