



Digital Strategy Checklist

Your quick checklist for a stronger online presence

Use this checklist to make sure you've covered the key areas of a practical and effective digital strategy.



1. BUSINESS OBJECTIVES

Define clear, measurable goals that support your overall business aims.



Tip: Make sure your goals are SMART.



2. WEBSITE

Your website should be professional, user-friendly, mobile-friendly and focused on your customers.



Tip: Keep it fast, secure and up to date.



3. SEO

Optimise your site so customers can find you easily in search engines.



Tip: Focus on valuable content and a great user experience.



4. GOOGLE BUSINESS PROFILE

Keep your profile complete and active to improve local visibility and build trust.



Tip: Update regularly and encourage customer reviews.



5. CONTENT

Create helpful, relevant content that answers your customers' questions and builds authority.



Tip: Plan content around your audience and keywords.



6. SOCIAL MEDIA

Be where your audience is. Share useful content and engage with your followers.



Tip: Consistency matters more than being everywhere.



7. EMAIL MARKETING

Build your email list and stay in touch with valuable updates and offers.



Tip: Personalise your emails and provide real value.



8. ANALYTICS & MEASUREMENT

Track your results so you know what's working and where to improve.



Tip: Review your data regularly and act on your insights.



9. AI & AUTOMATION

Use AI tools and automation to work smarter, save time and improve results.



Tip: Start small and choose tools that solve real problems.



10. REGULAR REVIEW

Digital strategy is never 'finished'. Review, adapt and keep improving.



Tip: Set a regular review date – and stick to it!



Take action today! Work through this checklist step by step to build a digital strategy that drives real results for your business.



Remember: A great digital strategy is the key to more visibility, more customers and sustainable business growth.

