

2021

HOME SERVICE BUSINESS MARKETING CHECKLIST

WEBSITE + SEARCH ENGINE OPTIMIZATION (SEO)

- ☐ Ensure website loads in 3 seconds or less (check speed here: gtmetrix.com)
- ☐ Ensure website is secure (https, not http)
- ☐ Ensure website has excellent user experience on mobile
- ☐ Add clickable phone number on desktop and mobile website (click-to-call)
- ☐ Add ability to schedule services conveniently online
- ☐ List all services you offer
- ☐ List all areas you serve (towns, cities, counties, ect.)
- ☐ Include personalized photos (your team, trucks, work, etc.), **not** stock photos
- ☐ Display relevant (seasonal) coupons and offers

EMAIL MARKETING

- ☐ Sign up for a free MailChimp account (if you don't already have an email service)
- ☐ Create clean email template (free template: wit.fyi/emailtemplate)
- ☐ Increase open rate with better subjects (free template: wit.fyi/emailssubjects)
- ☐ Send a valuable email to your current customers a minimum of once per month

CONTENT CREATION

- ☐ Create a content calendar to help visualize your distributed content
- ☐ Create a minimum of 1 new page of content per month for your website
- ☐ Post regularly on Facebook (focus on platforms where your customers are)
- ☐ Film a minimum of 3 videos per month on social media (how-to tutorials, Q&A)
- ☐ Add captions to all your videos (you'll increase your views and brand reach)

GOOGLE MY BUSINESS + LOCAL SEO

- ☐ Sign up for free Google My Business listing (sign up here: google.com/business)
- ☐ Verify your local business listing
- ☐ Add custom photos and videos to your listing (no stock photos)
- ☐ Utilize the Questions and Answers section as an FAQ for prospective customers
- ☐ If you DO serve customers at your business HQ and target service areas: add your business address AND add targeted service areas in GMB listing
- ☐ If you DON'T serve customers at your business HQ: delete your business address (keep field empty) and add targeted service areas in GMB listing
- ☐ Utilize Google Posts for time-sensitive offers and events

PAID SOCIAL

- ☐ Verify your Facebook business page (a check mark by your business name)
- ☐ Upload your current customer list as a Custom Audience into Facebook
- ☐ Run a minimum of 2 ads/posts to your custom audience per month on Facebook
- ☐ Engage and interact with your followers quickly (respond to their comments)

PAY-PER-CLICK (PPC)

- ☐ Calculate your current CPL (cost-per-lead)
- ☐ Optimize all landing pages (clutter-free, clear call-to-action, engaging copy)
- ☐ Utilize all new Google Ad features (responsive search ads, Google Maps ads)

LOCAL SERVICE ADS (LSA)

- ☐ Sign up for Google Local Service Ads
- ☐ Optimize your Local Service Ads Business Profile
- ☐ Qualify Local Service Ads calls on a weekly basis
- ☐ Adjust your Local Service Ad bid strategy on a weekly basis

CALL TRACKING

- ☐ Record all phone calls (or get access to all recordings)
- ☐ Listen to recordings of your calls to determine quality of leads