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Online Marketing Checklist

- ☐ Identify your customer base
- ☐ Identify the needs of your customers
- ☐ Define the content strategy to reach your customer base
- ☐ Create your content map
- ☐ Repurpose your content
- ☐ Use Google search console
- ☐ Start using SEO tools
- ☐ Make sure all your content is mobile friendly
- ☐ Use data driven content to increase your credibility