



Digital Marketing Checklist for Small Business (2026)

A printable, step-by-step checklist covering everything your small business needs to get right strategy, website, SEO, content, paid ads, and tracking.

How to use this: Work through one section at a time, in order. Check off each item as you complete it, and come back to review the full list every quarter.

1 Strategy & Audit

- ☐ Set one clear, specific marketing goal
- ☐ Set your marketing budget as a % of revenue
- ☐ Write down who your target customer actually is
- ☐ Audit 3 competitors' websites and social pages
- ☐ Pick 2-3 marketing channels to start with

2 Website & Conversion

- ☐ Test page load speed (target under 3 seconds)
- ☐ Check the site on mobile, not just desktop
- ☐ Place a clear call-to-action above the fold
- ☐ Shorten contact/lead forms to 3 fields or fewer
- ☐ Add trust signals: reviews, photos, client logos

3 SEO, Local & AI Search

- ☐ Claim and fully complete your Google Business Profile
- ☐ Set page titles, headings, and meta descriptions
- ☐ Match business name, address, and phone across directories
- ☐ Add structured data (schema markup) to key pages
- ☐ Write at least one page that directly answers a customer question



4 Content & Social Media

- ☐ Set a publishing schedule you can realistically keep
- ☐ List questions customers actually ask (calls, emails, reviews)
- ☐ Publish content that shows expertise, not just services
- ☐ Optimize social captions and profiles for search
- ☐ Set up one lead magnet in exchange for an email

5 Paid Ads

- ☐ Target commercial-intent keywords, not just browsing terms
- ☐ Build a negative keyword list before launch
- ☐ Match landing pages to the exact ad offer
- ☐ Set a budget cap and review it weekly
- ☐ Define your target ROAS / cost-per-customer

6 Automation & Analytics

- ☐ Set up GA4 on your website
- ☐ Add conversion tracking to ads and forms
- ☐ Route all leads into one CRM
- ☐ Set up an automated follow-up email sequence
- ☐ Confirm CAN-SPAM compliance on all marketing emails
- ☐ Review performance numbers monthly

Want help executing this checklist?

Markhor Digital Hub can run some or all of this for you — strategy, SEO, ads, and reporting included.

[Book a Free 15-Minute Consultation →](#)