# The Ultimate Twitter Checklist
## How to Have Your Best Year on Twitter in 2015

Twitter is a great tool for driving traffic, capturing leads, and generating customers. To help you make sure you are taking full advantage of Twitter for your business, we have created this quick and dirty checklist for you to use. Best of luck!

## 1. Build Your Profile

☐ **Use kickass images**
*Your cover photo (1500 x 500 px) and profile image (400 x 400 px) should easily explain what your company is and draw people in.*

☐ **Create a searchable bio**
*Using keywords and hashtags that are related to your business will increase the number of times you show up in search results.*

☐ **Pin your best tweet to the top of your profile**
*When people visit your profile, this particular tweet is the first tweet they'll see, so use this space to promote your most important tweet.*

☐ **Link to your website**
*In your bio, include a link to drive viewers to your website or a current offer you're promoting.*

## 2. Use Visuals in Tweets

☐ **Use eye-catching images in each tweet**
*The ideal size for a tweet's image is 1024 x 512 px. Images drive more engagement and generate more leads.*

☐ **Embed rich media using Twitter Cards**
*Twitter cards allow you to include even more rich media from your website in tweets without taking up extra characters.*

☐ **Inlcude GIFs**
*Twitter turns them into MP4s that can auto-play!*

☐ **Create images that relate to your tweet copy**
*Viewers are more likely to view your image than your tweet copy, so make sure the image portrays the message you want as well.*

## 3. Optimize Tweet Copy

☐ **Include hashtags related to your tweet**
*Hashtags will help your tweet be seen in more search results. Be careful not to include too many though; stick to 1-2.*

☐ **Link back to your website whenever possible**
*Linking back to your website is how you will drive more traffic, leads, and customers by using Twitter.*

☐ **Use the 10-4-1 rule**
*(Curated content - owned content - lead generating/promotional content).*

☐ **Vary the types of content you post**
*Other than mixing up the visuals you post in your Tweets, promote a variety of different types of content. Blog posts and industry articles are good, but what about a picture of your employees in the office? Have fun!*

☐ **Keep tweets short**
*Tweets with 100-120 characters convert better (more clicks on your links and engagement) than tweets with 140 characters.*

☐ **Use active words**
*Actions speak louder than words, and action words speak even louder! Use more verbs to make tweets more clickable.*

☐ **Test everything**
*Each audience is different, so A/B test copy, images, timing, and tweet length.*

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## *3.* Promote with Ads (Best Tool for Lead Generation!)

☐ **Use promoted tweets to highlight your best content**
*Reach audiences you've been unable to reach before or target your content to specific lists of people.*

☐ **Optimize promoted tweets for lead generation**

☐ Only include one link in your tweet & no hashtags. The less places people can click, the more people will click on your website link (and you pay for each click, so make it worth it!)

☐ Include a call-to-action in the image or copy.

☐ Take advantage of Twitter's hyperspecific targeting options to reach qualified audiences.

☐ Keep tweets to 100-120 characters (They convert better!).

☐ **Capture lead info on Twitter w/ Lead Generation Cards**
*These ads autofill the user's email address, making it easier for the user to download the offer and easier for you to obtain the user's information.*

☐ **Drive site traffic with Website Cards**
*These Cards have embedded call-to-action buttons to encourage clickthroughs to the website.*

☐ **A/B test all your promoted tweets**
*Test out various characteristics of images and copy with A/B testing to see what appeals to your target audience.*

☐ **Grow your audience with promoted accounts**
*The larger your following is, the more leads you will get from non-promoted tweets.*

## *4.* Engage Your Network

☐ **Curate Twitter Lists to segment users**
*Build connections strategically by using Twitter Lists to sort users you're most interested in engaging with.*

☐ **Connect with influencers in your space**
*Form relationships with influencers by following them and interacting with them occasionally.*

☐ **Join Twitter chats**
*Position yourself as a thought leader by participating in Twitter chats that industry insiders are a part of.*

☐ **Tweet as often as you can**
*We recommend at least five times a day.*

Way to go! Now go ahead and have an awesome year on Twitter in 2015.

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