

Digital Marketing Cheat Sheet



The Foundations Checklist

DIGITAL MARKETING PREREQUISITES

These are foundational elements that must be developed prior to beginning any type of digital marketing initiative. Without these activities completed, the effectiveness of your marketing effort will be greatly limited.

Ideal Customer Profile - ICP

At the heart of any successful brand is a deep understanding of the individual for whom you are providing a solution. Defining the demographics and psychographics of your ideal customer will help you develop a marketing system that provides business results.

Unique Selling Proposition - USP

This is a concise and compelling definition of the value that only your business can provide to customers. This should be the primary message on your marketing and advertising, channels that inspires the prospect to convert into a revenue generating customer.

Logo and Brand Guidelines

In order to visually differentiate yourself from the competition and develop equity and trust with potential customers, you must have a consistently visual representation of your business that speaks to your unique values.

Competitive Research

Differentiating your business from the competition is a must if you're looking to fill your pipeline with a steady flow of profitable projects. Competitive research allows you to stand apart from the competition and land the projects that will grow your business.

SMART Business Goals

Without a clearly defined road-map of where you want to take your business, marketing efforts have no larger goals guiding strategy and tactics. Creating measurable goals around revenue, sales conversion, and leads will create a framework to design and manage a high-ROI marketing system.

An Optimized Website

In this digital age, a website should be your most powerful digital marketing tool; both attracting visitors and converting them into qualified leads.



Website and On-Page SEO

CONTENT OPTIMIZATIONS

Basic pages with Unique Selling Proposition and clear CTAs:

- Homepage
- About Us
- Contact Us
- Projects
- FAQ
- Testimonials

Complete info on contact page:

- Local business schema markup (schema.org/LocalBusiness)
- Include accurate hours, maps, and services areas

Unique pages for:

- Each major city within service area
- Each key remodeling service type

Strong Call To Actions:

- Phone number displayed in the header of the website.
- Each web page ends with a CTA
- Automated "Book a Meeting" widget

Showcase projects page:

- Display your best projects with stunning photography and detailed descriptions
- Include a strong CTA as these will be high converting webpages

Testimonials on every page

Business Profile Links

TECHNICAL OPTIMIZATIONS

Intuitive website architecture and navigation functionality

Mobile Friendly / Responsive

Secure HTTPS URLs

Proper HTTP redirects in place

Unique title tags for each page

Pages load within 3 seconds

Consistent header tag structure and usage

Short, optimized, human-readable URLs

One keyword-optimized H1 tag per webpage

Unique 160 characters meta description for each page

Google Analytics installed

Facebook Pixel installed



PPC and Off-page SEO

- Claim your Google My Business (GMB) Profile
- Add photos and to business description to your GMB
- Setup an automated customer review / reputation management system
- Increase domain authority with competitive back-linking
- Run a local Google Ad campaign offering a free consultation.
- Design a conversion-optimized landing page as a funnel for paid advertising campaigns.

- Consistent citations features the business name, address, and phone number on the following listing websites:

- servicemagic.com
- yellowpages.com
- bbb.org
- dexknows.com
- angieslist.com
- superpages.com
- manta.com
- local.yahoo.com
- thumbtack.com
- facebook.com
- mapsconnect.apple.com
- homeadvisor.com
- whitepages.com
- linkedin.com
- primebuyersreport.org

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