



# Online Marketing Checklist

Starting a new business?

Save time & money by setting up your online marketing correctly.



- Domain registration  
newbiz.com.au | newbiz.net.au
- Determine who you are marketing to online (i.e. your audience)
- Branding - logo, brand colours, email signature, pro photos (staff, office)
- Custom website hosting to suit your marketing strategy
- Professional website that loads fast and is designed for people & search engines
- Register and verify a business listing with *Google My Business*
- Secure social media profile names by registering accounts
- Create a content marketing strategy including SEO
- Create *Google Search Console* and *Analytics* accounts to monitor website

**boost**<sup>IT</sup>

Deciding how to best utilise your time & budget? Get expert advice.

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