

# THE ULTIMATE INTERNET MARKETING CHECKLIST FOR



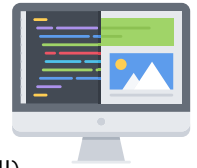
*HOW TO WIN ONLINE & MAXIMIZE YOUR  
SALES VIA THE INTERNET*



# THE ULTIMATE INTERNET MARKETING CHECKLIST FOR AWARD ASSOCIATES OF AMERICA

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

## Is your website optimized for conversion (visitor to buyer)?



- Do you have a LOCAL phone number in the top right corner on every page? (Click to call)
- Are you using authentic images / videos / photos of the owners, your shop, photo of your staff, 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?
- Are you collecting emails with an irresistible offer for an opt-in?
- Is your website mobile friendly with an easy click-to-call button?
- Is your "About Us" page, robust with personal information and your community involvement?

## 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. Award Shop in [Your Local City] | Your Company Name
- Do you have content (1000+ words) on your home page.
- Do you have pages for each of your core product categories?
- Is your "about us" page robust with the history of the firm, staff bios, etc.
- Do you have 100% unique content on every page of your website? (No template website content)
- Does your website come up for the most important keywords? e.g. "[your city] awards", "[your city] engraving", "[your city] personalized gifts" and other similar keywords?
- Are you consistently creating new original content? (blogs, articles, videos?)
- Is your website fast loading on desktop & mobile?

## Is your company optimized to rank on Google Maps?



- Have you claimed & verified your Google Business Listing? Do you have the login?
- Have you properly optimized your Google Business Listing? eg. correct category, business hours, services, payments, photos (inside, outside, customers, staff, etc)
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- Are you posting to your Google Business Listing weekly?
- Are you responding to questions?

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or go to <https://prosperousim.as.me/eddy>

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## Reputation Marketing

- How many online reviews do you have on Google? (Is it more than your top competitors?)
- Do you monitor reviews on all the top review sites? (Facebook.com, BBB.org, Yelp.com, Yellowpages.com, etc.)
- Is your rating at least 4.6? (or higher than the top competitors)
- Do you have a proactive strategy for getting new online reviews every week?
- Are you promoting your 5-star reviews on social media and your website?



## Are you active on Social Media?

- Do you have your business profiles set up on Facebook, LinkedIn, YouTube & Instagram?
- Are you posting consistently with a variety of different types of posts? (10-15 times a month)
- Are you engaging in local groups? (Chamber, networking groups, etc.)
- Does your profile headers have a call to action?



## Are you taking advantage of paid online marketing?

- Are you running local Google Ads?
- Consider running Bing Ads for more leads?
- Are you running retargeting ads to your unconverted leads?
- Are you running geo-fencing Ads?
- Are you running targeted Facebooks ads to your ideal prospect base? (Business owners, leagues, etc.)



## Are you leveraging email and SMS (text) marketing?

- Do you have a current database with your customers' email addresses and cell phones?
- Are you collecting emails from website visitors? (organic, paid)
- Are you sending out a monthly email newsletter?
- Are you leveraging email and text messages to get online reviews & to draw customers into your social media profiles?



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## Are you leveraging marketing automation?

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their consultation with you?
- Do you have an appointment calendar set-up on your website to automatically book appointments?
- Do you have automated emails and text messages to ask for reviews?
- Do you have an automated proofing process?



## Do you have the tracking in place to gauge your ROI?

- Do you have Google Analytics 4 (GA4) set-up properly to track conversions?
- Do you have a Keyword ranking tracker?
- Do you have dynamic call tracking installed on all of your marketing from each lead source? (Google Maps, Organic, PPC, Social Media, email, traditional marketing etc.)
- Dashboard showing cost per lead, total spend & projected ROI?



