

DIGITAL MARKETING BLUEPRINT

Checklist

UI / UX Checklist

INFORMATION ARCHITECTURE

Take time to understand what your users need to know when they visit your website and build a navigation system that provides straightforward paths to where your user wants to be.

INTERACTION DESIGN

Invest in research that helps you to establish the journey your users should take and how best you would like them to interact with your site.

USABILITY

Don't neglect technical aspects of your website or app. Improving site speed and removing navigation tunnels (i.e. drop down menus overlapping, or closing before you can get your mouse in position) is crucial.

VISUAL DESIGN

Visual design plays a major role in guiding the user and aiding their understanding. Try to create an appealing place to visit and use tools such as infographics to explain complex ideas or processes.

SEO Checklist

SEARCH INTENT

Think of the questions and challenges your users are typing into Google, then do your best to publish content on your site that answers these searches. Remember, the intent behind each search may be different. Some may be looking for information, while others may be wanting to buy a product immediately. Your website must cater to this.

PAGE TITLE TAGS AND META DESCRIPTIONS

The small amount of text that shows up for each result on a Google results page is generated from the page title tags and meta descriptions you use on your site. For best results, these should provide information, curiosity, or a compelling call to action.

IMAGES

Quicken your user's experience by using smaller, compressed images. Don't forget to include alt text for each image, too.

TECHNICAL DETAILS

Optimising your page speed and building an internal linking structure are both signals to Google that your site is worthy of being included in its results.

URLS AND BACKLINKS

When you publish pages on your website, make your URLs clear, simple, keyword rich – and as short as possible. And the better quality your pages, the more likely other sites are to link to you. These 'backlinks' are another key indicator Google uses to assess the quality of your site.

Digital Marketing Checklist

ORGANIC SOCIAL MEDIA

Build trust with your audience and demonstrate your empathy to their situation by publishing relevant content tailored to research-led audience personas.

EMAIL AND SMS MARKETING

Harness personalisation and automation to deliver targeted messages to defined segments of your list. Website behaviours can even be used as triggers.

PAY-PER-CLICK (PPC)

Use display campaigns to put your brand front and centre with your key audiences. Remarketing is an incredibly powerful way to target previous visitors to your website across search engines and social platforms.

SEO STRATEGY

Publishing detailed and useful content around identified keywords is an intelligent way to build long-term traffic growth and inbound enquiries.

Fast Response Checklist

CHATBOTS

Install chatbots on your site to help answer basic questions any time, day or night. This can help to prevent losing users who might otherwise try a different site when they can't find what they are looking for.

DIGITAL TOOLS

Digital tools such as quote calculators are an effective way to simultaneously reduce your sales team's workload and provide your customers with the information they need.