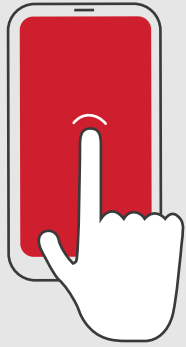


# New Year **Business Checklist**

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## 01 | **Optimize Your Digital Presence**

- Search for your business in Google to see where you rank
- Make updates to your website so it's responsive to every customer
- Refresh your website with accurate information

## 02 | **Use Voice Search**

- Focus on what terms people are using to search for your business
- Find long-tail keywords that relate to your business
- Create content (new pages or blogs) using your newly found keywords



## 03 | **Find the Right Type of Online Ads**

- Try retargeting if your industry has a longer buying cycle or high ROI
- Give advertising on LinkedIn a try
- Use search ads and responsive ads if your business has a lot of search volume

## 04 | **Make a YouTube Advertising Strategy**

- Create short video ads
- Remind your audience where you're located
- Use landscape (horizontal) mode for shooting videos on your phone

