

2025 Marketing Checklist



Website, SEO & Social Media

WEBSITE

- Review all pages for outdated content, broken links, & errors.
- Test your site's speed & mobile responsiveness.
- Update visuals & ensure alignment with your marketing goals.
- Publish a blog post or message.
- Update FAQs, product descriptions, & service pages with current information.
- Streamline navigation menus & improve site search functionality.
- Implement or test chat bots or contact forms for lead capture.

SEO

- Identify trending keywords & related search terms.
- Refresh meta tags, headers, and alt texts.
- Ensure each page has unique & optimized meta titles & descriptions.
- Verify proper use of H1, H2, and H3 tags across the site.
- Reach out for guest posting opportunities.
- Update your Google Business Profile.
- Use Google Analytics & Search Console to monitor your site's traffic and search rankings.
- Set specific goals & KPIs for campaigns.

SOCIAL MEDIA

- Schedule posts that highlight sales, resolutions, or tips.
- Include a mix of videos, stories, & carousel posts.
- Use polls, Q&A sessions, or live streams to connect with followers.
- Create branded hashtags for your campaigns.
- Run targeted campaigns on Facebook, Instagram, LinkedIn, & TikTok.
- A/B test different creatives & messaging.
- Use insights to monitor engagement, clicks, & conversions.

BONUS TIPS

- Email Marketing: Pair your website, SEO, & social media efforts with an email campaign.
- Design Consistency: Ensure visuals & messaging are uniform across platforms.
- Set Goals: Clearly define what success looks like (e.g., increased traffic, leads, or sales).

Ready to kick start the New Year with a strong digital presence?