



TO SCHEDULE YOUR ONLINE MARKETING STRATEGY SESSION

CALL 866.561.5627 OR VISIT ApplianceRepairMarketingSecrets.com/schedule

GET YOUR ONLINE MARKETING RIGHT!

✓ **check what you are doing** ✗ **cross out what you are not doing**

- **Do you have a website?**
- **How many phone calls are you getting each month from your website?**
- **Is your website properly optimized for the search engines?**
 - Do you have your main or multiple keywords in the title of the pages of your website? E.G. Your City Appliance Repair | Your Company Name
 - Do you have pages for each of your appliance repair services?
 - Do you have pages for the major appliance brands that you service?
 - Do you have unique content on each of the pages of your website?
 - Are you helping Google understand your true 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?**
 - Do you have the Phone Number in the upper right corner of your site?
 - Are you using authentic images / video? Photos of the owner, photo of your vans, photo of your team, etc?
 - 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 website?**
- **Have you optimized your Google Map Listings correctly?**
 - Have you properly optimized your listing?
 - 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 active on Social Media?**
 - Do you have your business profiles setup on Facebook, Twitter, Google+, LinkedIn, YouTube?
 - How many likes do you have on your Facebook?
 - Are you updating your social profiles on a daily basis?
- **Are you leveraging E-Mail Marketing?**
 - Do you have a database with your existing 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 Adgroups, text ads & landing pages?
 - Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
 - Are you taking advantage of Paid Lead Services - Home Advisor, The Appliance Experts etc?
- **Do you have the proper tracking in place to gauge your ROI?**
 - Google Analytics
 - Keyword Rank Tracking
 - Call Tracking
 - CRM with tracked lead sources
 - Google Webmaster Tools