

Section 2 - Inbound Marketing Checklist

Inbound Marketing Checklist	Questions	Notes
1. A clear, responsive, engaging website	<ul style="list-style-type: none"> Is there a CMS? Is there a clear Value Proposition? Are pictures of real people? Is your design compelling and interesting? Is the website a virtual representation of your brand? Are customer testimonials included? Is content readable - short, to the point? Is the site optimised for mobiles and tablets - responsive? Does the site respond correctly in all browsers? Is the load time minimised? Do you have smart content? Is it educational? 	
2. Landing pages with distinct CTAs	<ul style="list-style-type: none"> Do you use clear, concise, action-orientated headlines? Do you include a relevant image, animation or short video? Do you explain the offer clearly and place visual emphasis on the value? Do you remove the navigation menu and other links? Do you include social sharing icons? Are you empowering buyers by making the messages personalised, helpful and relevant? Do you optimise your landing pages (remove navigation, include social sharing buttons, implement a focus keyword and redirect leads to a thank-you page)? Do you have a call-to-action? Do you create CTAs based on your buyer personas? Do you include a lead-capture form? Do you use progressive profiling (ask more questions as the lead becomes more engaged)? Do you optimise your thank you page (ensure people have access to an offer, include social sharing links, provides a secondary CTA and supplies an auto-response thank you email)? Do you use A/B testing to try different offers and positions of offers? Do you monitor results from landing pages and implement improvements? 	
3. A blog	<ul style="list-style-type: none"> Does it allow subscribers? Is the blog and website on the same domain? Is there a routine publishing schedule? Are social media buttons integrated into each post? Does each blog include a call-to-action? Are blogs created with different buyer personas in mind? Is the blog responsive? Are each blog post SEO optimised? Are authors identified for each post? Do you have a blog editorial calendar? 	

4. Connected to social media channels	<p>Do you share content from industry leaders and reputable sources?</p> <p>Do you add social icons and links to email signatures, business cards, website or e-newsletters?</p> <p>Do you have a consistent brand look across all of your social media channels?</p> <p>Do you know the social media channels where your prospects hang out?</p> <p>Do you post updates regularly?</p> <p>Do you have a content strategy and plan?</p> <p>Do you use scheduling software to post?</p> <p>Do you actively carry out social listening?</p> <p>Do you engage with people on social media (ask questions, leave comments, respond to questions, respond to reviews)?</p> <p>Do you analyse your reach and engagement regularly?</p> <p>Do you conduct social media audits to analyse your competition?</p> <p>Do you engage with your followers on topics that interest them?</p>	
5. Published customer-centric content	<p>Do you have a publishing schedule including social media, blog, industry magazines/websites etc?</p> <p>Do you segment your database and deliver relevant content to prospects needs/interests or their sales cycle stage?</p> <p>Do you post both unique content and reposted content from other experts?</p> <p>Do you seek testimonials and case-studies from clients?</p> <p>Is your content educational and informative?</p> <p>Do you have video content?</p>	
6. Keywords and SEO	<p>Is your content optimised for prospects - not robots?</p> <p>Is the content engaging so others want to link to it?</p> <p>Are you using keyword tools to find new opportunities?</p> <p>Does each page have a focus keyword?</p> <p>Does each page follow best practice in on-page SEO? (title tags, meta descriptions, targeted keywords in content, header tags, internal linking, image ALT tags, meta keywords, URL)</p> <p>Do you have a sitemap.xml and Robots.txt?</p> <p>Do you have positive online reviews?</p> <p>Are all broken links removed?</p> <p>Do you have an internal linking strategy?</p> <p>Do you have relationships with other businesses/bloggers to create backlinks?</p>	

7. Email marketing	<p>Do you segment your email database?</p> <p>Do you personalise your marketing emails?</p> <p>Do you test your emails before sending them out to ensure they work across all browsers?</p> <p>Are your emails responsive?</p> <p>Are emails short and sweet and include click-throughs to the website for more information?</p> <p>Do you avoid spam words?</p> <p>Do you create a plain text version of your email?</p> <p>Do you always include social sharing?</p> <p>Do you purge your database of any bounced email addresses?</p>	
8. Forms to collect customer data	<p>Do you have forms to sign up for whitepapers, research, e-newsletters, regular updates, e-books, offers or events?</p>	
9. Automated marketing	<p>Do you understand the various profiles of people in your contact base and can you segment your list to email individual profiles?</p> <p>Does your marketing software and CRM talk to each other?</p> <p>Have you tested your workflows to ensure the right leads are receiving the right information at the right time?</p> <p>Have you identified each lead's buying stage?</p> <p>Have you set up lead nurturing?</p> <p>Do you track performance?</p> <p>Do you continually improve campaigns to gain better conversions?</p>	
10. Aligning with sales	<p>Have you worked with sales to identify what a quality lead is?</p> <p>What are the actions needed for sales readiness?</p> <p>Have you created a sales scoring protocol based on lifecycle stage?</p> <p>Do you have SQL (sales qualified leads) goals?</p> <p>Do you have a process of nurturing MQL (marketing qualified leads) to become SQLs.</p> <p>Do you have a CRM?</p> <p>Is your marketing software integrated with your CRM?</p> <p>Do you have a useful reporting process to track progress?</p>	
11. Workflows	<p>Do you have lead-nurture workflows to take a prospect through the sales cycle?</p> <p>Do you understand a prospects' typical sales cycle?</p> <p>Does your content help educate prospects, assist sales efforts and improve sales readiness?</p> <p>Do you vary content depending on the buyer stage: awareness, consideration, decision?</p>	

12. Analytics	<p>Do you analyse web traffic (where visitors have come from, which pages were visited most, how many unique visitors, numbers from referral traffic, how long they stayed on the site, actions they took while on the website)?</p> <p>Do you monitor your blog posts to see what is driving traffic?</p> <p>Do you know where your website traffic is coming from (organic, paid, referrals, social media, email marketing, direct traffic and other campaigns)?</p> <p>Do you monitor which keywords are driving the most traffic/qualified leads?</p> <p>Do you monitor conversions rates to make tweaks if neccessary?</p> <p>Do you monitor email campaigns including bounce rates, delivery rate, open rate, list growth rate, click-through rate, conversion rate etc?</p> <p>Do you conduct A/B testing of campaigns?</p> <p>Do you follow social media engagement and which channels drive the most traffic back to your website?</p>	
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