

CONTENT BASICS Checklist



DO YOU HAVE:

<input type="checkbox"/>	A business name and tag line that describes what you do?
<input type="checkbox"/>	A set of marketing messages you can use at the drop of a hat?
<input type="checkbox"/>	An enticing opt-in offer for your services?
<input type="checkbox"/>	Enough content to fill a bi-monthly newsletter?
<input type="checkbox"/>	Reports, case studies and scenarios to illustrate what you do?
<input type="checkbox"/>	An information pack you can hand to or email to prospects?
<input type="checkbox"/>	A regular flow of content to publish to your site, social channels?

TECHNICAL BASICS Checklist



DO YOU HAVE:

<input type="checkbox"/>	A mobile responsive website platform which is easily updated. Wordpress, WIX or Squarespace are ideal.
<input type="checkbox"/>	A clear understanding of your prospects. Who they are and what desire or need you solve for them.
<input type="checkbox"/>	Know where your audience are online. Twitter, FaceBook, LinkedIn, Google +, Pinterest, Tumblr, Medium or Telegram.
<input type="checkbox"/>	A list of keywords. These are the words people use to find a service or product like yours.
<input type="checkbox"/>	Access to good quality images. There are paid image libraries, free image services, and your own camera.
<input type="checkbox"/>	Somewhere to collect names and email addresses. Your subscriber list can be a sources of leads your business has. MailChimp is a good example.
<input type="checkbox"/>	A way to track user behaviour. This is can be done through programs such as Google Analytics and/or your list software.