

SMALL BUSINESS DIGITAL MARKETING CHECKLIST

- ☐ **Define your ideal customer**
- ☐ **Set up a simple, clear website**
- ☐ **Optimize your Google Business Profile**
- ☐ **Focus on 1–2 Social Media channels**
- ☐ **Start simple SEO (SXO approach)**
- ☐ **Build and use an Email list**
- ☐ **Keep it manageable**