29 Digital Marketing Checklists & Cheat Sheets to Make Marketers' Lives Easier

Digital marketing is a multifaceted beast that evolves and gets more complicated every week. With so many different ways to reach your audience, it's important to stay on top of the latest tactics and trends.

1. Periodic Table of Content Marketing

☐ This periodic table is a unique chart highlighting the important terms in content marketing. it covers everything you need to keep an eye on. From content strategy to metrics, it's an all-inclusive index that can help you deliver great content.

2. The Ultimate Cheat Sheet for Awesome Marketing Emails

☐ Email marketing is a key element of any campaign. From the subject line to the email footer, every section of your email contributes to its overall ability to convert.

3. A Detailed Guide to Photo and Image Sizes on Facebook, Twitter, YouTube, and More

☐ When it comes to social media, great visuals increase engagement. But this only applies when your pictures are relevant, eye-catching, and of course, optimized. With so many types of images to choose from, it's not easy to keep track of the rules for each network.

4. Advanced Content Promotion Marketing Checklists

☐ Writing content is hard, but promoting it is even harder. With all the distribution tools and channels available to you, it gets tough to keep track of where you've promoted your piece and where you've yet to share it.

5. Retargeting Cheat Sheet

☐ This cheat sheet simplifies the process of retargeting your customers. It covers the basics to get you started, along with advanced tactics and tips to help you succeed.

6. The Ultimate SaaS Metrics Cheat Sheet

☐ Chart Mogul created this cheat sheet with every important metric you need to know for your SaaS. What's covered: which ones are important, why they're important, and how they're measured. All condensed into a simple 2-pager.

7. The Web Developer's SEO Cheat Sheet 3.0

☐ Moz, an industry leader in SEO, created this fantastic cheat sheet for SEO newbies and professionals alike. It's constantly updated by the Moz team, and is great help for web developers to keep their work SEO-friendly and up to date.

8. The Ultimate Inbound Marketing Checklist

☐ This comprehensive checklist covers all the essentials of inbound marketing. Drafted like an ebook, it not only tells you what to do, but how to do it. This guide is a must-have for any marketer's toolbox.

9. 101 Copywriting Dos and Don'ts

☐ This PDF from Copy Hackers contains all the dos and don'ts of writing great copy that converts, from how to order your bulleted lists, to which famous authors should inspire your copywriting.

10. Google Adwords Cheat Sheet

☐ Google Adwords can get a bit confusing, so Perry Marshall and Bryan Todd came together to create a resource to help. It shows you how to set up, the rules you need to keep in mind, and how to write ad copy that works. It also goes on to define some of terms that might have seemed like gibberish when you first got started.

11. Local SEO Checklist

☐ This checklist is a great way to keep track of your local optimization. From on-page SEO to social signals, this list covers every aspect your SEO to manage your process in the easiest way.

12. Social Media Marketing Checklist

☐ Social media is an essential channel for marketers and this infographic can help you manage your efforts and make sure you don't miss a beat!

13. A Complete Conversion Rate Optimization Checklist

☐ Conversion science can get messy when you don't know what exactly brings you conversions. This checklist helps you streamline the process and identify the factors that can be optimized to improve your overall CRO, from choosing KPIs through designing A/B/ tests.

14. Google Analytics Metrics and Dimensions Cheat Sheet

☐ Google analytics can be confusing to a beginner. It can take forever to discover all the data it's tracking without a guide. This PDF helps you understand the metrics and dimensions you need to figure out the various aspects of your customers' interaction with your website.

15. The Ultimate SEO Checklist

☐ The Ultimate SEO Checklist from Leapfroggr covers on-page and off-page SEO for anyone who's looking to make sure that their website has a good foundation for their digital marketing strategy.

16. The Shelf's Blogger Outreach Checklist

☐ When it comes to reaching out to bloggers or influencers, any old email just will not do. This checklist from The Shelf covers the essentials of your outreach for the best results, including best practices and sample outreach emails.

17. Site Audit Checklist

☐ Site audits can be intimidating, but Annie Cushing (aka Annielytics) makes it easy with her site audit checklist. It's in the form of a Google Spreadsheet, so you can quickly make a copy and start tracking things yourself.

18. Universal Analytics Cheat Sheet

☐ This comprehensive cheat sheet simplifies Google Analytics. It has three sheets that cover general usage, method and field reference, and limits and quotas.

19. Startup Launch List

☐ The Startup Launch List is an amazing compilation for budding entrepreneurs. Its reading list gives insights into each aspect of building a startup – from the initial idea to raising finances from investors. These tidbits from experienced hands can help you get your idea up and running.

20. The Social Platform Cheat Sheet

☐ There are so many social channels out there, and they're constantly changing. This cheat sheet guides you through the main platforms, who's on them, and how to engage them.

21. .htaccess Cheat Sheet

☐ Redirecting pages can get a little tricky for anyone without a technical background. This cheat sheet teaches you the basics for redirection, security, and other rules.

22. The Ultimate Guide to Twitter Advanced Search

☐ Twitter's one of the best ways for a brand to engage with its customers. And advertising there has proven awesome for many marketers. Even if your company doesn't even have a Twitter handle yet (but it does, right?), you can find leads, track brand mentions, follow important topics, etc.

23. The Google Guide to Making Search Easier

☐ Google advanced search is an essential skill for any marketer. This search guide can help you use search operators to get specific search results on Google.

24. A 50-Point Checklist for Creating The Ultimate Landing Page

☐ When your landing page is your key to conversions, it's important to make sure that you're not missing any key elements. This Unbounce checklist highlights all the essentials of a great landing page so that while you're building one, you don't miss anything.

25. Website Usability Checklist

☐ Building websites can be difficult for marketers, and in the process of making a beautiful site, it's easy to lost sight of usability when you're not an expert.

26. The Ultimate Google Algorithm Cheat Sheet

☐ Google is constantly updating its algorithm to provide a better user experience. Neil Patel has created a cheat sheet to simplify these changes and help marketers make sense of the ranking factors and how they can affect your website.

27. The Keyword Research Cheat Sheet

☐ As a marketer, you know how important SEO is. This keyword research cheat sheet covers the basics of the way keywords work and how you can use the best ones to bring in relevant, converting traffic.

28. The SEO Cheat Sheet for WordPress

☐ WordPress is the easiest way for marketers to get their blog out there. By using themes, connecting your blog to useful plugins, and a few other tricks covered in this resource, you can optimize any page.

29. Website Launch Checklist

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