

THE ULTIMATE ONLINE MARKETING CHECKLIST!

THE 10 KEYS TO ONLINE MARKETING SUCCESS

● Is your website properly optimised for search?

- Do you have your main keyword in the title tag on each of the pages of your website?
E.G. Your City Your Business Category Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for the brands that you work with?
- Do you have unique content on each of the pages of your website?
- Are you helping Google understand your true service areas?

● Does your website rank on page one for your most important keywords like "your city services", "your city your business category"?

● Is your website optimised for conversion (visitors to callers)?

- Do you have the Phone Number in the top right corner on every page?
- Are you using authentic images /videos? Photo 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 consistently creating new content, blogging and creating new inbound links back to your website?

● Have you optimized correctly for the Google Map Listings?

- What is your Google Login for Google My Business & Google Places?
- Have you properly optimised 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 ever day?

● Are you active on Social Media?

- Do you have your business profiles setup on Instagram, Facebook, Twitter, Top4, Google My Business, LinkedIn, YouTube?
- How many likes do you have on Facebook?
- Are you updating your social media profiles on a daily basis?

● Are you leveraging eMail Marketing?

- 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 and groups text ads & landing pages?
- Do you have a premium ad on Top4.com.au and other marketing platforms?
- Are you taking advantage of Paid Lead Services?

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

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

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BY GETTING YOUR INTERNET MARKETING RIGHT" AT WWW.TOP4MARKETING.COM.AU**