

THE SEPTIC SERVICE MARKETING INSPECTION

THE ULTIMATE 35-POINT CHECKLIST TO GET YOUR INTERNET MARKETING RIGHT!

☒ WHAT YOU ARE DOING ☒ WHAT YOU NEED TO GET DONE

- ☐ **DO YOU HAVE A WEBSITE?**
 - ☐ Is your website MOBILE friendly? Check here: bit.ly/website-friendly
 - ☐ Is your website fast? Check here: bit.ly/check-page-speed
- ☐ **DO YOU KNOW HOW MANY PHONE CALLS YOU GET PER MONTH FROM YOUR WEBSITE?**
- ☐ **IS YOUR WEBSITE OPTIMIZED FOR CONVERSION? (VISITORS TO CALLERS)**
 - ☐ Do you have the phone number at the top of every page?
 - ☐ Are you using authentic images/video? Photos of the owner, trucks, office, team members etc.
 - ☐ Do you have a compelling Call To Action after every section?
- ☐ **IS YOUR WEBSITE PROPERLY OPTIMIZED FOR SEARCH?**
 - ☐ Do you have your main keyword in the Title Tag on each page of your website?
 - ☐ Do you have pages for each of your core services?
 - ☐ Do you have unique content on each of the pages of your website?
- ☐ **DOES YOUR WEBSITE RANK ON PAGE ONE WHEN CUSTOMERS TYPE "YOUR TOWN SEPTIC TANK PUMPING" OR "YOUR TOWN SEPTIC SERVICE", ETC?**
- ☐ **ARE YOU CONSISTENTLY CREATING NEW CONTENT, BLOGGING, AND CREATING NEW INBOUND LINKS BACK TO YOUR WEBSITE?**
- ☐ **HAVE YOU OPTIMIZED FOR GOOGLE MAPS?**
 - ☐ Have you claimed your Google Business Profile?
 - ☐ Have you completed your profile setup including photo uploads?
 - ☐ Are you listed on at least 70 of the top directory listings with consistent correct data?
 - ☐ Do you have more reviews than your competitors?
 - ☐ Do you have a proactive strategy for getting new online reviews every day?
- ☐ **ARE YOU TAKING ADVANTAGE OF PAID ADVERTISING OPPORTUNITIES?**
 - ☐ Do you have a Google Ads campaign using industry best practices?
 - ☐ Do you have a Facebook & Bing Ads campaign using industry best practices?
- ☐ **ARE YOU ACTIVE ON SOCIAL MEDIA TO ENCOURAGE WORD OF MOUTH?**
 - ☐ Do you have your business profiles setup on Facebook, Instagram, & LinkedIn?
 - ☐ How many likes do you have on Facebook?
 - ☐ Are you updating your social profiles on a daily basis?
- ☐ **ARE YOU LEVERAGING EMAIL + SMS SERVICE REMINDERS?**
 - ☐ Do you have an automated system in place using sms & email following up after quote requests?
 - ☐ Do you have a database with your customer email addresses?
 - ☐ Are you leveraging email to get online reviews & to draw customers into your social media profiles?
- ☐ **DO YOU HAVE THE PROPER TRACKING IN PLACE TO GAUGE YOUR RETURN ON INVESTMENT?**
 - ☐ Call Tracking
 - ☐ CRM
 - ☐ Google Analytics
 - ☐ Keyword Rank Tracking