

Ultimate Online Marketing Checklist

TO SCHEDULE YOUR ONLINE MARKETING STRATEGY SESSION VISIT SALONANDSPASEO.COM

- Do you have a website?
- Is it properly optimized for search?
 - Do you have your main keyword in the title tag on each of the pages of your website?
 - Do you have pages for each of your core services?
 - Do you have pages for the solutions that you service in your business?
 - Do you have unique content on each of the pages of your website?
 - Are you helping Google understand your true service area?
- Does your website rank on page one for your most important keywords like "your city + business", "your city + service", "your city + pain point"?
- Is your website optimized for conversion (visitors to callers)?
 - Do you have the phone number in the top right corner on every page?
 - Are you using authentic images / video? Photo of the team, photo of your office, photo of your team, etc?
 - Do you have a compelling call to action after ever block of text?
- Is your website mobile-friendly?
- Are you consistently creating new content, blogging to create new inbound organic links back to your website?
- Have you optimized correctly for the Google Map Listings?
 - Are you on all the major online directory listings with the same company name, address & phone number?
 - How many online reviews do you have?
 - Do you have a proactive strategy for getting new online reviews every day?
- Are you consistently creating new content, blogging to create new inbound organic links back to your website?
- Are you active on social media?
- Are you leveraging email marketing for current or future clients?
 - Do you have a database with your customer 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?
- Are you taking advantage of paid online marketing opportunities?
 - Do you have an AdWords Campaign? Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have the proper tracking in place to gauge your ROI?
 - Google Analytics
 - Keyword Ranking Tracking
 - Call Tracking
 - CRM with tracked lead sources
 - Google Search Console