

PLUMBING & HVAC ONLINE MARKETING CHEAT SHEET

THE PATH TO BECOMING A DIGITAL CONTRACTOR ALL STAR

Is your website built for success?

- Is your phone number clearly visible?
- Do you have the brands you service?
- Do you have a page dedicated for each of your core services?
- Is your website mobile optimized?
- Are you using personalized photography?
- Do you make it easy for visitors to leave reviews?
- Do you have your main keyword for each page as a "title tag"?
- Are you leveraging town specific landing pages?
- Is your website's sitemap submitted to the Google Search Console? Are you using Google analytics?

Have you verified your business with Google My Business?

- Is your Google My Business linked to your website?
- Have you listed your business category as "Plumber" or "HVAC Contractor"?
- Do you have your service area outlined?
- Do you have all of your services listed?

Do you have business social media channels?

- Is your branding consistent?
- Are you actively posting your work on Facebook, Instagram and Google My Business?
- Are your Facebook and Instagram linked back to your website?
- Do you have messenger on?

Do you have a reputation management system? How are you collecting reviews?

- Do you have a process/system in place to collect Google reviews?

Have you run an online directories & citation report?

- Are your directory listings accurate? Are you using Angi and Home Advisor?

Are you doing paid advertising?

- Google Ads? Facebook/Instagram?
- Do you have pixels installed?