The Digital Strategy Checklist

35 checks across offer, audience, website, tracking, content, paid media, automation and review rhythm — the same list used before any strategy engagement.

By Mohd Altamash™ — Digital Coach · AI & LLM Expert · Skill India Trainer

mohdaltamash.com · Free resource · Not for resale

How to use this

Work through each section honestly. Tick only what is truly done and live today. Anything unticked becomes your priority list — start with Tracking and Offer, because every other section depends on them.

1. Offer & Positioning

- [ ] Write a one-sentence promise: who you help, what outcome, by when.
- [ ] List your top 3 competitors and what they say that you don't.
- [ ] Define the single core offer you want the next 90 days to sell.
- [ ] Confirm pricing tiers and the reason each tier exists.
- [ ] Collect 5 real customer quotes and note the exact words they use.

2. Audience & Research

- [ ] Describe your primary buyer: role, problem, trigger moment, objections.
- [ ] Identify the 3 platforms where that buyer already spends time.
- [ ] Pull the 10 search queries your buyers use (Search Console / keyword tool).
- [ ] Map the buyer journey: awareness, consideration, decision, retention.

3. Website & Conversion

- [ ] Homepage states the offer above the fold with one clear call to action.
- [ ] Every service page has its own title, description and FAQ section.
- [ ] Forms ask only for what you need (name, email, WhatsApp).
- [ ] Mobile load time under 3 seconds on a real device.
- [ ] Thank-you pages exist for every form so conversions can be measured.

4. Tracking & Measurement

- [ ] GA4 / Clarity installed and verified on all pages.
- [ ] Meta Pixel + Conversions API (server-side) with event deduplication.
- [ ] Google Tag Manager as the single place tags are managed.
- [ ] Lead, purchase and signup events fire once and carry a value.
- [ ] A weekly dashboard with 5 metrics you actually act on.

5. Content & Organic

- [ ] A publishing cadence you can sustain for 6 months (not 6 weeks).
- [ ] One long-form pillar piece per month with supporting short posts.

- [ ] llms.txt, sitemap.xml and structured data live on the site.
- [ ] Repurposing plan: 1 long post becomes 5 shorts and 1 newsletter issue.

6. Paid Media

- [ ] Budget is large enough to produce 30–50 conversions a month.
- [ ] One clear campaign objective per campaign — no mixed goals.
- [ ] A creative testing plan: 3 hooks × 2 formats per fortnight.
- [ ] Retargeting audiences built from site visitors and engagers.
- [ ] Kill rules written down before spend starts.

7. Automation & Follow-up

- [ ] Every form triggers an instant confirmation (email or WhatsApp).
- [ ] Leads land in one CRM / sheet with source and timestamp.
- [ ] A 5-message nurture sequence exists for new subscribers.
- [ ] Sales follow-up happens within 24 hours, tracked and reviewed.

8. Review Rhythm

- [ ] Weekly 30-minute review of the dashboard and this checklist.
- [ ] Monthly decision: double down, fix or stop each channel.
- [ ] Quarterly re-check of offer, pricing and positioning.

Need a second pair of eyes on the unticked items?

Book a one-to-one consultation at mohdaltamash.com/consultation or write to connect@mohdaltamash.com.

© Mohd Altamash™. You may share this PDF freely with attribution.