



THE ULTIMATE INTERNET MARKETING CHECKLIST FOR ROOFERS

- ☐ **Is your website properly optimized for search?**
 - ☐ Do you have your main keyword in the title tag on each of the pages of your website?
 - ☐ Do you have pages for each of your core services?
 - ☐ Do you have any city pages targeting your services in that particular city?
 - ☐ Do you have unique content on each of the pages of your website?
 - ☐ Are you helping Google understand your true service areas?
- ☐ **Is your website mobile friendly?**
- ☐ **Does your website rank on page one for your most important keywords like "Roofer Your City", "Roofing Your City"?**
- ☐ **Is your website optimized for conversation (visitor to callers) ?**
 - ☐ Do you have the phone number in the top right corner on every page ?
 - ☐ Are you using authentic images / video? Photo of past projects, photo of your team, etc?
 - ☐ Do you have a compelling call to action after every block of text?
- ☐ **Are you consistently creating new content, blogging and creative new inbound links back to your site?**
- ☐ **Have you optimized correctly for the Google Map Listings?**
 - ☐ Do you know your Google login for Google My Business?
 - ☐ Have you properly optimized your listings?
 - ☐ 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?
- ☐ **Are you on social media?**
 - ☐ Do you have your business profiles setup on Facebook, Twitter, LinkedIn, Instagram?
 - ☐ How many likes do you have on Facebook?
 - ☐ Are you updating your social profiles at least twice a week?
- ☐ **Are you leveraging Email Marketing?**
 - ☐ Do you have a database with your client email addresses?
 - ☐ Are you sending out monthly email newsletters?
 - ☐ Are you leveraging email to get online reviews & to draw clients into your social media profiles?
- ☐ **Are you taking advantage of paid online marketing opportunities?**
 - ☐ Do you have a Google AdWords Campaign? Are you strategically targeting with specific ad groups, text ads & landing pages?
 - ☐ Do you have paid ads on Facebook/Instagram?
- ☐ **Do you have the proper tracking in place to gauge your ROI?**
 - ☐ Google Analytics
 - ☐ Keyword Ranking Tracking
 - ☐ Call Tracking
 - ☐ CRM with tracked lead sources
 - ☐ Google Webmaster Tools