Online Visibility Checklist Planner

Could you check off each task as you complete it to track your progress in online visibility?

1. Website Optimisation

☐ Secure a custom domain name that reflects your brand

☐ Use a fast, mobile-responsive theme

☐ Optimise website speed (compress images, minify CSS/JS)

☐ Install SSL Certificate for HTTPS

☐ Set up SEO-friendly URLs and sitemap

2. SEO Fundamentals

☐ Conduct keyword research with Ubersuggest or AnswerthePublic

☐ Optimise on-page SEO (titles, meta, headers)

Google & Local Presence

☐ Claim and verify Google Business Profile

☐ Update business hours, photos, and ad services

☐ Collect and respond to customer reviews

☐ Submit to local directories (e.g., Yelp)

☐ Use local and 'near me' keywords

Social Media & Engagement

☐ Choose 2–3 active platforms

☐ Ensure consistent branding across profiles

☐ Post 3–5 times weekly

☐ Use hashtags and geotags

☐ Engage with comments and shares

Email Marketing

☐ Set up Mailchimp or a similar tool

Paid Advertising

☐ Run Google Ads with local targeting

☐ Use retargeting ads for dropped visitors

☐ Boost high-performing posts on social

☐ Run LinkedIn Ads for B2B visibility

Analytics & Tracking

□ Install Google Analytics 4

□ Offer lead magnets for email sources

□ Send weekly value-packed newsletters

Reputation & Authority

□ Publish client testimonials

□ Get featured in blogs or podcasts

□ Join industry groups or local chambers

□ Collaborate with micro-influencers