


New in Dallas?

Online Marketing Checklist








If you've just started a business and are wondering what next, follow these steps to ensure you put your best foot forward online.

 **Establish a professional website that reflects your brand**

 **Create social media accounts for your business**



 **Get listed in local Dallas resource sites such as:**


-  Dallas.com
-  DallasFortworthBusinessdirectory.com
-  360Dallas.com
-  MetroplexDirectory.com
-  Dallaslistings.com


 **Join the local Chamber of Commerce.**


 **Join the local BBB chapter.**


 **Verify and optimize your Google My Business page.**

 **Get listed in authoritative directory sites.**

 **Begin tracking website performance using Google Analytics.**

 **Discover the keywords for your industry and location.**

 **Integrate the geo-targeted keywords into the content of your site.**

 **Routinely publish relevant and interesting content on your site.** ..