

Online Marketing Checklist

Basics	Google maps	
	Google alerts	
	Define target market & sources of traffic	
	Keyword Analysis	
	Analytics/reporting	
Website	Domain name(s)	
	Permanent 301 redirect	
	Call to action	
	Title each page	
	Title and alt tags for images	
	RSS feeds	
	Internal links	
	Sitemap	
	Readability	
	User-friendly (F, logo linking back, text colour change)	
	Marketing promotion sites	
Videos	Websites' hosted on blip.tv	
	Youtube	
	Google Videos	
	Reply to comments made	
Newsletters	Tabled	
	Determine frequency	
	Reduce size of images	
	Subject title	
	Call to action	
	Tracking/reporting	
Blogs	Defined subject matter	
	Domain mapping	
	Title and description	
	RSS	
	Social news aggregators	
	Email/share	

	Commenting on other blogs	
	Using tags	
	Categories	
Social Networking	Share on facebook	
	Creating groups in facebook – let ppl know about your group	
	Creating applications in facebook	
	Updating your information in LinkedIn	
User forums	Check your incoming links. (Link: "www.fit4market.com")	
	Reply to comments	
Advertising	Pay per click – adwords, yahoo	
	PPC - Customize landing pages	
	PPC - Review and optimize	
	Pay per post	
	Affiliate programs	
	Banner advertising	
	Mobile SMS advertising	
SEO	Directory listings (yellow pages, white pages, DMOZ)	
	Wikipedia, wiki-how-to	
Free/shareware	PAD file submissions	
Products	Amazon	
	Ebay	
	Etsy	
	Cars - carsales.com.au	
	Real Estate – realestate.com.au	
Others	Online survey	
	Media releases	