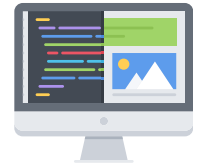


THE ULTIMATE INTERNET MARKETING CHECKLIST FOR SMALL-MID SIZE BUSINESSES

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

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 every 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 Garage Door Repair | 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 service/install?
- 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 garage door company", "your city garage door", "your city garage door repair" 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?



To schedule your Internet Marketing Strategy Session call our office at 800-234-1522

or go to www.M2DMG.com/schedule



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