

Optimal Brand and Web Presence Checklist

CREATE AUTHORITY

Brand Creation

- A memorable logo
- Brand colors and typography
- Brand guidelines

Brand Messaging

- Compelling brand story
- Elevator pitch that communicates your market & mission
- Messaging guidelines for consistent communication across all channels.

Website Development

- Domain name that aligns with your brand & audience
- User-friendly website
- Mobile-responsive for optimal viewing on all devices.

AMPLIFY CONVERSIONS

SEO Strategies

- Keyword research
- Google Business Profile
- On-page and off-page SEO

Lead Magnet Development

- Identify target audience's pain points and interests to develop relevant lead magnets.
- Design visually appealing and informative lead magnet content.
- Landing pages to capture visitor information.

Lead Funnel Setup

- Map out your sales funnel stages from awareness to conversion.
- Conversion optimised sales funnel pages.
- Lead nurturing email sequences.

OPTIMISE ENGAGEMENT

Content Marketing

- Create a mix of content formats including blog posts, videos, infographics, and podcasts.
- Share content to high domain authority sites
- Promote through social media, email newsletters, and online communities to maximize visibility.

Traffic Strategies

- Diverse traffic sources - search, social media, and email marketing.
- Paid ads and retargeting campaigns

Management & Optimisation

- Review and analyze performance data to identify improvement areas.
- Strategies and tactics to optimize conversion rates.
- Regular website security audits and backups to protect website.