

# INTERNET MARKETING CHECKLIST

BY : I NYOMAN SOMIARTA, S.KOM



**COMPUTER  
COURSE CENTER**

Jl. NANGKA SELATAN 39/83,DPS  
Contact : 081 338 582 348 / 085 738 227 622  
www.computer-course-center.com  
info@computer-course-center.com



## Website Overview

NO	NEED TO CHECK	DESCRIPTION	NOTE
1	<input type="checkbox"/> Website topic	.....	
2	<input type="checkbox"/> Domain	Domain Name : ..... Total Words : ..... Word Sparator : ..... Domain Age : ..... Easy to remember : <input type="checkbox"/> Yes <input type="checkbox"/> No      Keywords in Domain : <input type="checkbox"/> Yes <input type="checkbox"/> No	
3	<input type="checkbox"/> Server	Server Location : ..... Support <i>if-modified-since</i> : <input type="checkbox"/> Yes <input type="checkbox"/> No      On 99,9% : <input type="checkbox"/> Yes <input type="checkbox"/> No	
4	<input type="checkbox"/> Secure Protocol	<input type="checkbox"/> https <input type="checkbox"/> http	
5	<input type="checkbox"/> Web Design Technology	<input type="checkbox"/> Fixed <input type="checkbox"/> Responsive	
6	<input type="checkbox"/> Web Platform	<input type="checkbox"/> CMS Wordpress <input type="checkbox"/> CMS Jomla <input type="checkbox"/> CMS Drupal <input type="checkbox"/> Own PHP Code <input type="checkbox"/> Framework Codeigniter <input type="checkbox"/> Other	
7	<input type="checkbox"/> Web Support Screen Reader	<input type="checkbox"/> Yes <input type="checkbox"/> No	
8	<input type="checkbox"/> The things that make my website unique than the other	..... .....	



9	<input type="checkbox"/> Web Rank	Google Page Rank : ..... Alexa : ..... Other Tools : .....	
10	<input type="checkbox"/> Authority	Domain Authority : ..... Page Authority : .....	
11	<input type="checkbox"/> Keyword Position	<p><b>Desktop</b></p> <p>1. .... Position: ..... 4. .... Position: .....          2. .... Position: ..... 5. .... Position: .....          3. .... Position: ..... 6. .... Position: .....</p> <p><b>Mobile</b></p> <p>1. .... Position: ..... 4. .... Position: .....          2. .... Position: ..... 5. .... Position: .....          3. .... Position: ..... 6. .... Position: .....</p> <p><i>Checked by using: .....</i></p>	
12	<input type="checkbox"/> Search Performance	Organic Keywords : ..... Ads Keywords : .....	
13	<input type="checkbox"/> Google Penalty	<input type="checkbox"/> Yes <input type="checkbox"/> No	



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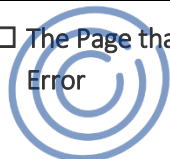
**Technical Audit**

NO	NEED TO CHECK	DESCRIPTION	NOTE
1	<input type="checkbox"/> Site indexed by Google	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<input type="checkbox"/> Web Speed Score	<p><b>GOOGLE INSIGHT</b>                      Desktop Score : ..... Mobile Score : ..... Load Time : ..... Page Size : .....</p> <p><b>GT METRIX</b>                      Desktop Score : ..... Mobile Score : ..... Load Time : ..... Page Size : .....</p> <p><b>WOORANK</b>                      Desktop Score : ..... Mobile Score : ..... Load Time : ..... Page Size : .....</p>	
	<input type="checkbox"/> Recommendation	<input type="checkbox"/> Serve scale images ( ) <input type="checkbox"/> Add expired header ( ) <input type="checkbox"/> Leverage browser caching ( ) <input type="checkbox"/> Minify css/js ( ) <input type="checkbox"/> Use Content Delivery Network (CDN) ( ) <input type="checkbox"/> Make fewer HTTP request ( ) Other: .....	
	<input type="checkbox"/> Javascript Code Location	<input type="checkbox"/> Between head tag <input type="checkbox"/> Before closing body tag	
	<input type="checkbox"/> W3C Standard Code	Total Errors : ..... Total Warning: .....  <b>List of Error and Warning</b> .....	
	<input type="checkbox"/> Relevant Encoding	<input type="checkbox"/> UTF-8 <input type="checkbox"/> Other .....	



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	<input type="checkbox"/> Flash on the content	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<input type="checkbox"/> Server Log, Admin Panel, Sub Domain with test version of the site are close for indexing	<input type="checkbox"/> Closed <input type="checkbox"/> Opened	
	<input type="checkbox"/> Frames on Code	<input type="checkbox"/> Yes There is Frame <input type="checkbox"/> No Frame	
2	<input type="checkbox"/> Get Read Double	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<input type="checkbox"/> WWW Resolve (Primary Mirror)	<input type="checkbox"/> With WWW <input type="checkbox"/> Without WWW	
	<input type="checkbox"/> Robot.txt	<input type="checkbox"/> Yes Available <input type="checkbox"/> Not Available	
	<input type="checkbox"/> Spell Out the Main Host in Robot.txt	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<input type="checkbox"/> There are same contents on several pages	<input type="checkbox"/> Yes <input type="checkbox"/> No List of same content ..... .....	
	<input type="checkbox"/> Rel=conical is used	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<input type="checkbox"/> The Page that not exist showing 404 Error	<input type="checkbox"/> Yes <input type="checkbox"/> No List of the pages ..... .....	



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# DAPATKAN CHECKLIST LENGKAP DI KELAS INTERNET MARKETING

[INFO CHECKLIST](#)

- WEBSITE OVERVIEW
- TECHNICAL AUDIT
- WEB STRUCTURE AUDIT
- CONTENT AUDIT
- LINK AUDIT
- SOCIAL MEDIA AUDIT
- OTHER MARKETING STRATEGY AUDIT