

The Ultimate Hardscape Contractor Marketing “Cheat Sheet”

Check off the things that you are doing and circle those that you are not.

Is your website optimized for conversion (visitors to callers)?

- Do you have your phone number in the top right corner on every page?
- Are you using authentic images and / or videos? Photos of the owner, trucks, projects, team, etc.
- Do you have a compelling Call-To-Action (CTA) visible on every page?

Is your website mobile-friendly AND mobile-responsive?

- Can visitors click-to-call on mobile?
- Does the website properly adjust to the size of the device it is being viewed on?

Does your website rank on page one when customers type or do a voice search looking for the services you provide?

- For example: “[your city] hardscape contractor”, “[your city] patio contractor”, “[your city] retaining wall” and other similar keywords?
- Is it properly optimized for search?
- Do you have your main keyword in the Title Tag on each of the pages of your website? E.G. [Your City] Hardscaping | Your Company Name
- Do you have pages for each of your core services?
- Do you have unique content on each of the pages of your website?

Are you consistently creating new content for your website to attract more inbound traffic and leads?

- Good content is a great way to attract both search engines and people to your website and position you as an authority

Have you optimized correctly for Google My Business & Local Listings?

- Do you know your login for Google My Business?
- Have you properly optimized your listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent and accurate)

Do you have a proactive strategy to generate a steady stream of new reviews?

- How many online reviews do you have?
- Do you have reviews on a variety of popular review sources?
- Do you actively market your reputation to stand out in the marketplace?
- Are you actively monitoring your online reputation and brand?

Are you taking advantage of paid online marketing opportunities?

- Are you running paid search campaigns on Google and other search engines?
- Are you strategically optimizing your paid search campaigns with compelling ads, landing pages, and conversion in mind?
- Are you running paid social ads on Facebook or other social platforms?
- Are you taking advantage of any other paid online marketing opportunities that might benefit your business?

Are you active on Social Media?

- Do you have your business profiles set up on Facebook, Instagram, Twitter, LinkedIn, YouTube?
- Are you consistently engaging with your audience?
- Do you regularly update your social profiles?

Are you leveraging email marketing?

- Do you have a database with your customer email addresses?
- Are you sending out a monthly email newsletter?

Do you have the proper tracking in place to gauge your ROI? (Don't invest a bunch of money if you can't track the results)

- Google Analytics
- Keyword Ranking Tracking
- Paid Advertising Tracking
- Call Tracking

To schedule your complimentary Lead Flow Acceleration Session call our office at 503-581-4554 or go to hardscapemarketer.com