

A man with a friendly smile, wearing a dark green hoodie and a tan jacket, is the central focus of the image. The background is a plain, light grey wall. The text is overlaid on the image, with the main title in large white letters and the subtitle in smaller orange letters.

COMPLETE ONLINE MARKETING CHECKLIST

LEARN HOW TO GROW YOUR
ONLINE BUSINESS THE RIGHT WAY

By Taylor Timothy

ONLINE MARKETING

Now that you've got this checklist, what are you going to do with it? A lot of people might download this book and never apply it to their business or even read it.

I promise if you apply the things that are here in this book it will take your business to the next level. This checklist is going to help you leverage current platforms and get your online business up and running. Here are the things that we'll cover in this Ebook:

Website

Messaging

Facebook/ Instagram

YouTube

Adwords

Email

Content Creation

SEO

First, I want you to understand one thing about the reality of online marketing: you need to spend money to make money. The goal with an online marketing campaign is to find that magic number and scale it. Once you find that number, you spend more and you make more.

I have seen too many companies in the past spend too much money on their website, video production, graphic design, etc. What if I told you that you could spend less money on that stuff and get better results?

Let's dive in and see what you do!

Taylor Timothy

Your One Stop For Online Marketing Needs!

WEBSITE

Many businesses out there think that they need to custom code their website to make it look amazing. Well, they're wrong. There are millions of templates for Wordpress, Shopify, Click Funnels, and many more that are attractive and effective. If you don't believe me, check out my online marketing case study. Here is a list of things you need to need to do for your website:

1. **Find A Theme/Site-** Find a platform that works. Spending a little bit of money could save you a lot of time. I personally recommend Divi by Wordpress.
2. **Get Good Hosting-** Getting a good host will help with your site speeds, meaning your web pages will load faster. This helps lower bounce rates.
3. **Create A Consistent Look And Feel-** Don't use too many colors and fonts. The highest converting sites use a color pallet with only 4-5 colors and 3 of those colors are grey white and black. The reality is that you're only going to have two other colors—three fonts max. Your headlines will be one font, your body text another, and your buttons another.
4. **Pixels And Tracking Codes In Place-** All pixels must be in place, including Facebook, Google Analytics, Webmaster Tools, and Adwords. All of these can be found inside each of their platforms.
5. **Google Site Speed-** Using the google site speed tool will allow you to see how you can optimize each page on your site for speed. The faster your site loads, the more likely your site will convert.
6. **Redirect All Opt-ins To Thank You Pages-** This is going to allow you to track more things happening on your site. The more information you have, the better your adjustments can be.
7. **Link Opt-in Form To CRM-** The second someone fills out a form on your website, put them into a drip sequence. Educate them on why your business is the solution to their problem.

8. **Facebook Messenger Chat Bot Plugin-** This world loves instant answers! The Facebook messenger bot plugin gives the user visiting your website the chance to ask you an immediate question. It is a form of live chat and can generate tons of leads for you.
9. **The “No Brainer” Things-** Your business phone number, email, address, and social media links are a must. I can’t tell you how many companies I have worked with that didn’t have these things on their website. The customer needs to be able to find your phone number and email without any problem.

M E S S A G I N G

Messaging is critical in your business. One of the biggest problems online businesses face is ensuring they have the correct messaging on their website. Your messaging needs to be focused on the customer and fixing their problem. Remember, you are the solution. When a customer comes to your site they need to know in the first 5 seconds what your business is and the solution that you provide.

1. **Unique Selling Proposition (USP)-** You are probably asking yourself, “Taylor, what is a USP?” Essentially, it’s something that you are willing to give away for free—a compelling offer that is going to get the customer into your email sequence. This Ebook, for example, is a USP. Here are a few examples of other USPs:

Addiction Rehab Center- 10 Free Videos To Overcome Addiction

Carpet Cleaning Company- Free stain remover guide

Dentist- Teeth whitening guide

2. **A Website That Can Pass The 5 Second Test-** Business tend to overthink their home page. Use something that grabs your viewers’ attention within 5 seconds and clearly communicates what you are. Here are some examples:

Addiction Rehab Center- We specialize in addiction recovery for teens. Download our free video series on how to treat your teens

