

The 2026 Digital Marketing Checklist

A practical, lead-focused review for businesses that want the right prospects to find, trust, and contact them.

WHAT THIS COVERS
AI search visibility • Technical SEO • Useful content
Paid campaigns • Conversion journeys • Privacy-aware measurement
Qualified-lead reporting • Monthly optimization

Marketing in 2026 is not only about rankings, clicks, or social reach. Customers may discover your business through Google Search, AI Overviews, ChatGPT, Perplexity, YouTube, LinkedIn, paid ads, reviews, or referrals.

Use this checklist to identify gaps and build a more connected lead-generation strategy.

Need help putting this into action?

Digital Success helps businesses improve SEO, AI search visibility, paid media, conversion journeys, and reporting.

1. Marketing Strategy

Define the audience, offer, goals, and lead quality standards that guide every channel.

- ☐ Define your ideal customer, industry, and location
- ☐ Identify the services or products that create the most value
- ☐ List the questions and objections buyers have before contacting you
- ☐ Set goals for leads, qualified leads, opportunities, and revenue
- ☐ Decide which channels support each stage of the buyer journey
- ☐ Create a clear offer for visitors ready to take action
- ☐ Align marketing and sales around the definition of a qualified lead

Planning reference: HubSpot's guide to building a marketing plan.

2. Website and Landing Pages

Make it easy for visitors to understand what you do, who you help, and what to do next.

- ☐ Use a clear headline that explains your value
- ☐ Make key services easy to find from the main navigation
- ☐ Add a visible call to action on every important page
- ☐ Keep contact forms short and easy to complete
- ☐ Include client testimonials, reviews, results, or case studies
- ☐ Check that all pages work well on mobile devices
- ☐ Improve slow-loading pages
- ☐ Use a thank-you page after successful form submissions
- ☐ Test phone links, forms, quote requests, and booking links regularly
- ☐ Use heatmaps or session recordings to understand visitor behavior

Useful resources: Microsoft Clarity and Google's Core Web Vitals guidance.

3. SEO and AI Search Visibility

Build pages that people and AI-powered search experiences can understand, summarize, and reference.

- ☐ Create dedicated pages for your primary services
- ☐ Use clear title tags, headings, and page descriptions
- ☐ Answer the main customer question near the top of each page
- ☐ Add original examples, practical guidance, and expert insight
- ☐ Link related services, blogs, tools, and case studies internally
- ☐ Fix broken links, redirect errors, duplicate pages, and thin content
- ☐ Review pages with high impressions but low click-through rates
- ☐ Refresh outdated content or pages losing organic visibility
- ☐ Add helpful FAQs that address real buyer concerns
- ☐ Use structured data where it accurately represents the page
- ☐ Monitor topics, pages, and brands appearing in AI search results

Review performance in Google Search Console. Bookmark the [Google Search Central SEO Starter Guide](#).

4. Local Marketing

For city or region-based businesses, local visibility connects high-intent searchers to fast, trustworthy answers.

- ☐ Claim and verify your Google Business Profile
- ☐ Keep your address, phone number, hours, and website URL accurate
- ☐ Select relevant business categories
- ☐ Add current service information, photos, and FAQs
- ☐ Ask satisfied customers for genuine reviews
- ☐ Reply professionally to reviews
- ☐ Create useful service-area pages where they add value
- ☐ Keep business details consistent across important directories
- ☐ Track calls, form submissions, website visits, and direction requests

Start with the [Google Business Profile Learning Center](#).

5. Paid Search and Paid Social

Connect a specific search, audience, and landing page to one measurable next step.

- ☐ Separate campaigns by service, location, audience, or intent
- ☐ Write ad copy that matches the searcher's need
- ☐ Send visitors to relevant landing pages, not a generic homepage
- ☐ Use one primary call to action per landing page
- ☐ Review search terms and add negative keywords
- ☐ Test headlines, offers, and calls to action
- ☐ Track completed lead actions, not only clicks
- ☐ Monitor cost per qualified lead
- ☐ Review campaign performance by lead quality and sales outcome
- ☐ Use remarketing in line with applicable consent requirements

References: Google Ads Help and LinkedIn Marketing Solutions.

6. Content Marketing

Useful content helps prospects research options, recognize your expertise, and build confidence before contact.

- ☐ Build content around real customer questions
- ☐ Publish service pages for high-intent commercial topics
- ☐ Create comparison pages for buyers evaluating alternatives
- ☐ Publish case studies that explain the problem, work, and result
- ☐ Turn common sales questions into blogs, videos, or FAQs
- ☐ Add practical examples and first-hand experience
- ☐ Support significant claims with reliable sources
- ☐ Update important evergreen content regularly
- ☐ Use tables, bullets, and short paragraphs for easy reading
- ☐ Repurpose useful content into videos, email, and social posts

Explore Google Trends and YouTube Creator Academy for planning ideas.

7. Social Media

Focus social activity on the platforms that help the right audience recognize your expertise and stay connected.

- ☐ Choose platforms based on audience behavior
- ☐ Keep profile details, website links, and contact information current
- ☐ Share useful insights from guides, blogs, videos, and case studies
- ☐ Publish customer-success stories and practical advice
- ☐ Use short videos to explain processes, services, and outcomes
- ☐ Respond promptly to messages and relevant comments
- ☐ Create a realistic monthly social content calendar
- ☐ Track website visits and lead actions from social campaigns
- ☐ Review which topics earn meaningful engagement

For publishing ideas, explore LinkedIn's Marketing Blog.

8. Email Marketing

Stay useful after the first visit while prospects continue their research and buying process.

- ☐ Offer a valuable reason to subscribe, such as a guide, template, or checklist
- ☐ Create a welcome-email sequence
- ☐ Segment subscribers by interest, service, industry, or buying stage
- ☐ Send helpful educational content, not only promotions
- ☐ Use one main call to action in each email
- ☐ Keep contact lists permission-based and current
- ☐ Review opens, clicks, replies, unsubscribes, and lead actions
- ☐ Connect email campaigns to relevant landing pages

Review Google's Email Sender Guidelines for deliverability basics.

9. Analytics and Lead Measurement

Measure the actions and outcomes that indicate real business value, not just traffic.

- ☐ Confirm that Google Analytics 4 is installed correctly
- ☐ Track successful form submissions
- ☐ Track phone clicks, booked meetings, downloads, and quote requests
- ☐ Mark important actions as GA4 key events
- ☐ Use UTM parameters for campaign links
- ☐ Connect Google Ads and GA4 where relevant
- ☐ Review cookie-consent and Consent Mode implementation
- ☐ Connect marketing-source data to your CRM where possible
- ☐ Separate raw leads from qualified leads in reports
- ☐ Review marketing performance by leads, opportunities, and revenue

Use GA4 key-event documentation to configure meaningful reporting.

10. Monthly Digital Marketing Review

Review what is working, what is underperforming, and the next meaningful improvement to test.

- ☐ Review leads and qualified leads by channel
- ☐ Review organic search performance in Google Search Console
- ☐ Identify high-traffic pages with low conversion rates
- ☐ Review paid-search terms and remove irrelevant traffic
- ☐ Check forms, phone links, booking tools, and thank-you pages
- ☐ Refresh outdated service pages and blog content
- ☐ Review customer questions gathered by sales and support teams
- ☐ Test one meaningful improvement to a priority page
- ☐ Report on leads, lead quality, and business outcomes
- ☐ Decide what to improve, pause, scale, or test next month

Use this page as a recurring monthly working document.