



The Small Business Digital Marketing Checklist

Website | Search | Social | Reviews | Follow-Up

A practical guide to review what is working, what is missing, and where to start.

By the end of this checklist, you should be able to identify your strongest marketing asset, your biggest gap, and the one improvement that would have the greatest impact.

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

How to Use This Checklist

Digital marketing can feel overwhelming because it is not just one thing. It is your website, search presence, social media, reviews, lead tracking, follow-up process, analytics, and the way those pieces work together.

This checklist is designed to help you review your current marketing system with a clearer lens. You do not need to fix everything at once. Start by identifying what is already working, what feels unclear, and where opportunities may be slipping through the cracks.

As you go through each section, mark the items that are strong, the items that need attention, and the items you are not sure about yet. Those uncertain answers are often the best place to start a deeper conversation.

Quick System Snapshot

- ☐ Our website clearly explains what we do, who we help, and what step to take next.
- ☐ People can find accurate information about our business through search and local listings.
- ☐ Our reviews and testimonials are visible and help build trust.
- ☐ Our social content points people toward helpful next steps.
- ☐ We know where most of our leads or inquiries are coming from.
- ☐ We have a clear follow-up process after someone contacts us.
- ☐ Our reporting helps us make better marketing decisions.

First impression: What feels strongest right now?

First concern: What feels most disconnected or unclear?

1. Website Clarity

Your website is often the center of your digital marketing system. It should help visitors understand who you are, what you offer, why it matters, and how to take the next step.

- ☐ The homepage explains what our business does within the first few seconds.
- ☐ The website makes our primary services easy to find and understand.
- ☐ Visitors can quickly tell who we help and where we work.
- ☐ The contact information or next step is easy to find on every important page.
- ☐ Calls to action are clear without feeling pushy or vague.
- ☐ Service pages explain the value of each service, not just the name of the service.
- ☐ The website works well on mobile devices.
- ☐ Our website language sounds like our business and speaks to our customers clearly.

Biggest website clarity opportunity:

2. Search Visibility and Local Context

Being visible in search is not only about one keyword. Strong search visibility comes from useful pages, local relevance, accurate listings, and content that answers real questions.

- ☐ Our Google Business Profile is accurate, complete, and current.
- ☐ Our name, address, phone number, hours, and service area are consistent online.
- ☐ Our website includes natural local context, such as Vermont, Northern Vermont, or the Northeast Kingdom when relevant.
- ☐ Important service pages support searches such as web design, SEO services, social media marketing, and digital marketing.
- ☐ Our website answers common questions customers ask before contacting us.
- ☐ FAQ sections are helpful, specific, and written in plain language.
- ☐ Blog content supports real customer questions and search intent.
- ☐ Directory listings are accurate and do not create confusion.
- ☐

Search or local visibility gap to review:

3. Social Content and Helpful Next Steps

Social media works best when it supports the larger marketing system. It should build familiarity, educate the right audience, and guide people toward something useful.

- ☐ Our social posts connect to business goals, not just a posting schedule.
- ☐ Captions explain value and make the topic easy to understand.
- ☐ Social content sends people to useful next steps, such as a blog, service page, website review, or contact page.
- ☐ Posts reinforce our expertise, process, team, community, or customer value.
- ☐ We avoid relying on public comment prompts unless there is a clear reason and value exchange.
- ☐ Our social channels and website feel consistent in tone and message.
- ☐ We reuse strong blog topics across social platforms in platform-appropriate ways.

Social content opportunity:

4. Reviews and Trust Signals

Reviews help reduce hesitation. They show that real people have worked with your business and had a positive experience.

- ☐ Recent reviews are visible on Google Business Profile or other relevant platforms.
- ☐ Strong testimonials or reviews appear on the website where they support decision-making.
- ☐ Reviews reflect the qualities we want customers to associate with our business.
- ☐ The team responds to reviews when appropriate.
- ☐ Trust signals such as case studies, examples, team information, or process details are easy to find.
- ☐ We have a consistent way to ask satisfied customers for reviews.

Trust-building opportunity:

5. Lead Tracking and Follow-Up

Getting the lead is only the first step. The real opportunity depends on whether your business can capture the inquiry, understand where it came from, and follow up consistently.

- ☐ Website forms collect the information we need to respond well.
- ☐ Leads are sent to the right person, inbox, or system.
- ☐ We can identify where inquiries are coming from, such as search, social media, ads, blogs, Google Business Profile, or referrals.
- ☐ We have a CRM or organized process for storing contact information, notes, and lead status.
- ☐ Our team knows who is responsible for follow-up.
- ☐ Follow-up timing and next steps are clear.
- ☐ Reminders or tasks help prevent inquiries from slipping through the cracks.
- ☐ A lead can move from first contact to real conversation without confusion.

Lead or follow-up gap to fix first:

Note: A CRM does not need to make marketing more complicated. The right system should make it easier to see who contacted you, what they need, where they came from, and what happens next.

6. Analytics and Measuring What Matters

Marketing data is useful when it helps you make better decisions. The right metrics depend on your goals: awareness, engagement, search growth, lead generation, or follow-up.

- ☐ We review website traffic, form submissions, calls, clicks, and other meaningful actions.
- ☐ We look at search visibility, local rankings, Google Business Profile activity, or keyword movement when available.
- ☐ We understand which topics, posts, pages, or campaigns are creating interest.
- ☐ We separate visibility metrics from lead and conversion metrics.
- ☐ Reporting helps us decide what to repeat, adjust, pause, or improve.
- ☐ If we are running ads, we review performance and make recommendations based on the data.
- ☐ We compare current content performance and cumulative activity when reviewing social analytics.

Data point or metric we need to understand better:

7. Where to Start

The best next step depends on where the biggest gap appears. Use this space to turn the checklist into a simple action plan.

Strongest area right now	
Biggest opportunity	
Quick win we can handle soon	
Longer-term improvement	
Person or team responsible	
Next 30 days	

Ready to Review Your Marketing System?

A checklist can help you see the big picture, but you do not need to figure out every piece on your own.

Your website, search visibility, social content, reviews, lead tracking, CRM, follow-up process, and reporting should work together. When they are disconnected, opportunities can be missed. When they are connected, your marketing becomes easier to understand, easier to improve, and easier to act on.

**Want help reviewing your current marketing system?
Let us look at what is working, what is missing, and where to start.**

Use this resource as a starting point for conversations about your website, search presence, social media, reviews, lead follow-up, and analytics.

Northeast Kingdom Online

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