Use this marketing checklist to find gaps in your marketing efforts. This can help you and your team refine your marketing approach and lower your overall CPA (Cost Per Acquisition) by leveraging heavy SEO and making your company more easily discoverable by potential customers.

## **1. General On-Page SEO & Content**

☐ Have you compiled a thorough list of target keywords, including “near me,” “service + city,” and specialized “unicorn” terms?
☐ Is your primary keyword included in each page’s title tag?
☐ Do you have dedicated pages for each core service, with properly optimized headings (H1–H3)?
☐ Have you created pages for each sub-city you serve, featuring optimized headings (H1–H3)?
☐ Did you build pages showcasing the brands you recommend, service, and install?
☐ Is your page content unique and aligned with the user’s search intent?
☐ Does your site currently rank for the most critical local keywords in your market?
☐ Are you publishing at least one in-depth blog article each month focused on your services?
☐ Are you earning at least one high-authority backlink every month?
☐ Is your business name, address, and phone number displayed in the top-right corner on every page?
☐ Do you use authentic visuals of your owner, team, and trucks throughout your site?
☐ Are your company values and team members introduced with photos and brief bios?
☐ Are you highlighting your track record, unique selling propositions, certifications, reviews, and notable projects?
☐ Is there a compelling offer on your website (e.g., free service call, two years of free maintenance, etc.)?
☐ Is your website mobile-responsive?
☐ Does your website load in under 1.9 seconds on both desktop and mobile?

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## **2. Website Conversion – Turn More Visitors Into Leads**

☐ Does your website stand out with a professional, visually appealing design?
☐ Is it noticeably distinct from your competitors’ websites?
☐ Is your navigation intuitive so visitors can quickly find key information?
☐ Are your most important pages (services, about us, reviews, scheduling) accessible within three clicks or fewer?
☐ Do exit-intent popups interfere with the user experience?
☐ Does your mobile site load in 1.9 seconds or less?

## **3. Website SEO – More Leads From Ranking High on Google**

☐ Have you claimed and verified your Google Business Profile (GBP)? (Do you have login credentials?)
☐ Are your GBP categories, services, products, Q&As, and images fully optimized?
☐ Do you have a physical location to enhance visibility on Google Maps?
☐ Is your location close to your primary service area or target homeowners?
☐ Are you considering additional GBP listings for expansion into new service areas?
☐ Is your business listed on major directories with consistent name, address, and phone (NAP)?
☐ Do you maintain a healthy volume of online reviews, and do you respond promptly?
☐ Are you posting news, offers, and educational content on your GBP weekly and addressing questions?

## **4. Reviews & Reputation**

☐ Are you getting fresh reviews weekly? (Do you have a system for it?)
☐ Do you encourage photo and video reviews for higher-quality feedback?
☐ Do you have a process to identify unsatisfied customers before they leave negative reviews?
☐ Are your reviews prominently displayed on your website and social channels?

## **5. Content Marketing**

☐ Do you publish at least one detailed blog post per month covering your services?
☐ Do you use a content calendar to plan out topics for the entire year?
☐ Does your content address the common questions and concerns of homeowners in your city?
☐ Are you repurposing blog posts into Google Business Profile updates, social media posts, reels, newsletters, and videos?

## **6. Video & Viral Marketing on Social Channels**

☐ Are you regularly producing short-form videos (TikTok, Instagram Reels, YouTube Shorts) that demonstrate “how-to” tips or service-based insights?
☐ Do you keep a consistent posting schedule on TikTok, Instagram, YouTube, and Facebook to expand your reach?
☐ Are you creating engaging, share-worthy videos that showcase your expertise and have the potential to go viral?
☐ Do you optimize video titles, descriptions, and thumbnails with relevant keywords to boost discoverability?
☐ Are you tracking video analytics (views, watch time, comments, shares) to refine your approach?
☐ Do you cross-promote your video content (blog posts, newsletters, social media) to maximize visibility?

NOTES: