

Website & SEO.

- For WP users, make sure all plugins are up to date
- Check the speed of your site with pingdom.com
- Remove any old plugins, code or functions from your site
- Delete any unlinked/attached images that are not in use
- Test your mobile on all devices - make a list of where mobile experience needs to be improved
- Use search console to review keywords you are being discovered under and make a note of those search terms that could make useful content on your blog
- While in search console review your backlinks and take steps to audit and re move any that could be negatively impacting your site
- Learn how to read your analytics. Google digital garage has some excellent resources that are easy to follow.

Social.

- Review any scheduled social media content and pause or change where necessary.
- LinkedIn Profile** - make sure each section is complete with links to talks, press and presentations where possible. Use the time to contact and connect with colleagues to endorse your skills and leave testimonials.
- Facebook Page** - check the about sections and the story is up to date. Keep your customers updated. Consistency is key. Ask customers for updated reviews.
- Facebook groups** - Can your business benefit from having a Facebook business group? Turning your page followers into a loyal tribe in a group is a great way to narrow down your target audience. If not join some that you can be a valuable member of,
- Twitter** - Is your bio snappy enough? Are you utilising your cover image? Where do you want your followers to go to when they click your link. Unpin any old pinned posts.
- Pinterest** - Never has it been a better time to get back into Pinterest. Tidy up that profile. Clear out old pins and give your Pinterest account a refresh

- Instagram** - Check bio and website links are all up to date. Plan your grid layout for the next few months. Think of 30 new hashtags.
- Ads** - Check your pixels are working for your social ads and review your spending. It may be a chance to change the Ad campaign objectives, and therefore, the target audience may change, e.g. if the campaign objective was sales and conversions before. It may be brand awareness or engagement now. Think about where you want the traffic to direct traffic - Website, Blogs, Email Lists and ensure the website is up to date.
- Learn** - Use the time to revisit those social media courses you paid for or search for courses where you have knowledge gaps. Social Media is always changing.
- Social Media Strategy and Planning** - Use the time to re-plan your strategy and KPI's - link this with your overall business and marketing strategy.

Content.

- Take this opportunity to look at your tone of voice and put together guidelines around messaging
- Review content and make a list of blogs that you need to write.
- Start to build a content plan including any national days, or (future) work-related events such as your work-versaires etc
- Do you have all the imagery you need? Put together a list of graphics, photos and the rest that you need for blogs, your site and/or social media.
- Use Grammarly for any new content to ensure it is reader-friendly and engaging.
- Use the time to produce more Evergreen content.

Email.

- Review your contact lists
- Check consent is still given to marketing to those that gave it over a year ago
- Delete data that is old or contacts that you don't have explicit consent to hold.
- Segment based on products/services they have brought
- Review the stats of your last emails
- Do some A/B testing on design, timings and then headlines (only change one variable at a time when testing)
- Add to your marketing comms plan when you want emails to go out and what about

General.

- Put together a customer survey and send out to review your offering
- Update your Google My Business Page
- Request reviews – preferably to your My Google Business page
- Review your technology and subscriptions – Are you utilising it? Overpaying? Paying for something you don't use?
- PR – Keep an eye on #journorequests on
- Review your social media policies.
- GDPR – it is coming up to 2 years! Review your processes, delete data you do not have a reason to keep, now is time to clear out and ensure you stay compliant.
- Reach out to the community – Community groups are springing up. While you may not be able to open your shop, or are in lockdown, your knowledge and skills may support someone else.
- Target Audience – This may change/flex over the next few months. Be prepared and have a few user personas ready.
- Think of new Hashtags that may be trending that will help your organic reach.
- Collaborations – How can you help other small businesses with the services/products you have.
- Employee advocacy – get your team remotely together using free tools such as Google Hangouts to build a plan and bank of content ideas where they can help support your business during this time.

Wellbeing.

- Make time to do something that brings you some distraction
- Download a new book
- Try a new hobby or learn a skill
- Download the Calm App & try a free meditation
- Get fresh air where safe to do so