

2021 MARKETING CHECKLIST

Now is the time to think about your 2021 marketing initiatives and how they align with your business goals. Before the new year, use this checklist to assess your marketing plan and recommit to its success.

CORE WEB VITALS

Audit your website's user experience and ensure that it has healthy Core Web Vitals. If you need help with these tasks, contact an experienced digital marketing agency.

- Using Google Search Console's Core Web Vitals report, assess your page's user experience.
- Test your site's PageSpeed with Google PageSpeed Insights.
- If there are issues with your website, consult with a digital marketing professional who can suggest solutions, like upgrading your web host, removing third-party scripts, and setting up lazy loading of images.

WEBSITE DESIGN

Confirm that your SSL certificates, hosting contract, and any other site dependencies are up to date to prevent downtime.

- Not sure what an SSL certificate is? Refer to LaFleur's guide, [SSL Is an Essential Part of Your Digital Marketing Strategy and User Experience](#)
- Use Google Transparency Report and check the security of your site.

Did you find errors?

- If you are using managed hosting, ask them for help.
- If you need to fix the issue yourself, HubSpot offers a great "how-to" resource.

Using Google Analytics, check your website to see if there are any errors with page redirects and other functionality.

Set reminders for yourself to renew items as their due dates near.

SECURITY

As more and more offices embrace remote work, provide your team with cybersecurity training.

- Train your employees on how to respond to direct attacks, using a program like Sophos, Rapid7, or KnowBe4.
- Require multi-factor authentication. According to Microsoft, this will block 99.9% of automated attacks.

Evaluate your website's and remote workspace's vulnerability. For example, if you handle highly sensitive information or work in a highly regulated industry, you may need a more robust solution.

Identify possible IT and cybersecurity solutions with help from an experienced IT professional.

ACCESSIBILITY

Make a plan to ensure your website and all your content is accessible to users through screen readers, keyboard tabbing, adjustable fonts, and color contrast ratios. Most accessibility experts consider the WCAG 2.1 (Web Content Accessibility Guidelines) the gold standard.

To start, businesses should:

- Use website templates and designs that work in both landscape and portrait orientations
- Avoid backgrounds that make your content harder to read
- Include buttons and links big enough that someone with fine motor limitations can click on them.
- Make sure that your code includes similar language to your calls to action. (For example, if a button on your contact page says, "Submit Your Information," and the code says "send," voice commands may not work.)
- Use line height, letter spacing, and word spacing that make your content easy to read.
- Do not include very short timeout periods; instead, give users ample time to complete a form before they have to start over.
- Route users to a confirmation or "thank you" page after they complete a form, so they know they successfully finished their task.
- Avoid images and videos that may trigger seizures, vertigo, or sensory processing issues.

WEBSITE CONTENT

If you don't already have a content strategy, commit to publishing monthly blogs. Ideally, you should post 2-4 blogs per month.

Consider your audience and provide rich, informative content. Typically, aim for 800+ word blogs and content at an eighth- or ninth-grade reading level.

Look at your low-performing content and determine whether it should be rewritten or removed.

Build snippet and voice search-friendly content using high-quality, concise Q&A and FAQ-style blogs and resources.

VIDEO MARKETING

Film and publish videos that target your potential clients at every stage of their buyer's journey. You don't need high-production values to make an impact.

If you're using video on social media, express your key ideas in the first few seconds and double-check the captions for accuracy.

SOCIAL MEDIA

Review all of your social media profiles and update them for accuracy, including Facebook, LinkedIn, and Instagram. Is your brand consistent across all platforms?

Create a regular posting schedule that includes sharing blogs and personal interest stories. Hootsuite, Loomly, Sprout Social are just a few of the options available for social media management.

Broaden your social media presence with a new platform or an ad campaign.

PAID ADVERTISING

Consider adding Google Local Services Ads to your paid advertising plan. Law firms nationwide can now become Google Screened and take advantage of these powerful, pay-per-conversion ads.

Audit your existing campaigns and see if they are bringing in quality leads at a reasonable cost. If not, rebuild your paid advertising strategies with help from a skilled marketing partner.

Key performance indicators are:

- Clicks
- Cost per conversion
- Clickthrough rate (CTR)
- Cost per click (CPC)
- Conversion rate
- Quality Score

EMAIL MARKETING

If you're not already using a system like SharpSpring, implement software that automates your communications and monthly newsletters.

- Not sure where to get started? Refer to our blogs, [How to Use Automation Tools to Improve Productivity, Sales, and More!](#) and [Building Your Marketing Funnel: Nurturing Your Leads](#)

LEAD GENERATION AND NURTURING

Review your monthly leads and assess their quality. If there's room for improvement, commit to at least one new lead generation or nurturing practice, such as a monthly newsletter, social media campaign, or email drip campaign.

Build up your library of collateral assets for lead generation, such as ebooks and infographics.

Create streamlined templates and systems that are scalable and easy to replicate.

Consider participating in conferences and other networking events to build up brand awareness.

Check out [Our Work](#)



NOT SURE HOW TO START? WORK WITH LAFLEUR

If you need help completing this checklist, you can refer to our selection of free [ebooks](#), [podcasts](#), [blogs](#), [webinars](#), and [videos](#). For a more personalized approach, [contact us](#) today.