



Digital Positioning Checklist

Build your online presence with confidence.

 10-STEPS CHECKLIST

Step 1 CLARITY: Define Your Brand Core

- ☐ Have you clearly defined your brand mission, vision, and values?
- ☐ Do you understand your ideal audience and what problems you solve for them?
- ☐ Do you have a unique value proposition (UVP) that separates you from the rest?

Step 2 STRATEGY: Set Your Digital Goals

- ☐ Have you outlined SMART goals for your online presence (awareness, traffic, conversions)?
- ☐ Are your digital goals aligned with your business objectives?

Step 3 WEBSITE: Foundation of Trust

- ☐ Is your website fast, secure, responsive, and easy to navigate?
- ☐ Does it reflect your brand identity and message clearly?
- ☐ Is there a clear CTA (call to action) on every key page?

Step 4 SOCIAL MEDIA PRESENCE

- ☐ Are you active on platforms where your audience actually spends time?
- ☐ Do your profiles use consistent branding (logo, tone, visuals)?
- ☐ Is your content providing value, not just noise?

Step 5 SEO FOUNDATIONS

- ☐ Are you using relevant focus keywords across website and blog content?
- ☐ Do you optimize all titles, meta descriptions, and image alt texts?
- ☐ Are your Google Business Profile and local SEO listings updated?

Step 6 EMAIL & OUTREACH

- ☐ Do you have a lead capture system (e.g., newsletter signup, lead magnet)?
- ☐ Are you actively nurturing leads via email or DM sequences?

Step 7 ANALYTICS & OPTIMIZATION

- ☐ Is Google Analytics (or GA4) set up and tracking user behavior?
- ☐ Do you regularly review what works and adjust based on insights?

Step 8 BRAND COMMUNICATION & TONE

- ☐ Is your brand voice consistent across all touchpoints (site, social, email)?
- ☐ Do you sound human and relatable — not generic or robotic?

Step 9 LAUNCH & ITERATE

- ☐ Have you launched your MVP (Minimum Viable Presence)?
- ☐ Are you gathering feedback from real users and improving over time?

Step 10 BONUS: MINDSET & MESSAGING

- ☐ Are you showing up consistently, even before everything is “perfect”?
- ☐ Do you lead with value and story, not just self-promotion?



Need help?

You don't have to do it alone. Contact Intellidex and let us → welcome@intellidex.club position your business for digital growth — the smart way.

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