

Inbound Marketing Checklist – How to Make Your Ideal Client Find

Identity and marketing

- Identify your target audience and talk to them
- Set goals for inbound marketing: number of visitors, clicks, interactions, leads
- Clear company image, logo, tagline used consistently on all platforms

Website

- Your business, the value of your services and solutions clearly presented on first page, above the “fold”
- Call to action on each page (contact me, click for sample etc.)
- Proof provided with samples and recommendations
- Use SEO optimization tool such as Yoast or All in One SEO
- Keywords used in meta tags, page description
- Site is professional, clean, loads fast and has no broken links
- Use analytics to track where your traffic is coming from, how visitors find you
- Use compelling, high-quality images relevant to your business

Blogging and Social Media

- Website has a blog or news page that is updated regularly with relevant content for customers
- LinkedIn account with complete profile, professional image, summary, experience, testimonials
- Sharing content relevant to target clients on LinkedIn
- Member of relevant target client groups on LinkedIn – participating in discussions
- Twitter account that is current and managed, sharing relevant info for target clients and following target clients
- Use Twitter to demonstrate your knowledge of industry trends and news
- Add past and present clients to your social media networks
- Use tools to monitor and manage social media (Hootsuite, Google Analytics, SumoMe)

Email

- Descriptive email signature with link to website – use as call to action
- Follow up regularly with clients to ask for feedback and inform of availability and recent projects
- Ask where new prospects heard about you