

Your Field Guide For Online Marketing Checklist

10 Steps to Ensure Your Total Online Presense

Does your website rank on page 1 for your "money making" keywords like "city+niche service1", "city+niche service2"?

YES

NO

Is your website mobile friendly and easy to read and navigate on smart phone?

YES

NO

Do you use social media in your business?

Linkedin YES NO

Facebook YES NO

Twitter YES NO

Youtube YES NO

Google+ YES NO

Is your website optimized for online searches?

I have seperate pages for each of my money making services.

YES NO

I have the seperate pages for each of the brands and products we supply.

YES NO

My main Keywords are in the title tag on every page of my website.

YES NO

I have my own unique content on all of my money making service pages.

YES NO

My website is properly structured and maintained for Google bots to crawl the website.

YES NO

Is your Google Map Listing and Google My Business page properly optimized for search?

YES NO

My online citations on directory websites all have the identical company name, address and Phone number.

YES NO

I have optimized my Maps and Business page so customers can easily find and contact me.

YES NO

I have a strategy where I add content and seek reviews everyday for my Google My Business page.

YES NO

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Is the website set up to easily convert visitors to callers or online inquiries?

I have the phone number on the Top right corner of every page.

YES NO

My mobile website has a Tap to Call button for easy Phone calls.

YES NO

I have an estimate, quote or contact form and every page above the fold.

YES NO

All of my photos, Videos are of my actual staff, facility, work completed, equipment and myself.

YES NO

I encourage visitors to call or message me after each blog post or video.

YES NO

Are you consistently adding new relevant and timely content to your website and social media business pages/profiles?

YES NO

I regularly add photos to my website and to social media.

YES NO

I regularly add videos to Youtube and my website.

YES NO

Are you tracking and measuring your online statistics?

Google Analytics YES NO

Call Tracking YES NO

Video Views YES NO

Social Media

Activity YES NO

CRM for Follow Up YES NO

Click Tracking YES NO

Are you using paid online marketing and advertising?

Google Adwords YES NO

Facebook Ads YES NO

Retargeting YES NO

Purchase Leads YES NO

Premium Ads YES NO

Local Paid Opportunities YES NO

Are you using follow up email marketing?

I send a monthly e-newsletter to my CRM database.

YES NO

I maintain an email service providers to store my database of customers, Clients, Patients and leads.

YES NO

My message in my emails and my email signature encourages customers to connect via social media.

YES NO