

# Inbound Marketing Checklist



Whether you are an experienced inbound marketer or just beginning to use inbound techniques, This simple checklist will be invaluable for creating new blog posts, web pages, landing pages, and thank you pages for your company's website.

# MARKETING PROGRAM SET UP



## UNDERSTAND YOUR BUYER PERSONAS

Spend time learning and researching your target market and buyer personas. It is essential to know your audience and what types of content they are likely to consume. Include demographics, interests, and career details in each buyer persona.

[Related: Putting Your Buyer Personas To Work >](#)



## DO KEYWORD RESEARCH

Before producing any content, you should invest a few hours in keyword research. You want to target keywords with low to medium competition and high search volume, when possible. Depending on the size of your business you will want anywhere from around 20-50 target keywords to start. Focusing on less keywords can give you bigger results when it comes to your search engine rankings and getting found on them.

[Related: SEO and the "Promise" or #1 Rankings on Google >](#)



## CREATE A CONTENT STRATEGY AND PLAN

Be sure your content speaks to your buyer personas, covers all levels of the sales funnel, and directly relates to your service or product offerings. Without a strategy and plan, there is no way to ensure you'll create content for all your buyer personas and different levels of your sales funnel.

[Related: Content Vs. Advanced Content for Your Inbound Marketing Plan >](#)

# EVERYDAY INBOUND MARKETING



## APPLY A KEYWORD STRATEGY & BEST PRACTICES

Focus on one specific keyword per page, using that keyword in the following:

- On-page content
- Page title
- URL
- Meta keywords
- Meta description
- Image alt text
- Categories/tags (for blogs)



## CREATE CONTENT

Create new content at least once a week. This content could be in the form of a blog post, web page or landing page.

Your content should:

- Be educational and valuable. Avoid being too salesy or pushy within your content.
- Speak to your buyer personas.
- Cover all parts of the sales funnel.
- Not be duplicate content. Although repurposing content is a smart way to leverage your time and resources, avoid duplicating content; search engine algorithms will punish your site for this. Whether you are duplicating your own content or someone else's, it's a BAD idea. Use Copyscape to check for content duplication.



## INSERT LINKS

Having both internal and external links throughout your website can both help with user experience by linking to related valuable content and encourage inbound links from any external websites that are referenced.

- Insert 1 or 2 links in your content.
- Use keyword focused anchor text when possible.
- Use relative links when linking internally.



## ADD IMAGES

Images can enhance the aesthetic of a web page and improve user experience; avoid only using images on a page, though, since search engines cannot read images.

- Try to use at least 1 image on every page.
- Change the image's file name so it contains a keyword.
- Insert the same keyword in the 'image alt text' field.



## INCLUDE CALLS-TO-ACTION

Calls-to-Action make it easy for your visitors to determine what their next step is.

- Insert an action verb in your Call to Action (e.g. Learn, Download, Speak).
- Include an image of the deliverable (Ebook, checklist, template) when possible.
- Use contrasting color(s) to the web page background.



## SHARE ON SOCIAL MEDIA

Sharing your content on major social media sites can encourage inbound links to your website, helping your SEO efforts. Keep in mind that you don't have to share only brand new content; you can share older blog posts, landing pages, and web pages if they continue to be relevant. Be sure you share other useful content that is not your own, too. Don't try to share on every social media channel out there. Share on the channel where your content will be most relevant to the audience you are trying to reach.

[Related: What, Where and When - Optimizing Content for Social Media Marketing >](#)

Refer to this simple checklist whenever you are posting and updating your content to assure you are following all the latest inbound best practices.



**Ready to talk to one of our  
Inbound Marketing Specialist?**



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