Carpet Cleaning Company- Fast Affordable Carpet Cleaning! Download your free stain remover guide

Dentist- Affordable, Friendly, Dentist- Download our free teeth whitening guide

*** These are just a few examples but I recommend being clear with your message. Say what you do up front and have a follow up offer where they give you an email for something such as a free guide or video series.***

3. **Social Proof-** Show your site visitors that you have raving fans. The more fans you have, the more likely that someone is going to convert. Here are a handful of ways to show your audience your customer satisfaction:
 1. *Video Reviews-* These are my favorite. You can use these on your site, but I love to use these videos for re-marketing. Try delivering video testimonials to people on YouTube and Facebook and site visitors that have yet to purchase your product! This is an amazing way to deliver your message.
 2. *Logo Banner-* This form is great to show your audience who you have worked with in the past. For example, maybe you have a product that was mentioned in Time Magazine, Engadget, and the New York Times. Displaying these logos on your site and linking them to the articles show that you are legit.
 3. *Embedded Reviews-* These are actually reviews that you may have gotten from Facebook. I like these just because they are authentic. These reviews show the profile of the person that wrote the review.

FACEBOOK & INSTAGRAM

Facebook and Instagram are right for every business when leveraged correctly. If you are just asking people to buy your product, well.... this doesn't work! You actually have to implement a strategy to make sales on these platforms. Just follow my lead:

- 1. Create A Facebook Page That Reflects Your Website-** What your website looks like and what your Facebook page looks like must be similar. It is important to keep your branding consistent across the board.
- 2. Use The Facebook Pixel-** The Facebook pixel is key to have on every single page of your website. Many companies will say, "I'm not running Facebook ads right now, so I don't need to have the pixel on the site." This is the wrong way to think. The longer the Facebook pixel is on your website, the smarter your Facebook pixel gets.
- 3. Create Audiences-** There are tons of different audiences you can create on Facebook. You can create audiences from phone numbers, email lists, site visitors, people that have engaged with your content, and people that have engaged with your app. From there, you can create what we call look-a-like audiences. What this means is Facebook will start to create audiences similar to these list that you made. These can be very powerful.
- 4. Create Conversions-** Creating conversions is important for your tracking and understanding your cost per conversion. This is key for scaling your campaigns. To create a conversion in Facebook, you have to know where your thank you page is. With very opt-in page before or after the purchase, direct them to a thank you page that you can track.
- 5. Create Ads For Facebook And Instagram Marketing-** There are a variety of ways that you can run these as of right now I'm going to list of the different forms of ads that you can run.

Facebook

- 1. Feeds -** As you are scrolling through your feed, your ad will show up as if it were a post. This is one of the best places that I have been able to produce results.

2. Instant Articles- These show up in side of articles that people have chosen to read. I personally don't recommend these types of ads. I personally haven't seen good results from these.
3. Instream Videos- These are super short videos that play before a video that someone decided to watch. These videos are 5-15 seconds long. You'll have to be very creative to get these ads to convert.
4. Right Column- Your ads appear in the right-side columns across Facebook. Right column ads only appear to people browsing Facebook on their desktop computer.
5. Suggested Videos- This is mainly used for branding purposes. These video ads show up after someone has watched another video.
6. Market Place- Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.
7. Stories- Your ads appear in people's stories on Facebook. Ads in stories only appear to people browsing stories on Facebook.
8. Messenger- Your ads show up in the messenger app.

Instagram

1. Feeds- Your ads appear in the desktop feed (for people accessing the Instagram website on their laptops or desktop computers) as well as your feed on mobile (for people using the Instagram app on mobile devices).
 2. Stories- Your ads appear in people's stories on Instagram. Ads in stories only appear to people browsing stories on Instagram.
6. **Giving Your Campaigns Time-** Even the best marketers in world need time to produce results. I would recommend giving 3-6 months to work on your campaigns. You can start seeing results soon but the reality is that everything takes time and lots of testing!

YOUTUBE

Did you know YouTube is the second largest search engine in the world? If you ask me, it hasn't even reached its highest potential. YouTube is going to continue to grow and doing targeted ads is just going to get more and more effective.

