

OptimizeThis
online marketing & strategy

Growth Hacking Checklist



Introduction

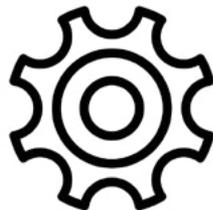
why you want to use this list

Even though every startup or company is different, all of them should benefit from a good, professional online marketing strategy. From our experience, we can tell that getting the right things done when it comes down to online marketing, can be a challenge for quite a few out there. Sounds familiar? We are here to help!

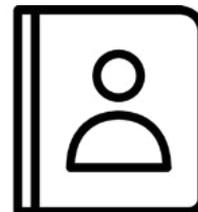
Either you are building your own startup or you are responsible for online marketing within the organization you work for, to achieve more online success, it is good to focus on the following four main points:



analytics



conversion



traffic



loyalty

These points will give you guidance in getting a solid online marketing strategy. This checklist covers all four points and highlights the things you should focus on. Enjoy!

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Google analytics

tick all the boxes

- Use Google Universal Analytics (this is the most used analysis tool. Other tools like Mixpanel can work perfectly fine too.)
- Exclude referral spam (Google this, you could do it by setting up filters)
- Cross domain tracking if necessary
- Set up main goals
- Set up conversion funnel
- Set up E-commerce tracking (webshop)
 - Advanced E-commerce tracking
- Implement 'Search on site'
- Implement filters (IP, rewrite url's, exclusions)
- Filter out irrelevant parameters/session id's in Pages reports
- Connect Google AdWords
- Connect Google Search Console
- Use utm-tracking on incoming traffic
- Apply Channel Groupings
- Dashboards/Custom reports
- Other advanced implementations



Need help? Call us at 020-2440699

Better converting website

Got these covered?

- Clarity** - Do people understand your concept? Does your website raise questions? Do you provide enough information?
- Contributing Value** - Does it solve a problem for the visitor? What will the visitor gain? Why are you better than competitors? How does it make the visitors life better?
- Design** - Does your website look slick, trustworthy, professional or does it look old, cheap or standard?
- Textual content/layout** - large font, small paragraphs with headers, well written, short line-length, balanced with other visuals, no spelling errors.
- Visual Content** - Do you use proper visuals? No stock photo's?
- Navigation** - Do you provide a good user experience? Is the 'flow' through your website easy? Do you provide the right elements where people would expect it?
- Technical** - Are certain types of browsers, screen resolutions, devices or operating systems causing any problems?
- Competition** - Where does your company stand, compared to competitors? How is your pricing? Do you have other advantages? Are you explaining enough about the difference between you and your competitors? What do your competitors do better?
- Analytics** - Do you use Analytics to find your best performing pages/products and adjust the website accordingly? Are there any dead ends on the website? Where do people leave the website (and why)? What content isn't performing well?

Need conversions? Write us at info@optimizethis.nl



Increase traffic

Start your engines

- Create a list with all possible traffic sources (all that you can come up with!)
- Estimate cost per traffic source (effort, time and money)
- Assess if there are other, not direct measurable results (branding, loyalty, overall appearance). Do you need this? Or do you want direct sales?
- Determine Goals and KPI's
- Give a low and high estimation of results
- Create a plan on how you are going to achieve your goals
- Start executing with the top 3-5 (not unless you have a proper plan. It is a waste of time to do anything 'just a little'.)
- Keep monitoring and adjusting



Need traffic? Meet us at WeWork Weteringschans



More loyalty

Let them love you

It's cheaper to get a customer to buy again, then to obtain a new customer. Therefore it's very important to get your customers more loyal. Do you got the points below covered?

- Remarketing (Adwords, Facebook, Instagram, Twitter, Youtube)
- Email marketing (from automated mailings to 1-on-1 personal mailings)
- Stay interesting in your pricing, activities and products
- Abandoned Shopping Cart mails
- Excellent customer support
- Benefits for returning customers
- Be 'a company who is loved, praised or looked up to by its customers.'
- Branding / PR



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