



Agricultural Digital Marketing Checklist

I• Website Optimization (15 points)

1. Clear and concise website purpose statement	
2. Responsive design for mobile and tablet devices	
3. Fast loading speed (<3 seconds)	
4. Secure protocol (HTTPS)	
5. Easy navigation and clear calls-to-action	
6. Optimized meta tags (title, description, keywords)	
7. Header tags (H1-H6) for structured content	
8. High-quality, relevant images with alt tags	
9. Clear contact information and address	
10. Simple and secure payment processing	
11. Accessibility features (e.g., font size adjustment)	
12. Regular website updates and maintenance	
13. Google Analytics tracking	
14. Website backup and recovery plan	
15. Compliance with agricultural industry regulations	

II• Social Media Presence (15 points)

1. Active presence on relevant platforms (e.g., Facebook, Twitter, Instagram)	
2. Consistent branding across platforms	
3. Complete and up-to-date profiles	
4. Engaging content (images, videos, posts)	
5. Regular posting schedule	

6. Social media analytics tracking	
7. Responding to comments and messages	
8. Influencer partnerships or collaborations	
9. Social media advertising budget	
10. Content calendar for planning	
11. Employee advocacy program	
12. Social media policy for employees	
13. Crisis management plan	
14. Social media metrics tracking (engagement, reach)	
15. Integration with website and email marketing	

III• Content Creation (20 points)

1. Content strategy aligned with marketing goals	
2. Target audience personas	
3. Content calendar planning	
4. Blogging schedule (frequency, topics)	
5. High-quality, engaging content (images, videos)	
6. SEO-optimized content (keywords, meta tags)	
7. Content promotion strategy (social media, email)	
8. Guest blogging and collaborations	
9. Email newsletter or subscription-based content	
10. Video marketing strategy	
11. Podcasting or audio content	
12. Infographics and visual content	
13. Case studies and success stories	
14. Customer testimonials and reviews	
15. Employee-generated content	

16. User-generated content campaigns	
17. Content repurposing and updating	
18. Content measurement and analytics	
19. Content governance policy	
20. Content style guide	

IV• Search Engine Optimization (SEO) (15 points)

1. Keyword research and analysis	
2. On-page optimization (meta tags, titles)	
3. Technical SEO (site speed, mobile-friendliness)	
4. Link building strategy	
5. Local SEO (Google My Business)	
6. Content optimization for voice search	
7. Image optimization (alt tags, descriptions)	
8. Internal linking strategy	
9. XML sitemap submission	
10. Robots.txt file optimization	
11. Google Search Console setup	
12. Bing Webmaster Tools setup	
13. SEO audit and analysis	
14. SEO reporting and tracking	
15. Continuous SEO education and training	

V• Additional Considerations (5 points)

1. Data privacy and GDPR compliance	
2. Accessibility statement and policy	

3. Terms and conditions page	
4. Intellectual property protection	
5. Regular website security audits	

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