

Digital Marketing Checklist for Service Businesses

5 STEPS TO DOMINATE YOUR LOCAL MARKET

✓ Check what you are doing, leave blank what you still need to do

1. Is your website optimized for conversion (calls & leads)?

- Does your website properly portray your business image?
- Do you have search engine optimized service area pages?
- Do you have Call & Lead Tracking?
- Is your website easy to navigate?

2. Does your website rank among the top five spots when customers search “your city + your service”?

- Is your website properly optimized for search?
- Do you have individual landing pages for each of your services?
- Do you have unique content on each page of your website?
- Do your website Title Tags reinforce the content of each page?

3. Are you fully optimized to rank in the Google Maps 3-Packs?

- Have you claimed your Google My Business listing?
- Are you optimized for all the categories possible for your business?
- Are you on at least 70 of the top directory listings with consistent name, address, & phone number with no inconsistent listings online?
- Do you have more online reviews and a higher star rating than your top competitors?
- Do you have a proactive strategy for getting new online reviews every day?

4. Are you taking advantage of paid online marketing opportunities?

- Are you delivering advertisements to potential customers based on their geographic location or if they have already visited your website? (Geo-targeting and Remarketing campaigns)
- Are you taking advantage of Facebook Advertising to get potential customers to take action? (not just engage)
- Do you have Premium Listings on Yelp, City Search, or YP.com?

5. Are you marketing effectively on Social Media?

- Do you have your business profiles optimized on Facebook, YouTube, LinkedIn?
- Do you have at least 10 recent 5-star reviews and 100 likes on Facebook?
- Are you posting to your Social Media Profiles at least every other week?