

# 2018 Digital Success Checklist & Hot Tips!

Hot tips baked fresh from Choc Chip Digital

## 9 ways to improve your business online in 2018!

- FIND OUT WHAT'S REALLY GOING ON WITH YOUR SITE!** Make sure you have Google Analytics installed on your website so you can check how your site is performing and how many people are visiting your site each day.

**HOT TIP:** *If you don't want to pour over website data each month get a digital agency to do it for you each month, sending you a report in plain English! It's a great way to gauge the health of your website.*

- STAY ON TOP OF WEBSITE SECURITY:** Make sure your website's security is tight and up to date so you don't get hacked and lose it all, (which we are discovering is happening more and more these days!)

**HOT TIP:** *Website plugins, core files and themes that require updates are an easy way for hackers to get into your site. Be sure to update them regularly to protect your site!*

- CHECK WEBSITE HOSTING:** Re-evaluate your website hosting package, its price, storage, bandwidth requirements and speed.

**HOT TIP:** *Hosting providers are like mortgage lenders, they change their prices and services all the time. Call around to ensure you are getting the best value for money, cheaper doesn't necessarily mean better, make sure you ask what services your hosting provider offers so you can compare like with like.*

- CONSOLIDATE YOUR SOCIAL MEDIA:** Rather than individually posting to each of your social media platforms connect them all in the one place so you only have to post once.

**HOT TIP:** *Hootsuite is a great platform that accommodates this service, and it's free when you connect 3 platforms, join up now and get posting!*



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- VIEW YOUR WEBSITE WITH FRESH EYES:** Re-evaluate your website's design, content and customer journey.

**HOT TIP:** *If your core business has changed, you've shifted the focus of a service or product you provide, or it's just been a while since you have updated your website then do a quick website review and identify areas for improvement. Your customers want to know that you are active in your business and keeping your website up to date and current, projects professionalism and a commitment to the products and services you deliver.*

- GET SOCIAL, WITH A PLAN!** Create a social media plan this year, don't just post willy nilly!

**HOT TIP:** *Generating leads and building brand through social media only works when it's consistent. Create a content plan and schedule and stick to it. Put the times and dates you will post in your diary and create social media content that reflects your business direction and goals.*

- ENGAGE WITH YOUR CLIENTS:** Build an email list and campaign.

**HOT TIP:** *Connect your website's contact form or CRM with email campaign software to automatically collect the contact information of new leads. Well structured email campaigns can not only create a stronger connection with your existing clients, they can also be a great way to generate new work! Better yet, services like Mailchimp have free plans if you have under 2000 emails so set one up now!*

- GENERATE NEW LEADS WITH MARKETING:** Consider online marketing opportunities this year.

**HOT TIP:** *Every day new online opportunities are coming up resulting in better ways to reach your target market. Gone are the days where you can expect work to just come your way. The world is simply too big and the competition too smart. Invest in online marketing to grow & sustain your business. (how?)*

- GET FREE ADVICE:** Speak to a digital expert for a free consultation.

**HOT TIP:** *Your blind spots are called 'blind' for a reason! Any digital agency that cares about it's clients will offer a free consultation and digital health check. Find out where you can improve by setting up a meeting. You have nothing to lose, with knowledge to gain!*



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I hope you've already ticked some of the boxes in this checklist and are well on your way to achieving digital success in 2018!

If you would like help implementing any of the recommendations we've made in this list, have some burning questions that need answering, or just generally want to connect over coffee be sure to get in contact with us.

You can call the Choc Chip Digital office on **03 5234 5360** or email me personally at [chris@chocchip.com.au](mailto:chris@chocchip.com.au)

Good luck with 2018 and hopefully I will hear from you soon!

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