

TWITTER USERNAME

- Your Twitter Username is reflective of You or your Brand

COVER PHOTO

- Your Cover Photo is a “1500px X 500px” High Quality Image
- Your Cover Photo Includes a Tagline or a Call To Action (CTA)
- Your Cover Photo clearly reflects you or your brand

PROFILE IMAGE

- Your Profile Image is a “400px X 400px” High Quality Professional Portrait or Logo
- Your Profile Image clearly reflects you or your brand

TWITTER BIO

- Your Bio is Filled Out (Maximum 160 Characters)
- Your Bio is Interesting and Non-Spammy
- Your Bio Includes a link to your Website or Landing Page
- Your Bio has good use of Keywords
- Your Location is filled in (when appropriate)

POSTING FREQUENCY

- You are posting 5 - 10 times per day
- You are responding to Comments and engaging Users
- You are effectively managing your SPAM.
- You are consistently sending traffic to your Website or Landing Page.

POST TYPES

- You are posting various types of posts (Images, Text, Links and Video).
- You are ensuring your images do not get posted as links.
- You are sharing valuable information related to your business/niche.
- You are using Hashtags
- You are ReTweeting (Sharing) Content
- You are mixing In personal Tweets along with Business Tweets

FOLLOWERS

- You are consistently following new people each week
- You are managing non-followers
- You are maintaining a good ratio of followers to following (close to 1:1)
- You are using Twitter Lists

WEB PAGE

- You have a link to your Twitter Profile on your Business Website
- You have made it easy to share your website content (EG: A “Share This” button)
- You have a link to your Twitter Profile on your Facebook Fan Page “Long” Description

OFFLINE

- The URL of your Twitter Page is listed on your Business Cards, Brochures, and in your Email Signatures

thepridhamgroup
a digital agency for a mobile world

TWITTER
CHECK
LIST