

# 2023

## Digital Marketing Checklist

How to Win Online & Maximize Your Lead Flow



### Is your website optimized for conversions?

- Do you have your phone number in the top right corner of every page?
- Are you using authentic, non-stock photos and images? Such as photos of the owner, staff, company trucks, etc.
- Do you have at least one compelling Call to Action on every page?
- Are you giving potential customers the option to engage via chat or 2-way text messaging?
- Is your website mobile friendly with an easy click-to-call button?
- Does your website load fast on desktop and mobile devices?

### Is your website optimized for search engines?

- Is your main target keyword found in the Title Tag on every page?
- Do you have individual pages built out for your core services and/or products?
- Do you have individual pages built out for each city/town you serve?
- Do you have individual pages built out for the brands that you sell, service, and/or install?
- Does your website have unique and helpful content on every page?
- Does your website appear at the top of Google for your important keywords? ex: [city] roofer, [city] roof repair, [city] roof replacement

## Is your company optimized on Google Maps?

- Have you claimed and verified your Google Business Profile (GBP)?
- Have you properly optimized your Google Business Profile with your address, hours, services, products, photos, etc?
- Are you listed on all the major online directory listings with the same name, address, and phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a strategy for consistently obtaining new reviews?
- Are you posting updates and responding to questions on your GBP?

## Are you taking advantage of paid advertising?

- Are you running Google Local Service Ads with an optimized profile?
- Are you running Google Ads with a negative keyword list?
- Are you running retargeting ads to your unconverted traffic/leads?
- Are you strategically targeting specific ad groups and keywords with individually optimized landing pages?
- Are you running targeted Facebook ads to your ideal prospect base?
- Do you have conversion tracking in place to track your paid ads?

## Is your company active on social media?

- Do you have your business profiles set up on Facebook, X (Twitter), LinkedIn, YouTube, and Instagram?
- Have you made it easy for customers to like, follow, and engage with your social media profiles?
- Are you updating your social media profiles on a consistent basis?
- Do you engage with customers and vendors that mention your company on your social media profiles?

## Are you using email & marketing automation?

- Do you have a process in place to nurture your leads and customers?
- Do you have a marketing campaign in place to follow up with leads that have not yet become a customer?
- Do you have a database with your customers' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email and text messaging automation to get more online reviews?
- Are you posting updates and responding to questions on your GBP?

## Do you have tracking in place to measure ROI?

- Do you use a CRM/dispatch system to track lead sources and revenue?
- Are you using call tracking to measure results from different sources?
- Are you using Google Analytics to track your website visitors and overall performance?
- Are you using conversion tracking pixels to optimize your campaigns?

## FREE MARKETING AUDIT FOR YOUR BUSINESS

Get personalized recommendations to improve your digital marketing strategy. Our audit provides a complete analysis related to your digital footprint and how to improve your overall online presence, especially related to SEO.

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