

- Do a brand reputation check + set up alerts
- Remove wimpy language from About page
- Check for + fix bad links on all static pages
- Proofread top 8 posts
- Delete spam comments
- Audit product/services page(s)
- Audit testimonials
- Take down pop-ups
- Ditch all outdated or amateurish graphics/photos
- Unfollow the sketchy, unsavory, + select others
- Delete irrelevant/unfortunate/ugly social updates
- Remove old info from social media profiles
- Update all dates on website
- Write a new and amazing intro blurb + pro bio
- Embed custom Twitter feed on website
- Add trust logos to sales/services page(s)
- Create an official brand style guide
- Refresh social media covers
- Create a domain-based email address
- Sign up for HARO; respond to 2 queries
- Make an “impression-oriented” social media plan

