

BUSINESS SET UP	WHAT YOU WILL NEED	ADVICE	COMPLETED
BRAND	NAME LOGO STYLE GUIDE	DISTINCTIVE / AUTHENTIC / MEMORABLE DEFINE BRAND IDENTITY, COLOUR, TYPOGRAPHY – REVIEW COMPETITION BRAND STORY / BRAND VOICE / COLOUR PALETTE / TYPOGRAPHY / MARKETING & STATIONERY APPLICATION	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
DOMAIN + HOSTING	SINGLE OR MULTIPLE DOMAIN ACQUISITION HOSTING TO SUIT SCALABILITY OF SITE	CHECK COMPETITION / EASY TO TYPE & REMEMBER / ACQUIRE & REGISTER DOMAIN EXTENSION VARIANTS / CHECK SOCIAL MEDIA HANDLES / AVOID TRADEMARKS SPEED / SECURITY / SUPPORT / SCALABILITY / PRICE & HOSTING ENVIRONMENT – SHARED VS PRIVATE VS DEDICATED	<input type="checkbox"/> <input type="checkbox"/>
WEBSITE	BROCHURE OR ECOMMERCE UI + UX + FUNCTIONALITY & FEATURES – FIGURE OUT BEST CMS	INFORMATIONAL OR TRANSACTIONAL (SELLING) EASY SETUP / NAVIGATE / SECURE / INTEGRATIONS / SEO FRIENDLY / MOBILE FRIENDLY / ANALYTICS / PRICE / TECH SUPPORT & CUSTOMER PAYMENT OPTIONS	<input type="checkbox"/> <input type="checkbox"/>
DIGITAL MARKETING	WHAT YOU WILL NEED	ADVICE	COMPLETED
SOCIAL	FB + INSTA + LI SOCIAL HANDLES & PROFILE SETUP (BASIC)	CHECK AVAILABILITY ACROSS PLATFORMS/ ALIGN WITH BRAND & BUSINESS/DOMAIN NAME & COMPLETE BASIC PROFILE/ABOUT INFO BEFORE POSTING WEEKLY	<input type="checkbox"/>
SEO	ON PAGE OFF PAGE	VALUE RICH CONTENT/ KEYWORD DENSITY /META TITLE & DESCRIPTION / URL SLUGS / HEADLINES & SUBHEADLINES / INTERLINK PAGES GUEST BLOGGING / SOCIAL MEDIA ACTIVITY / INFLUENCER MARKETING / BRAND MENTIONS / LOCAL LISTINGS & REPUTABLE BACKLINKS	<input type="checkbox"/> <input type="checkbox"/>
Google My Business	SETUP + VERIFICATION + PROFILE SETUP	Register Company on Google – verify business name & contact details, location, service areas, business category & URL	<input type="checkbox"/>
SEM & SOCIAL ADS	GOOGLE ADS ACCOUNT FACEBOOK ADS ACCOUNT	ORGANISE ACCOUNT (Campaign & Ad Group) / SET BUDGET / PICK KEYWORDS / SET LANDING PAGES / SET DEVICES TO SHOW UP ON / WRITE ADS / CONNECT TO GOOGLE ANALYTICS IT IS IMPORTANT TO GET STRONG CREATIVES TO STAND OUT ON SOCIAL MEDIA.	<input type="checkbox"/> <input type="checkbox"/>
EDM	CHOOSE A PLATFORM	EMAIL MARKETING IS ALL ABOUT NUTURING YOUR EXISTING AUDIENCE BUILD & SEGMENT DATABASE / CREATE CAMPAIGN & SET UP AUTRESPONDERS / ENABLE TRACKING / RUN COMPLEMENTARY CAMPAIGNS	<input type="checkbox"/> <input type="checkbox"/>