1. **Create A YouTube Channel That Educates-** Create content that is going to educate your audience. For example:

Plumbing service: How to prevent your drains from clogging

Dentist: Proper way to floss your teeth

CPA: 10 Tips on how you can save money on taxes

Creating content like this is going to show your audience that you are the expert and that they should hire you.

2. **Link YouTube To AdWords & Analytics-** The reason that you need to link all of these up is that it's going to give you more information. It is also going to help you build a re-marketing list so you can re-market to people that have visited your channel.
3. **Rank Your Videos-** The ranking process for your YouTube videos is very simple.
 1. Create a headline that someone is going to search for.
 2. Fill out your entire description with 5,000 characters. Put your site URL inside the description.
 3. Create a creative thumbnail, save the file as the video title.
 4. Fill out the meta description with keywords that people will search for.
 5. Share across all your social media platforms. The more views you get, the better it will rank.
4. **Create A Content Schedule-** The more consistent you are, the better you are going to grow your channel.

GOOGLE ADS

There are a variety of ways that you can run Google ads. You can pay to pop up on the number one result for Google, run your ads in front of other videos, or run them on other people's websites that have opted into the Google pay system. Google ads can get very expensive very quickly, so be careful. However, they can produce impressive results.

1. **Google Paid Search-** Paid search allows you to show up on the first page of Google. There are four different spots that you can compete for when advertising for specific key words. Some people might ask how much it costs to run your ads here, but every industry is different. Some industries may spend \$250 per click or \$1 per click—it simply depends on the industry. For example:

Your customer is searching for a window cleaning company. They may search “window cleaning company near me”. If you bid the right amount, your ad can show up on page one of Google in a geo targeted location.

2. **Display Network-** The most effective campaigns I've seen using the display network have been re-marketing only. The display network consists of websites that have opted into Google paid advertising. They allocate a specific section on their website where you can run your advertising. For example:

Your website visitor stops by your site. They leave your website and visit a different website, but they see your banner on the site.

3. **Call Only Campaigns-** They exist in the Google search and will only show up on mobile devices. This ad prompts the consumer to call the business directly. For example:

A mother is looking for a charter school near her, she may search “charter school near me”. It gives you the opportunity to show up on page one on Google and it prompts the consumer to call the school directly.

4. **YouTube ads-** These are one of my favorites. YouTube ads play before the consumer watches a video. There are different variations of videos or ads you can play but the key to these ads is to make them fun and engaging. For example:

You're on YouTube and you really want to watch Beyonce's All The Single Ladies video. You click on the video, but before you get to watch you get an ad that runs before the video. This is one of the ways that YouTube ads work.

5. **Gmail Ads-** These ads show up directly inside of someone's email inbox. I mainly use these for re-marketing, but if you have the money to spend, why not run some tests and see how they convert?
6. **Google Shopping Ads-** When you are Googling for different products these ads are showing up near the top of the screen. You use shopping ads for your products that you sell for your business.
7. **Universal App-** This is used to help promote your app and get more downloads for your app.

EMAIL

Some people might say that email is dying, but email is still very active. A recent startup client of mine wasn't leveraging their email at all and just by informing their audience of their new product we did \$3k in sales in one month. Here's how email can work:

1. **Be Fun And Engaging-** Your emails have to be fun engaging and not super sales-y. You need to tell people what you do and who you are in your emails. If you are a dad and your kid did something funny, tell your audience about it and bring it back into what you do.
2. **Create An Email Drip-** After some opt in to your offer, it is important to start your audience on a drip sequence. A drip sequence means you have 1-8 different emails prewritten that can be sent to your audience through the rest of the month. After the sequence is over, you start to email them weekly.
3. **Be Consistent-** Now some people say that you shouldn't email too much. I disagree! If your emails are fun and engaging people will enjoy reading your emails. I recommend

emailing your audience once a week. If they like you and your brand they will stick around.

CONTENT CREATION

I'm sure you have heard the phrase "Content is King". I believe this is true to an extent, but the true king is *quality* content. Just blasting a ton of crappy content out there isn't going to get you anywhere, but when you create high quality content, it will take you places.

