



THE SEVEN HABITS OF HIGHLY EFFECTIVE DIGITAL: CHECKLIST

1
BENCHMARKING

Goal:
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Actions:
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2
AUDIENCE RESEARCH

Goal:
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Actions:
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3
CONTENT

Goal:
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Actions:
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4
INFORMATION ARCHITECTURE

Goal:
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Actions:
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5
VISUAL DESIGN

Goal:
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Actions:
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6
SEO

Goal:
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Actions:
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7
MEASURE & OPTIMISE

Goal:
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Actions:
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