

HOW TO OPTIMIZE YOUR MARKETING CHANNELS

A Checklist of Tips & Tricks

Blog

- A/B test blog CTA location, color, copy, and design.
- Use a secondary CTA to convert visitors into subscribers.
- Use Smart CTAs to provide more personalized experiences.
- Put target keywords near the front of your blog headlines.
- Keep your headlines short: 65 characters or less.
- Use brackets in your headlines to call out content formats.
- Link internally to pages that are already ranking highly in search.
- If you link to the same page multiple times in a post, make sure the first link is keyword-optimized.
- Link to your new posts from your old posts.

Landing Pages

- Remove navigation links from your landing pages.
- Use more form fields to optimize for lead quality, use fewer fields to optimize for lead quantity.
- A/B test your landing page form submission buttons.
- Use Smart Forms & Progressive Profiling to personalize forms.
- Align your landing page header copy with your blog CTA copy.
- Use a sub-header to highlight the benefits of what you're offering.
- Use bullet points in your landing page body copy.
- Include a video, image, or GIF on your landing page.





SEO

- Uses dashes (not underscores) for page and post URLs.
- Structure your URLs so they describe the content on your pages and posts.
- Optimize for long-tail keywords to drive more-qualified traffic.
- Treat your meta descriptions like calls-to-action (and use actionable language).
- Keep your meta description character count under 155 characters.
- Use responsive design to make your site easier for Google to crawl and index.



Email

- Run reengagement campaigns for inactive subscribers (and if they remain inactive, remove them from your list).
- Remove hard bounce email addresses from your list immediately.
- Segment your email list by buyer persona.
- Use dynamic tags to personalize emails with a contact's first name.
- Use dynamic lists to automate your list segmentation.

(Email continued)

- Keep your subject lines short: use fewer than 50 characters.
- Align your subject line with your preview text.
- Continually A/B test subject line messaging.
- Always create plain-text versions of your emails.
- Don't attach files to your emails: link to file locations instead.
- Test your emails in multiple clients & tweak design accordingly.



Social

- Use the proper image dimensions for social profiles and posts.
- Test post frequency to find your sweet spot for each network.
- Figure out the best times to post for maximizing engagement and lead generation.
- Add Google Authorship to your blog.
- Incorporate social sharing and follow buttons into your emails and thank you pages.

