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The Digital Marketing Template Pack

31 Free Templates & Checklists for Marketers, Freelancers, and Agencies

SEO Checklist · Website Audit · Keyword Research · Content Calendar · Backlink Tracker · Client Onboarding · KPI Dashboard · Social Media Calendar · Freelancer Proposal

DIGITAL MARKETING, SIMPLIFIED.

HOW TO USE THIS PACK

Welcome to Your Template Pack

This pack is built to save you the hours normally lost rebuilding the same SEO checklists, content calendars, and client documents from scratch. Every template below follows the same structure used across TrendChaska's guides — so once you're used to one, you're used to all of them.

WHO THIS IS FOR

Digital marketing students, SEO beginners, freelancers, small business owners, in-house marketers, and agency teams — anyone who wants a repeatable system instead of starting over every project.

HOW TO USE IT

Each template includes its purpose, when to use it, the key benefit, and the recommended format (Google Sheets, Notion, or Excel). Print the checklists directly, or rebuild the tracker tables in your own spreadsheet using the column headers provided.

License: Free to use for personal, freelance, and client work. Free to customize and rebrand. Please don't resell the pack as-is.

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TEMPLATE 01

SEO Checklist

PURPOSE	WHEN TO USE	KEY BENEFIT	FORMAT
One master checklist covering technical, on-page, content, and indexing SEO.	Before publishing new content, or during a monthly site health check.	Prevents missed basics like alt text, canonicals, or internal linking.	Google Sheets + Notion database

Technical SEO

- ☐ XML sitemap submitted and error-free in Google Search Console
- ☐ Robots.txt not blocking important pages
- ☐ HTTPS enabled sitewide
- ☐ Core Web Vitals within “Good” range (LCP, INP, CLS)
- ☐ Mobile-friendly test passed
- ☐ Canonical tags correctly implemented

On-Page SEO

- ☐ Primary keyword in title tag, URL, and first 100 words
- ☐ Meta description written and under 160 characters
- ☐ H1 used once, with logical H2/H3 structure
- ☐ Image alt text added and descriptive
- ☐ Internal links to 3–5 relevant pages

Content & Indexing

- ☐ Content matches search intent
- ☐ No thin or duplicate content
- ☐ Schema markup added where relevant (Article, FAQ, HowTo)
- ☐ Page indexed and appearing in Google (URL Inspection)
- ☐ No orphan pages — every page reachable via internal links

Pro tip: Run this checklist monthly, not just at launch — SEO isn't a one-time task.

Website Audit Checklist

PURPOSE	WHEN TO USE	KEY BENEFIT	FORMAT
A structured framework to evaluate technical health, content quality, and UX.	New client onboarding, or auditing a site with stagnating performance.	Surfaces crawl errors, thin content, and broken links systematically.	Excel workbook (3 tabs)

Site Structure & Crawlability

- ☐ Sitemap.xml present and submitted
- ☐ No crawl errors in Google Search Console
- ☐ Clean, logical URL structure
- ☐ No broken internal or external links

Content Quality

- ☐ No duplicate or near-duplicate pages
- ☐ Content freshness reviewed (updated within 12 months)
- ☐ Clear content hierarchy (H1 → H2 → H3)
- ☐ Author bios and E-E-A-T signals present

UX & Performance

- ☐ Page load speed tested (PageSpeed Insights)
- ☐ Mobile responsiveness confirmed
- ☐ Clear, working CTAs on every key page
- ☐ Navigation and search function tested

Pro tip: Pair this with your Google Search Console Audit Sheet for the full picture.

Client Onboarding Checklist

PURPOSE	WHEN TO USE	KEY BENEFIT	FORMAT
Standardizes the first-week process for every new client.	The moment a contract is signed.	Reduces missed details that cause friction later in the project.	Notion template / fillable PDF

Week 1 Onboarding Steps

- ☐ Signed contract and payment terms confirmed
- ☐ Access credentials collected (website, analytics, ad accounts)
- ☐ Brand guidelines and assets received
- ☐ Goals and KPIs documented and agreed upon
- ☐ Client expectations and communication cadence set
- ☐ Kickoff call scheduled and completed
- ☐ Onboarding summary sent to client for sign-off

Pro tip: Include a “client expectations” field — most disputes come from misaligned expectations, not bad work.

TEMPLATE 09

Freelancer Proposal Checklist

PURPOSE	WHEN TO USE	KEY BENEFIT	FORMAT
Ensures every client proposal is complete, clear, and professional.	Before sending any new client pitch.	Reduces scope confusion and sets clear expectations from the start.	Google Docs / fillable PDF

Before You Send

- ☐ Scope of work clearly defined
- ☐ Deliverables and timeline listed
- ☐ Pricing and payment terms stated
- ☐ Revision policy included
- ☐ Client goals referenced directly (not generic copy)
- ☐ Contact and next-step instructions included

Pro tip: A clean, structured proposal signals professionalism before you've done a single hour of work.

BONUS

The Full 31-Template Index

The nine templates in this pack cover the workflows marketers use most. Here's the complete list of all 31 templates referenced in the TrendChaska Digital Marketing Templates guide — build these out in your own Sheet, Notion, or Excel workspace using the same structure.

#	TEMPLATE NAME	GOT IT?
01	SEO Checklist	☐
02	Website Audit Checklist	☐
03	Keyword Research Sheet	☐
04	Content Calendar	☐
05	Blog Publishing Checklist	☐
06	SEO Content Brief	☐
07	On-Page SEO Checklist	☐
08	Technical SEO Audit Template	☐
09	Google Search Console Audit Sheet	☐
10	Backlink Tracker	☐
11	Content Optimization Checklist	☐
12	Marketing Campaign Planner	☐
13	Social Media Calendar	☐
14	Instagram Content Planner	☐
15	LinkedIn Post Planner	☐
16	Email Marketing Checklist	☐
17	Landing Page Checklist	☐
18	Lead Generation Tracker	☐
19	Client Onboarding Checklist	☐
20	Marketing KPI Dashboard	☐
21	Monthly Marketing Report	☐
22	Competitor Analysis Template	☐
23	Marketing Budget Tracker	☐
24	Freelancer Proposal Template	☐

25	Client Meeting Notes	☐
26	AI Prompt Library for Marketers	☐
27	Marketing SOP Template	☐
28	Digital Marketing Workflow Planner	☐
29	Website Launch Checklist	☐
30	Marketing Funnel Planner	☐
31	Project Management Tracker	☐

You're All Set.

Duplicate what you need, customize it for your brand or client work, and start running your campaigns on a repeatable system instead of a blank page.

For the full guide this pack was built from — including detailed walkthroughs, best practices, and how to combine these templates with AI tools — visit:

trendchaska.com

Follow along for more free resources: LinkedIn · Pinterest · Instagram — [@TrendChaska](#)