

THE ULTIMATE DIGITAL MARKETING CHECKLIST FOR SMALL BUSINESSES



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N°	ACTIVITIES	<input checked="" type="checkbox"/>
1	Claim and Optimize Your Google Business Profile (GBP):	<input type="checkbox"/>
2	Have a User-Friendly Website (Even a Simple One):	<input type="checkbox"/>
3	Basic Keyword Research	<input type="checkbox"/>
4	On-Page SEO	<input type="checkbox"/>
5	Local Link Building (Getting Connected)	<input type="checkbox"/>
6	Choose the Right Social Media Platforms	<input type="checkbox"/>
7	Create Engaging and Valuable Content	<input type="checkbox"/>
8	Be Consistent and Engage on Social Media	<input type="checkbox"/>
9	Track Basic Website Analytics	<input type="checkbox"/>
10	Monitor Your Google Business Profile Performance	<input type="checkbox"/>
11	Pay Attention to Social Media Insights	<input type="checkbox"/>
12	Be Willing to Adapt and Experiment	<input type="checkbox"/>