

THE ULTIMATE DIGITAL MARKETING CHECKLIST FOR FLOOR COATING CONTRACTORS

HOW TO PREPARE AN EFFECTIVE DIGITAL MARKETING CAMPAIGN
TO MAXIMIZE LEAD GENERATION AND WIN ONLINE!



**FLOOR
COATING**
MARKETING



THE ULTIMATE DIGITAL MARKETING CHECKLIST FOR FLOOR COATING CONTRACTORS!

Is Your Website Optimized to Convert Visitors into Customers?

Is your website optimized to load fast on desktop and mobile?

Is your business contact number on your website header so its easily visible on each page?

Do you have legitimate floor coating customer testimonials on your website?

Does the written content on your site provide your visitors with a value proposition?

Do you have captivating Call-To-Actions strategically placed on your website?

Do does your website give visitors more than one option to engage with your staff?

Is your website mobile friendly? Does your site include Click-To-Call buttons?

Do you have company images displayed on your website? For example, Photos of the owner, your staff, vehicles, equipment, completed job.

Is Your Website Optimized to Rank in Search Engines? (i.e., Google)

Are your targeted keywords included (naturally) in your H1 and H2 Headings?

Have you made sure all of the content on every page of your website is unique?

Do you consistently create new marketing content for your site? (On/Off page content)

Are you using your company name and locations (i.e., city/cities) in your keywords?

Does your site have pages created for each main service(s) offered? For each major City?

Have you enriched the content on every website page targeted for SEO by adding semantically related words relative to the target keywords you are ranking?

Do you have a page created that provides your customers the brands you work with? The brands you install and service?

When you search on Google for your services, city and similar keywords, does your website appear?

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Is Your Website Optimized to Rank on Google Maps/Local Listings?

Do you have a login for a Google My Business Listing?

If so, have you claimed and verified your Google My Business listing?

Have you setup and optimized your Google My Business listing using best practices?

Is your company and NAP information (company name, address and phone number) listed on all major online directories and consistent on each listing and social media account?

Do you have a plan for obtaining new published reviews online each week or strategy setup for requesting reviews for each job your company completes?

Are you posting to your Google My Business account and other social media account weekly?

Do you have a handful of online reviews, or customer reviews published on your Google My Business listing?

Are You Taking Advantage of Online Paid-Advertising?

Do you currently run Google Ads for your business? Are you maximizing your budget?

Are you using best practices to target specific ad groups and refining your campaign at the end of each monthly cycle?

Is your campaign and website setup for conversion tracking in order to track leads back to the ad group and keyword?

Do you have a strategy setup to retarget ads to leads you have not yet converted?

Are you actively managing your paid-ad campaign to determine which negative keywords to remove from your campaign?

Do you currently run targeted Facebooks ads to your ideal demographics? Do you run YouTube Ads or Display Ads to introduce your business to your key demographic?

Do you have tracking in place for each paid-ad campaign to measure your ROI?

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Do You Have an Active Presence on Social Media?

Do you have business accounts setup on Facebook, Twitter, YouTube, Instagram, etc.?

Are these accounts branded and optimized with your business information being consistent for each account?

Do you consistently publish new posts on your social media account and use best practices to maximize your SEO campaign and drive traffic back to your website?

Do you get engagements on Facebook or other social media accounts you have created?

Does your business currently leverage email and marketing automation?

How quickly following up with your leads? What are your follow-up methods?

Does your company have a system to follow up with unconverted leads? Do you use phone, email or SMS until they reach out for an estimate or become a paying customer?

Do you have a system or online programs to store your leads and their contact information?

Are You Sending Out Newsletters Each Month?

Does your company send monthly email newsletters to obtain new online reviews?

Do you send monthly newsletters to drive potential leads and customers back to your website or social media accounts?

Do you leverage monthly newsletters to inform your leads about new or upcoming sales?

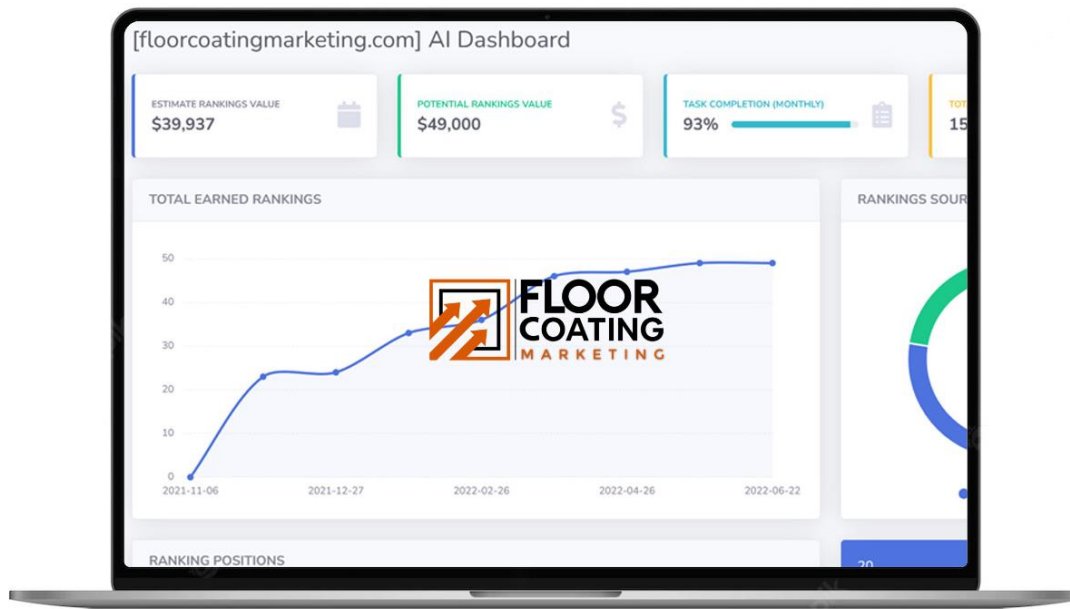
Do you send email newsletters to educate your existing customers on tips and tricks to help preserve and maintenance their newly coated floor? This can drive residual business and new referrals.

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