

PLUMBER'S PERFECT PLANNING CHECKLIST



Optimize for Online Marketing Success

☛ Is your website optimized for the search engines?

- Is your main keyword in the meta title tag of each page of your website?
For example: San Francisco Plumber | Emergency Plumber
- Are there pages on your website for each of your major services?
- Are there pages on your website for each city that you serve?
- Is the content on each page of your website unique?
- Are you ensuring Google understands what service area you cover?

☛ Does your website rank on page one for your major keywords, for example, "Chico Plumber" or "Chico Plumbing"?

☛ Is your website optimized to convert visitors to callers/customers?

- Is your phone number easy to find on the home page in the top right corner?
- Do you ensure that each block of content has a call to action?
- Are you using original images? Photos of you, your staff, your trucks, your facility?

☛ Is your website mobile-friendly? Can your customer easily view your website on their smartphone?

☛ Do you have a plan in place to create new content on a consistent basis?

☛ Are you optimized properly for the Google Map listing area?

- Is your listing consistent across all directories?
- Do all the directories list your company with the same name, address, phone number?
- Are you proactively soliciting new, positive reviews?
- Are you ensuring your customer is aware of all your positive reviews?

☛ Do you have an active Social Media strategy?

- Are you listed on all the top social media properties: LinkedIn, Yelp, Facebook, Twitter?
- Do you update your social media content on a regular basis?
- Do you have a proactive strategy to get more follows and likes?

☛ Are you maximizing an effective Email Marketing strategy?

- Are you consistently collecting and segmenting your customer email addresses?
- Do you proactively reach out to your customers on a regular basis?
- Are you using email to ask for reviews and to engage on your social media properties?

☛ Are you actively optimizing a Paid online marketing campaign?

- Do you advertise using Google AdWords? Facebook Ads? Yelp paid listings?
- Are you listed in Angie's List, YP.com, Yelp, etc?
- Have you taken advantage of Paid Lead Generation services like HomeAdvisor, etc?

Need Help? Call Can You Find Me Now? (818) 991-7135