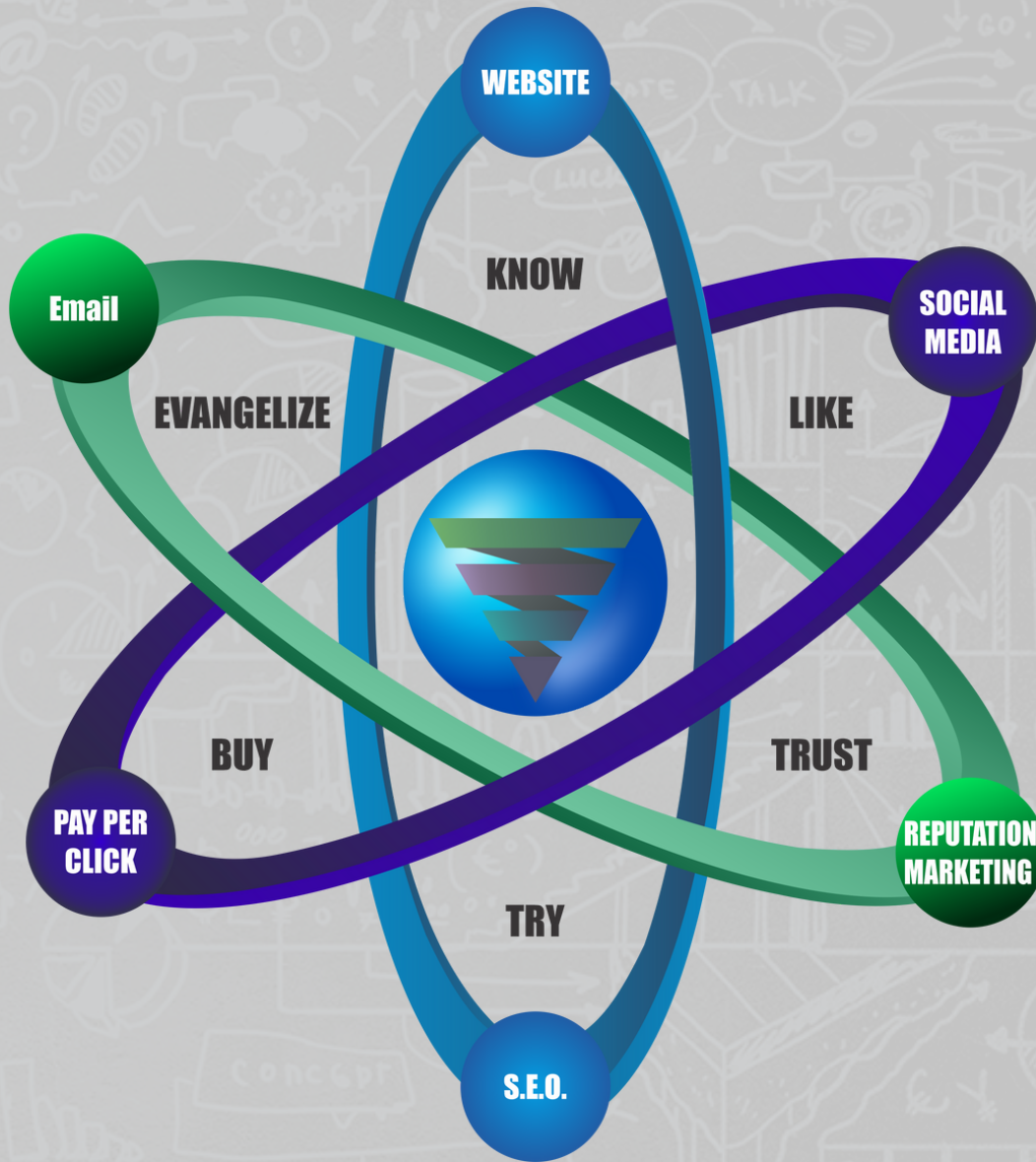
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# THE ONLINE DOMINATION METHOD™



*FOR MAXIMUM FLOW OF CALLS, LEADS & PROFITABILITY*



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