

THE ULTIMATE APPLIANCE REPAIR ONLINE MARKETING CHECKLIST!



THE 10 KEYS TO APPLIANCE REPAIR ONLINE MARKETING SUCCESS!

o Is your website properly optimized for the search engines?

- o Do you have your main or multiple keywords in the title of the pages of your website? E.G. Your City Appliance Repair | Company Name
- o Do you have pages for each of your appliance repair services?
- o Do you have pages for the major appliance brands that you service?
- o Do you have unique content on each of the pages of your website?
- o Are you helping Google understand your local service area?

● Does your website rank on page one for your most important keywords like "Appliance Repair + your city", "your city + refrigerator repair"?

● Is your website optimized to convert your visitors into callers?

- o Do you have the Phone Number in the upper right corner of your site?
- o Are you using original images / video? Photos of the owner, photo of your vans, photo of your team, etc?
- o Do you have a compelling Call To Action after every block of text?

● Is your website MOBILE friendly?

● Are you writing new content on a regular basis, blogging and creating new inbound links back to your web site?

● Have you optimized your Google Map Listings correctly?

- o Have you properly optimized your listing?
- o Are you on all the major online directory listings with the same company name, address & phone number?
- o How many online reviews do you have?
- o Do you have a proactive strategy for getting new online reviews every day?

● Are you active on Social Media?

- o Do you have your business profiles setup on Facebook, Twitter, Google+, LinkedIn, YouTube?
- o How many likes do you have on your Facebook?
- o Are you updating your social profiles on a daily basis?

● Are you leveraging E-Mail Marketing?

- o Do you have a database with your existing customer email addresses?
- o Are you sending out a monthly email newsletter?
- o 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?

- o Do you have an AdWords Campaign? Are you strategically targeting with specific Adgroups, text ads & landing pages?
- o Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
- o Are you taking advantage of Paid Lead Services - Home Advisor, etc?

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

- o Google Analytics
- o Call Tracking
- o CRM with tracked lead sources
- o Google Webmaster Tools

**REGISTER FOR OUR UPCOMING WEBINAR "HOW TO GET MORE CUSTOMERS FROM THE INTERNET WITHOUT HAVING TO SPEND A FORTUNE ON ADVERTISING!"
AT WWW.APPLIANCEREPAIRMARKETINGSECRETS.COM/WEBINAR**