


# ONLINE GOALS CHECKLIST

## THE ELECTRICIAN'S DIGITAL BUSINESS KIT



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- A large orange clipboard graphic with a handle at the top and a plus sign on the handle. The clipboard has ten horizontal lines, each corresponding to a numbered step. A large, faint lightning bolt graphic is centered on the clipboard.
- 1 Create a digital business plan including budget
  - 2 Register a website domain
  - 3 Develop a functional specification document
  - 4 Create a website
  - 5 Launch the website
  - 6 Develop a digital marketing strategy
  - 7 Develop a search engine optimisation strategy
  - 8 Set up social media accounts and create a posting schedule
  - 9 Identify Customer Relationship Management system needs (optional)
  - 10 Identify Job Management system needs (optional)