Checklist 16: Establishing A Strong Presence Online

Project Name: _____ Date: _____

		Yes	No
	One of the main aspects of developing and establishing a strong online presence for a digital agency is through the development of a professional business website. In addition to using your website to amplify your online presence, it is important to leverage other social platforms to boost your engagement and subsequently benefit from leads.		
	Develop a Website		
1	Optimize your website for keyword searches	☐	☐
2	Optimize your website for CMS and SEO	☐	☐
3	Use features such as pop-ups and live chats to attract more leads	☐	☐
4	Utilize visuals, develop internal links, and metadata on your website	☐	☐
5	Develop stellar landing pages for your website	☐	☐
	Set up Social Media Strategies		
6	Develop content calendars for scheduling posting dates and time	☐	☐
7	Leverage the power of Facebook to expand your brand's awareness	☐	☐
8	Use LinkedIn to post business related content	☐	☐

Notes

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9	Use your social platforms to grow organic followers by using trending hashtags	☐	☐
10	Showcase your portfolio across your social media platforms	☐	☐
11	Increase your visibility through Instagram and Twitter	☐	☐
12	Leverage the power of YouTube to increase visibility	☐	☐
	Media Productions		
13	Use videos to enhance engagement and showcase your agency	☐	☐
14	Consider strong media visuals and graphics for your content	☐	☐
15	Create and publish unique and attractive content for your agency	☐	☐
16	Consider guest blogging	☐	☐
	Paid Ads		
17	Create paid strategies to grow your visibilities	☐	☐
18	Utilize paid ads across your social media platforms	☐	☐
19	Invest in PPC advertising	☐	☐

Notes

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SEO

20	Develop strong SEO strategies for your website and social platforms	☐	☐
21	Use influencers to expand your brand's visibility	☐	☐

Notes