

# The Ultimate Digital Marketing Checklist + PDF Template (Fully Updated for 2018)

With so many tools in the digital marketing arena, it becomes more challenging to keep your marketing strategy organized. Take a look at how the amount of marketing technologies has developed since 2011.

## **Content marketing checklist**

- Content editorial calendar
- Blog posts headings
- Spell check
- Media monitoring

## **Website checklist**

- CMS
- Landing pages
- Heatmaps
- A/B testing

## **SEO checklist**

- On-page SEO
- Off-page SEO

## **Social media checklist**

- Social media images sizes cheat sheet
- Social media calendar
- Social media card validator
- Emoji

## **Social media ads checklist**

- Guidelines
- URL builder
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