

THE ULTIMATE DIGITAL MARKETING CHECKLIST

HOW TO TURN YOUR WEBSITE INTO A LEAD GENERATION MACHINE



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Is Your Website Optimized for Conversion (Visitor to Caller)?

- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, your office, photo of your team, products, etc?
- Do you have a compelling Call to Action after every block of text?
- Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?



Is Your Website Optimized for Search Engine Rankings?

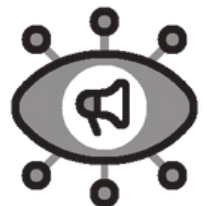
- Do you have your main keyword in the Title Tag on each of the pages of your website?
E.G. City (your service/product) | Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have pages for the brands that you service?
- Do you have unique content on each of the pages of your website?
- Does your website come up for the most important keywords?

- Are you consistently creating new content, blogging and creating new inbound links back to your website?



Is Your Company Optimized to Rank on the Google Maps?

- Have you claimed & verified your Google My Business Listing? Do you have the login?
- Have you properly optimized your listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (Consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?



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Are you taking advantage of paid online marketing?

- Are you running Google Local Service Ads with a maxed out budget?
- Are you running Retargeting Ads to your unconverted leads?
- Are you running AdWords Campaign?
- Are you strategically targeting with specific AdGroups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the AdGroup/Keyword?
- Are you running targeted Facebooks ads to your ideal prospect base?
- Are you buying Pay-per-lead services - Home Advisor, eLocal, Thumbtack, etc



Are you active on Social Media?

- Do you have your business profiles setup on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- How many likes do you have on Facebook?
- Are you updating your social profiles on a consistent basis?



Are you leveraging eMail & Marketing Automation?

- Are you following up with your leads within 5 minutes or less via Phone, SMS & eMail?
- Do you have conversion campaigns in place that follow up unconverted leads 5-7 times via Phone, SMS & eMail until they book their service call or estimate?
- Do you have a database with your customer email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?



Do you have the tracking in place to gauge your ROI?

- Google Analytics
- Keyword Ranking Tracking
- Call Tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM/Dispatch system to track leads to the source & revenue (CRM)



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DIGITAL GROWTH PLAN METHOD

INCREASE YOUR LEADS, SALES, AND PROFITABILITY



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