

1|1|1 Digital Ecosystem Checklist

■ 1. Website Foundation

- Clear homepage value statement
- Mobile-optimized and fast loading
- Modern design with consistent branding
- SEO-friendly structure
- Easy navigation
- CTA buttons above the fold
- Analytics tracking installed

■ 2. Brand Identity & Visual Consistency

- Cohesive logo, colors, and typography
- Unified photo and design style
- Brand voice guidelines
- Updated graphics across platforms

■ 3. Social Media Ecosystem

- Active profiles
- Consistent posting schedule
- Content pillars defined
- Branded highlight covers
- Optimized link in bio
- Engagement plan

■ 4. Email & Automation

- Welcome flow
- Abandoned cart emails
- Monthly newsletter
- Segmentation tags
- Lead magnet

- Automated nurturing

■ 5. Local SEO + Google Presence

- Optimized Google Business Profile
- Updated photos
- Accurate hours & info
- Reviews & responses
- Local keywords
- Consistent citations

■ 6. Conversion Infrastructure

- Clear CTAs
- Landing pages
- Optimized descriptions
- Pricing clarity
- Testimonials
- Streamlined checkout

■ 7. Content That Works for You

- 30-day content calendar
- Evergreen blog posts
- Educational content
- Video content
- Branded photography

■ 8. Analytics & Optimization

- Monthly performance review
- Conversion tracking
- A/B testing
- Heatmaps/session recordings
- Regular updates