1. Content Creation Ideas- Here are a few ideas for you and your upcoming content:

- A. Create content around common questions people ask you.
- B. Talk about current events.
- C. Talk about current problems you might be facing in your business.
- D. Create a top 10 list of things that you love or something people should know.
- E. Share notes you took of someone's presentation or even one of your own.
- F. Give tips on speeding up work flow in your industry.
- G. Interview people in your field.
- H. Share tools that make your job that much easier.
- I. Myths vs. Facts.

2. Figure out the easiest way to create content- Here are some mediums that you should become familiar with:

- 1. Video- If you do video, get your video transcribed and use the text for a blog post. A 10-minute video will give you about 1500 words.
- 2. Writing- If you love to write, then cranking out around 1500 words shouldn't be a problem for you!

3. Podcast- Sit down and record yourself talking about something important. I also recommend that you get this transcribed and post it on your blog.
4. Slide-share- You can create slide presentations explaining something your audience wants to do.
5. Write a Book- Books are a great way for you to enhance your credibility.
6. Guides/Checklist- Guide or checklists can serve as valuable tools to help your audience solve their problems.

Whatever you do when creating your content, make sure you take time and put a lot of effort into it. It is better to have one amazing piece of content than 100 okay pieces of content. Whenever you are posting written content on your blog make sure it's around 1500 words.

SEO

SEO (Search Engine Optimization) is not dead! You must do SEO for your business! SEO isn't paid advertising. Instead, it's a free form of advertising that involves a lot of writing. It can be a very slow process but can be very profitable for your business.

1. **Find The Keyword You Want To Rank For-** You might ask what a keyword is. Simply put, keywords are key terms that your consumer might be searching online to find a product/service that you offer. Figure out what keywords you want to rank for before you start blogging because you should feature these keywords in your content. For example, if you're an auto mechanic, you are going to want to rank for something like "mechanic shop". Therefore, "mechanic shop" is one of your keywords.
2. **Keyword Combination-** Throughout your entire blog post you need different variations of your keyword. If you are trying to rank for "marketing," you'll need to include variations throughout your content such as "marketing checklist", "marketing services", "marketing company", etc. The more variations you have, the more likely your content will rank.

****Don't practice keyword stuffing! This is when you go overboard with writing potential keywords. This will kill your SEO! Your keyword should be in you post no more than 2.5% of the time****

- 3. Keyword In The URL-** An example of this would be www.yourwebsite.com/keyword/ or www.yourwebsite.com/blog-post-title/
- 4. Blog Post Length-** 1,500 words or more is the magic number. The longer the post, the better you are going to rank.
- 5. Content On Your Post-** Diversifying your content is also going to increase your chances of ranking on Google. You need to have images, videos, or soundbites inside of your blog post to help diversify it. People will stay longer on your webpage when they have more information to digest.

CONCLUSION

Online marketing can be complex, but the reality is that you need online marketing for your business. Learn how to leverage all of these tools and this will allow you to generate more leads, sales, and scale your business.

These things take time. You must test your messages, your ad creative, your blog post creation, your email drips, your videos content, and much more. You might find out that your cost per lead is too high and you need to adjust. Maybe your content isn't ranking as quickly as you would like. Don't get discouraged! Just stay nimble and keep tightening your messaging and before you know it, the cash will pour in.

SIDE NOTES

1. You need to know how much you can spend to obtain a client.
2. You need to know the lifetime value of your customer.
3. Online marketing takes time. Giving more time to campaigns means getting more data. And the more data you get, the better results you can produce.

4. Test! Test! Test! Online marketing is all about making adjustments. My favorite phrase I've heard from an online marketer was "Ready, fire, aim!" That means don't be afraid of launching and making adjustments later.
5. Video is one of the highest ways to convert your clients. Video Is Hot Right Now!
6. If you don't have money to spend on online marketing, find a way to make it happen.

DO YOU NEED SOME HELP?

This is my career. This is what I love to do. If you are just in need of a jump start and need to get that snowball running, I can help you do that. When it comes to building your website, running your Facebook ads, running your google ads, creating content, running your email campaigns, getting your ranking on page one of Google... I do it all. I'm your one-stop-shop for your online marketing needs. Feel free to call or text me with any questions you may have!

Taylor Timothy

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If you would like a free online marketing audit I can do that for you as well. Just click the button below.

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