Ideal Checklist for Web Marketing

By going through this web marketing checklist from time to time, owners can know what they are doing right and what their business needs in order to give it better visibility online.

Website Design	Yes	No	Additional Comments
Site Structure:			
1. All important pages are accessible in max. 3 clicks			
2. Navigation is user-friendly			
3. Sitemap is clearly defined			
4. Load time of all the important website pages is less than 10 secs.			
5. Engages the user with interactive features			
6. Site is compatible with all major browsers like Mozilla, IE, Chrome, etc.			
Call to Action:			
7. Contact info is available easily			
8. Packages and rates are updated, easy to find			
9. Customer support details are given			
10. Signing up for newsletter/mailing list is easy			
Design:			
11. Logos, trademarks and images are appropriately used			
12. All pages have high resolution, clear, copyright-owned images			
Content:			
13. Content is original			
14. Is error-free			
Takeaways:			
15. Resources (documents) are highlighted at appropriate pages			
16. Free to downloads are easily accessible			
17. There is a check form capture who is downloading what			

E-Collaterals	Yes	No	Additional Comments
1. Have Datasheets/Brochures for major services			
2. Running a timely Newsletter campaign to keep mailing list in close loop			
3. Developed client Case Studies			
SEO	**Yes**	**No**	**Additional Comments**
1. Keywords-stuffed metatags and description			
2. Content is keyword-optimized			
3. Major pages are cached by the important search engines on regular basis			
4. Site ranks on top of major search engines for the main keywords			
Social Media	**Yes**	**No**	**Additional Comments**
1. Actively participating on social media sites (Twitter, LinkedIn, MySpace, etc.)			
2. Using social media sites for marketing and promotion			
3. Setup a company blog to circulate company updates within targeted market			
4. Monitoring company's online reputation with the help of social media platforms			
PPC Campaigns	**Yes**	**No**	**Additional Comments**
1. Running a content and/or text ad campaign			
2. Monitoring the clicks			
3. Local targetting			
Email	**Yes**	**No**	**Additional Comments**
1. Type of mailing list - Opt In/Double Opt In			
2. Provision for both HTML and Text Email Campaign			
3. Following up with the main Email Campaign			

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