



INBOUND MARKETING CHECKLIST

Checklist



Establish your business goals on a monthly, quarterly and yearly basis – aim for SMART goals (Specific, Measurable, Attainable, Relevant and Timely).	
Optimize SEO on offers and landing pages	
Identify your top 20–50 keywords (depending on size of your company) with low to medium competition and high search volume.	
Implement technical on–page content: page titles, URLs, meta keywords and descriptions, image alt text, blog categories and tags	
Start a blog! Produce content on a consistent basis to establish trust and connect with your prospects	
Develop content strategy and plan. Be sure to share your content on social media	
Use unique and compelling calls–to–action (CTAs) throughout your website (for example: learn, download, subscribe).	
Build automation for content that will help customers through their journey working with your services	
Establish a review–generating culture internally and with your customers	
Track your results! Set a monthly plan to analyze these results and make improvements. Consider: overall traffic, traffic by source, number of leads, conversion rate, page performance.	

[Click here](#) to schedule a consultation with us to make your inbound marketing visions come to life!