



READY, SET,

2027

DIGITAL MARKETING READINESS CHECKLIST

0/8
DONE

As your partner in **all things digital**, we put together this quick checklist to help you close out the year strong and start the new one ahead of the game. **Eight items to make sure you're set up for growth in 2027.**



Site Security & Maintenance

Update your CMS and plugins, renew your domain and SSL, confirm monitoring, and test a backup restore.

WEBSITE



AODA & UX

Confirm WCAG 2.0 Level AA, keep forms short, and file your AODA report by Dec. 31 (Ontario, 20+ employees).

WEBSITE



Analytics & Reporting

Check that GA4 and Clarity track conversions, and get a regular report on where leads come from.

DATA



SEO Enhancements

Fix speed, mobile and broken-link issues, and make sure key pages target what customers actually search.

SEARCH



AEO: AI Search Visibility

Ask ChatGPT, Gemini and Copilot to recommend your service in your city. Check that you're named, and named accurately.

NEW



Local Listings

Match your business info across Google, Apple, Bing and industry directories, and set your holiday hours.

SEARCH



Future Campaigns

Define your creative, key messages and budgets, and get Q1 assets into production before January.

CREATIVE



Roadmap

Write one plan covering goals, channels, budget, timing and how you'll measure success.

STRATEGY



Ready to check these off? Scan to learn more and book a strategy session.

ask@skylarmedia.ca →

LET'S SOAR!