770-766-7953

painterandremodelingseo.com

THE ULTIMATE INTERNET MARKETING CHECKLIST FOR PAINTING & REMODELING PROFESSIONALS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

PAINTER& REMODELING SEO

• SEO • Websites
• PPC • Consultants

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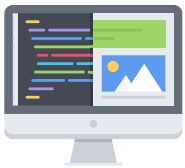
Is your website optimized for conversion (visitor to caller)?



- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, your trucks, photo of your team, etc?
- Do you have a compelling Call to Action after ever block of text?
- Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?

Is your website optimized for search engine rankings?

- Do you have your main keyword in the Title Tag on every page of your website? e.g. City Painter | Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have pages for the brands that you use?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your city Painter", "your city exterior painting ", and other similar keywords?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?

Is your company optimized to rank on Google Maps?

- Have you claimed & verified your Google My Business listing? Do you have the login?
- Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?

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Are you taking advantage of paid online marketing?

- Are you running Facebook Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads?
- Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebooks ads to your ideal prospect base?
- Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
- Are you buying pay-per-lead services - Home Advisor, eLocal, Thumbtack, etc.?

Are you active on Social Media?

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?

Are you leveraging email & marketing automation?

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their service call or estimate?
- Do you have a database with your customers' email addresses?
- Are you sending out a monthly email newsletter?
- Are you leveraging email to get online reviews & to draw customers into your social media profiles?

Do you have the tracking in place to gauge your ROI?

- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM/dispatch system to track leads to the source & revenue (ServiceTitan)

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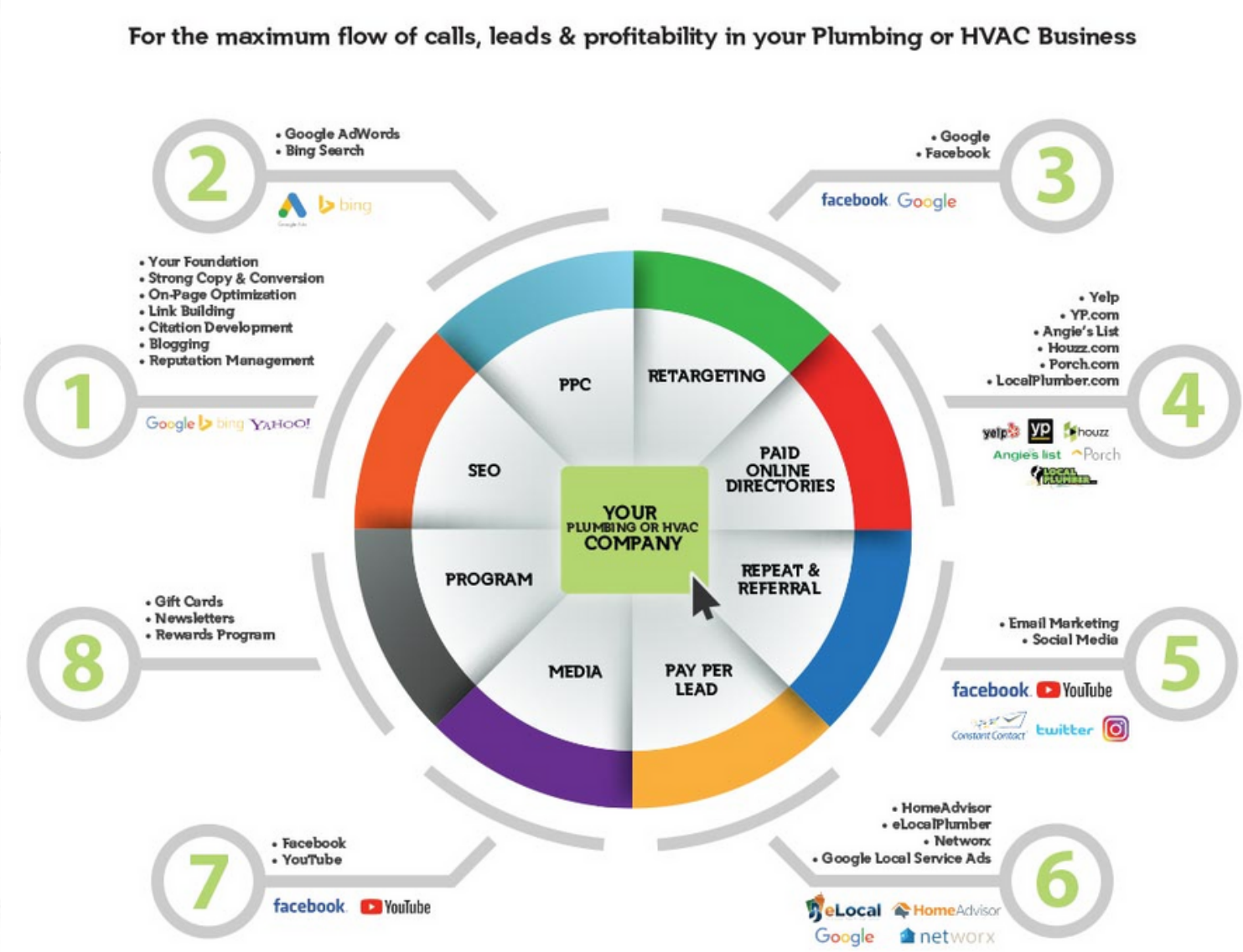
THE ONLINE DOMINANCE METHOD

FOR MAXIMUM FLOW OF CALLS, LEADS & PROFITABILITY IN YOUR PLUMBING, HVAC OR ELECTRICAL BUSINESS



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