

To help you get the most out of our mini-marketing series, we have prepared these checklists to help you keep on track.

Part 1 - Web Site Check

		Tick Here
1.	Understanding Your Brand	
2.	Web Site Objective - Brochure, eCommerce or Info?	
3.	Copywriting - Review Your Compelling Words	
4.	The Right Images - High Res Photos & Images	
5.	Page Layout - Follow the Eyes	
6.	Testing different pages - Choose the best of three	
7.	Homepage - Attention, Interest, Desire, Action - Appeal!!!	
8.	Testimonials - Compel them to follow others	
9.	Call to action - What should they do next?	
10.	Website Usability - Do they understand?	

Notes:

Part 2 - Getting Noticed

Tick Here

1.	Review Your Technology To Make It Easier	
2.	SEO Friendly Pages - Make Sure Yours Are!	
3.	Getting Google Going - Review Your Site	
4.	Free Google Services - Review	
5.	Set Up Website Analytics	
6.	Set Up Website Optimiser	
7.	Set Up Webmaster Tools	
8.	Set Up Local Business Listing	
9.	Review Content Relevance and Links	
10.	Set Up & Submit A Site Map	
11.	Free Listings - Add Your Site to Directories etc	

Notes:

Part 3 - Reaching Out To Your Customers

Tick Here

1.	Google Adwords - Marketing Budget	
2.	Mastering The Small Ads - Concise Words	
3.	Adwords Industry Tools - Online Software	
4.	Understanding Keywords	
5.	Set Up A Squeeze page to Collect Emails	
6.	Set Up Sales and Landing Pages	
7.	Compile a Newsletter Schedule	
8.	Compile a Direct mail and e-mail Flyer Schedule	
9.	Review Autoresponder Software	
10.	Review Your Call to Action	

Notes:

Part 4 - Attracting More Customers

Tick Here

1.	Get Published in Magazines	
2.	Identify Publications for Classified Ads	
3.	Plan You Public Relations Strategy	
4.	Review Google AdSense	
5.	Get Published on eZine Publications	
6.	Review salesXchange Strategy	
7.	Review Banners and Links Opportunities	
8.	Review Affiliate Marketing	
9.	Sharing Databases	
10.	Marketing to Mobiles, SMS Messaging	

Notes: