

Checklist

**Get your brand
found online.**

The Foundations:

- Is my website rock solid?
- Does it portray me as an expert in my field?
- Do I have a rich resource area?
- Does it technically satisfy Google's requirements?
- Have I built a site that's better than my competitors?



**HIGH
SPEED**



**SECURE
NETWORK**



**DEVICE-
RESPONSIVE**



**BASIC SEO
STRUCTURE**



**EASY TO
NAVIGATE**



Content Strategy



Content & Content Strategy

- ❑ Do I understand the difference between blogging and content writing?
- ❑ Choose your preferred medium (written, video, interview style, graphical)
- ❑ Choose platform (linkedin, FB, Insta, Youtube, Medium, Pinterest)
 - ❑ Hint: Which platforms are your customers on?
- ❑ Create a content roadmap
- ❑ Dedicate 3 hours per week and put it in your calendar
- ❑ Can I commit to being consistent?

Easy Content Strategy

- ❑ Focus on 1 topic per month
- ❑ Decide on core message & desired outcome
- ❑ Choose your platform
- ❑ Create 1 long form resource (long blog post, how-to guide, or video)
- ❑ Chop up into micro blogs, create graphics, pull quotes.
- ❑ Use a social media publisher to schedule delivery (hootsuite)

Reputation.

Manage and grow your reputation

- ❑ Setup the **Basic social profiles** (Linkedin, Facebook, Instagram, Google My Business, Youtube, Yelp etc)
- ❑ Add the **trusted business profiles** (Chamber, BBB.org, TrustPilot)
- ❑ Create listings on **industry-specific** sites (trade associations, reviews sites, awards, trade-shows, & additional listing sites)
- ❑ BE CONSISTENT - is all the information across every profile consistent?
- ❑ **Review management** - do you have a strategy for growing reviews?
- ❑ Seek out and grow **authority signals** (places online where your brand is mentioned)
 - ❑ Tips: Think, features in the news, on reputable industry blogs, on podcasts, speaking at local networking events.
- ❑ Research some **authority signals** for your industry

Tactics to promote your brand online.

How to Improve Your Brand and Get Found Online

Tactical ways to promote your brand online

- ❑ Seek out guest blogging opportunities
 - ❑ Search “write for us” + industry
- ❑ Create killer content that your audience desires (which solve their problem)
 - ❑ Eg. Checklist, How-to Guide, Ebook, Infographic
- ❑ Seek out Joint ventures - who can I partner with?
- ❑ Can I promote myself on facebook groups, podcast, or other online communities?
- ❑ Run social media competitions / giveaways to grow your following
- ❑ Create a freemium product - a free version with paid upgrade
- ❑ Steal your competitors ideas
 - ❑ Use this [tool](#) to find who’s talking about your competitors
- ❑ Now, keep your message on-brand and consistent across all platforms

Feeling stuck?

Complementary 20 minute Discovery Call:

Idea brainstorming session and mini-audit, to identify your market opportunity

Book a call with Gavin today

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