

Digital Business Readiness Checklist

Take a look at our checklist and see if your business is ready to succeed online.

Your Online Store Setup

- Website and domain hosting, with 99% uptime
- Secure SSL certificate and domain security
- Payment processing gateway
- Secure email with multiple email accounts
- Shipping and logistic accounts and supplies
- Omni-channel sales setup and integration

Automation Setup

- Customer email collection and tagging
- Automatic sale alerts to customers
- Monthly customer engagement newsletters
- Inventory tracking and re-order reminders
- Inventory transfers and tracking
- Social media automation/scheduling

Search Engine Optimization

- Keyword strategy and planning
- Content optimization
- In and outbound links
- Alternate image tags
- Unique descriptions for all content
- Google Search Console API connection

Product Photography

- Professional images
- 5-10 photos per product
- Explanation/tutorial videos
- Transparent background images for marketing
- Post-processing and touchups
- Image consistency and brand/style cohesion

Google Analytics

- Domain API connection
- Webpage tracking and filters
- Goals and Goal Flow
- Conversion tracking
- Error tracking
- D/M/Y Data overview and analysis

Digital Advertising with Google

- Account setup and domain connection
- Campaign strategy and development
- Ad copy creation and image/video marketing
- Keyword targeting and bidding
- Audience creation and optimization
- Device optimization

Cybersecurity Measures

- Password management
- Data encryption
- Data backups (local and cloud)
- Anti-phishing training
- Security audit protocols
- Employee training

Social Media Campaigns

- Account setup for various social platforms
- Online store connection API connection
- Content campaigns and content bank creation
- Layout and marketability of feeds and posts
- Setup customer support chat
- Competition analysis

Overwhelmed? Call or email us, we are here to help:
1-226-706-8586 or sales@adlius.com