

ONLINE PRESENCE CHECKLIST

@SONYACONTENT

DATE: _____

S M T W T F S

WEBSITE & BLOG

- ☐ ☐ Website Optimization: Ensure your website is user-friendly, mobile-responsive, and loads quickly.
- ☐ ☐ Content Strategy: Develop a content plan aligned with your audience's interests and SEO best practices.
- ☐ ☐ Blog Posts: Regularly publish high-quality, valuable content on your blog to establish authority and drive traffic.

SOCIAL MEDIA

- ☐ ☐ Platform Selection: Identify the social media platforms where your audience is most active.
- ☐ ☐ Consistent Branding: Maintain consistent branding across all social profiles.
- ☐ ☐ Engagement Strategy: Actively engage with your audience by responding to comments, messages, and sharing valuable content.
- ☐ ☐ Visual Content: Use engaging visuals, such as images, infographics, and videos, to boost engagement.

SEO & ONLINE VISIBILITY

- ☐ ☐ Keyword Research: Identify relevant keywords to optimize your content for search engines.
- ☐ ☐ Meta Tags and Descriptions: Ensure meta tags, titles, and descriptions are optimized for SEO.
- ☐ ☐ Backlink Strategy: Develop a strategy to earn quality backlinks from reputable websites.

EMAIL MARKETING

- ☐ ☐ Email List Building: Build and segment an email list to deliver targeted content.
- ☐ ☐ Personalized Campaigns: Create personalized and engaging email campaigns that provide value to subscribers.
- ☐ ☐ Automation: Implement automation for welcome emails, follow-ups, and newsletters.

☐ TO START ☒ OK ☐ DELAY ☐ STUCK ☐ CANCEL

ONLINE NETWORKING & COLLABORATION

- ☐ Networking: Engage with peers, influencers, and potential collaborators on social media and professional platforms.
- ☐ Guest Blogging/Content: Contribute guest posts to reputable sites to expand your reach and authority.
- ☐ Collaborations: Partner with influencers or complementary businesses for cross-promotion.

ANALYTICS & TRACKING

- ☐ Analytics Setup: Implement tools to track website traffic, social media engagement, and email performance.
- ☐ Regular Analysis: Regularly analyze data to understand what strategies are working and where adjustments are needed.

PAID ADVERTISING

- ☐ Ad Campaigns: Strategically use paid advertising on platforms like Google Ads or social media to amplify reach.
- ☐ Targeted Audience: Set clear objectives and target specific audience segments to maximize ROI.

ONLINE REPUTATION MANAGEMENT

- ☐ Online Reviews: Monitor and manage online reviews and respond promptly to maintain a positive reputation.
- ☐ Reputation Building: Consistently deliver high-quality products/services and engage positively with customers.

CONTINUOUS IMPROVEMENT

- ☐ Stay Updated: Stay abreast of industry trends, algorithm changes, and new marketing tools.
- ☐ Adaptation: Continuously refine your strategies based on performance metrics and feedback.

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