

Digital Marketing Health Checklist



Website Health Check

- You have your own website (You don't rely on social media/listing pages)
- Your email address uses your own domain name
- Your website is mobile friendly
- Your website usually loads in under 5 seconds
- Your telephone number is clearly visible on every page of your website
- Your phone number is 'click to call' on mobile devices
- You have an opt-in to build your email list
- You have Google analytics installed on your website
- You review your website analytics at least once a month

Facebook Health Check

- You set up Facebook ads within your Ad account
- You post to your Facebook page at least 3 times a week
- You have the Facebook pixel installed on your website
- You have a privacy statement on your landing page footer
- You have custom conversions set up to measure results
- You retarget website visitors and enquiries with Facebook ads
- You run conversion campaigns instead of optimising for engagement/clicks
- You've built custom audiences of website visitors, video viewers, past clients
- Your ad sets contain at least two ads being tested against each other

Google Ads Health Check

- You run Google Ads 'Search Network' campaigns
- Your account is structured according to themed keywords
- You have access to your Google Ads account and full visibility of campaigns
- You have conversion measurement set up
- Your landing pages have a 20% conversion rate
- You regularly 'cull' ad groups/keywords with high clicks but no conversions
- Each ad group contains at least two ads which are tested for performance
- You add 'negative keywords' to your account weekly
- Each ad group has its own landing page that is optimised for the keyword
- You regularly expand your campaign by testing new keywords

SEO Health Check

- Your website appears on page 1 of search results when searching for your main keyword
- You have a main keyword for your website
- Your domain name contains your keyword
- The main keyword is used as your site title on your home page
- You have a list of target keywords for your website
- Each target keyword has its own page and content specific to the topic
- Images on your website generally have the page keyword as the 'alt' image description
- Your school is listed on Google Maps
- Your Google Maps profile has photos and uses your main website keyword in the description

SMS Health Check

- You gather mobile phone numbers from your website and enquiries
- You've used 'SMS to book' for tracking traditional marketing mediums
- You send SMS reminders before events, etc.
- You send broadcast SMSs to your enquiries database

Messenger Health Check

- You've run messenger ads on Facebook
- You are building messenger subscribers using third party software
- Your messenger response rate is under an hour
- You have the 'send message' button on top of your Facebook business page
- You have a messenger chat box on your Facebook page with standard questions
- You have a messenger chat bot on your website
- You regularly send messenger broadcasts
- You've used messenger bots to assist after-hours enquiries

Follow-up Health Check

- You maintain a database of enquiry details including phone and email
- You track enquiry engagement (email opens and website activity)
- You manage enquiries using Customer Relationships Management software
- You schedule follow-up calls after enquiries
- You broadcast valuable content and seasonal offers to your enquiries database
- You have an automated triggers based on enquiries activity on your website

Measurement Health Check

- You have goals set up in Google Analytics
- You use Google URL Builder to track ads
- You understand which mediums are working from looking at the broad data
- You record on an individual level what converted for each enrolment
- You track the cost per conversion on your pay-per-click campaigns
- You fill in unknown sources by asking the question when talking with enrolments

Total Score: _____ /60