



THE ULTIMATE  
DIGITAL MARKETING  
**CHECKLIST**

for  
Home Service  
Companies





As a leading web and digital marketing agency for home service companies, we've identified the key areas you should focus on to take your business to the next level. This checklist is designed to help make sure you have the elements in place for success.

## Responsive Web Design

- Is your website professionally designed and user-friendly?
- Do you clearly communicate your unique selling proposition (USP)?
- Does your website load quickly (less than 3 seconds)?
- Is your website 'responsive' and mobile-friendly?
- Do you have a clear call-to-action for visitors to take?
- Do you have lead conversion opportunities for top-of-the-funnel leads?
- Do you have separate pages for each of your main services?
- Do you have professional photography of your remodeling projects?
- Is your phone number immediately visible?
- Are there testimonials from past clients on your site?
- Do you list professional associations and community involvement?

*Did you know?*

- **94% of people cited poor design** as the reason they mistrusted or rejected a website
- 40 percent of consumers will leave a website that takes **more than 3 seconds** to load
- 8 in 10 customers will leave a website that doesn't display well **on their mobile device**

## Responsive Web Design, CONTINUED

- Do you have photos and bios of your team on your site?
  - Do you have an embedded Google map to your office?
  - Do you have links to your social media profiles throughout the site?
  - Do you have any video on your site (of you, your team, and/or clients)?
  - Is Google Analytics installed and do you regularly review your stats?
  - Do you have Facebook Pixel code installed?
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## Search Engine Optimization (SEO)

- Does your website rank on page one for your most important keywords?
- Do you have your main keyword in the title tags of your website?
- Do you have pages for each of your core services?
- Have you claimed and optimized your Google Business listing?
- Is your business name, address and phone (NAP) listed consistently across the web?

*Did you know?*

- Google is responsible for 94% of **total search traffic**
- 75% of people **never scroll past** the first page of Google

## Social Media Marketing

- Do you have business profiles on Facebook and Instagram?
- Do you post to social media at least 3-5 times per week?
- Are you actively increasing followers on social media?
- Do you monitor and respond to comments and messages on social media?

*Did you know?*

- Over 80% of people online today **use Facebook** (76% of adults use Facebook daily)
- Among Internet users, 38% of women and 28% of men have **Instagram accounts**

## Business Blogging

- Do you have a blog that is an integrated/seamless part of your website?
- Do you write and publish new content at least 1-2 times per month?
- Are your blog articles optimized for your main keywords?
- Do you have a clear call-to-action at the end of each article?
- Do you routinely share your blog posts on social media?

*Did you know?*

- Blogs have been rated as one of the **most trusted sources** of information online

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## Email Marketing & Automation

- Do you have lead capture elements on your website? (lead magnets, landing page, etc.)
- Do you have a list of leads that you continue to nurture through email 'drip' automation?
- Do you use a dedicated email newsletter or email automation tool? (like MailChimp, etc.)
- Are your emails optimized for reading on mobile devices?

*Did you know?*

- 75% of companies report that email offers "excellent" to "good" **return on investment (ROI)**

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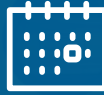
## PPC Advertising

- Do you have a monthly ad budget to spend on pay-per-click (PPC) advertising?
- Do you run Google Ads and Facebook/Instagram Ads to generate new leads?
- Do you have tracking installed on your website for phone calls and form conversions?
- Do you retarget people who have interacted with your website and your ads?

*Did you know?*

- 65% of people **click on Google Ads** when they are looking to buy a product or hire a service





What's next?

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## Schedule a Demo Call

If you're like most home service contractors we talk to, you want to understand what works, but you don't want to spend all your time dealing with marketing yourself. You just want to run your business!

You'd like to find a trusted marketing partner who is an expert in your industry and has a proven system to get you more remodeling leads and new projects—*now!*

We invite you to schedule a call where we'll learn more about your business, your goals, and show how our proven system can deliver a **consistent flow of new project leads every month.**

Simply go to:

[\*\*browncreative.com/contact-us\*\*](https://browncreative.com/contact-us)

Fill out the short form and our team will reply to schedule a demo call to learn more about your business and goals and see if we're a good fit.

No obligation. No high pressure sales. Just a value-packed conversation about your business and opportunities that we see to reach your goals.

We look forward to speaking with you!



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