

# INBOUND MARKETING PILLAR PAGE CHECKLIST



## GET YOUR WEBSITE INBOUND READY

Your website is the hub for all of your inbound marketing efforts. It's where your visitors will arrive to interact with your brand, and it's home to a host of mechanisms you can use for sales conversion. Before you launch an inbound marketing campaign, complete the following website prep steps.

### WEBSITE PREP

Before you launch an inbound marketing campaign, complete the following website prep steps:

#### ESTABLISH WEBSITE GOALS AND KPIS

Identify and document KPIs related to inbound marketing efforts on your website.

#### CONDUCT SEO KEYWORD RESEARCH

Determine which SEO keywords you want your website to rank for. These should then be applied in title tags, meta descriptions, web page and blog copy, and PPC campaigns.

#### OPTIMIZE LANDING PAGE LAYOUTS

Create and deploy landing page templates that are optimized for maximum conversion.

#### OUTLINE A BLOG STRATEGY

Make sure your blog is continuously populated with content by developing an editorial calendar of dates, topics, and authors. Aim to publish at least two new blog posts per week.

#### CREATE A RESOURCE PAGE

Develop a resource section on your website to house all white papers, case studies, sales sheets, webinars, and more.

#### BUILD LEAD-QUALIFYING FORMS WITH STRONG CTAS

Create forms to collect your leads' contact information using compelling CTAs based on your offers.

#### SET UP GOOGLE ANALYTICS INTEGRATION

Monitor traffic and track landing page, contact form, and CTA effectiveness by integrating your website with Google Analytics.

#### ENSURE MOBILE ACCESSIBILITY

Optimize your website for desktop, tablet, and smartphone use, so it is accessible to visitors from all platforms.

## ONGOING WORK

Once inbound activities are under way, make sure you are:

**A/B TESTING EVERYTHING**

Test every email, every landing page, and every CTA. You are smart but you will get smarter as your audience speaks by responding to your efforts.

**REPORT TO OTHERS ON A REGULAR BASIS**

Your KPIs are only as effective as how you track and report them. By establishing a regular time to check in with a wider team, you make sure that no part of your inbound work begins to atrophy.

**KEEP REFINING**

There are always ways to improve. Look for ways to enhance your landing pages for greater engagement. Keep sharpening your email template. Never stop improving.

## NOTES

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