

Are you showing up where your ideal clients are looking?

If marketing has been feeling overwhelming lately,
here's a quick five-minute check-in.

☐ **Website**

Does your homepage clearly explain what you do, who you help and how someone can get in touch? Are all your links, images and contact forms working properly?

☐ **Google Business Profile**

Have you added any new photos, updated your contact details, responded to reviews or shared an update recently? Keeping your profile active can improve your local visibility.

☐ **LinkedIn**

Have you shared a helpful insight, project or client win this month? You don't need to post every day. Showing up consistently is what matters.

☐ **Instagram**

Is your latest content aligned with your brand? Consider sharing a behind-the-scenes moment, a recent project or an educational tip that your audience will find useful.

☐ **Email List**

Have you stayed in touch with your subscribers recently? Even a simple monthly update helps keep your business front of mind.

☐ **Testimonials**

Have you asked a recent client for feedback? Social proof builds trust and can be one of your most powerful marketing tools.

☐ **Consistent Branding**

Take a quick look across your website and social platforms. Do your colours, imagery, messaging and tone still feel cohesive and reflect where your business is today?

Remember: You don't need to tick every box every week. Small, consistent actions over time build a strong, recognisable brand. Pick one or two areas to focus on this month and you'll be making meaningful progress.