

Online Marketng Checklist

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Is My Website Mobile-Friendly?

Smartphones have changed the world! Everyone has a Smartphone and are constantly using it to stay connected and look for information. The number of smart phones has passed the number of personal computers. In the USA, 94% of people with Smartphone's use it to search for local information. According to a Nielsen Company and Google, Inc. published mobile search report.

Why are people using mobile? Because of speed and convenience. That's what 81% of people surveyed said. Even when people are at home or work, 77% of people still search using their Smartphone.

Why is this important to you? Because 28% of mobile searches result in either a store visit, phone call, or a purchase. When people use mobile search to help make a decision they are;

- ↳ 51% More Likely To Make A Purchase
- ↳ 57% More Likely To Visit A Store
- ↳ 39% More Likely To Call A Business
- ↳ 30% More Likely To Visit A Retailer Website

This follow-up activity happens fast! 63% of mobile search follow-ups occur within one hour of the initial search. 84% occur within five hours.

Imagine what this would do for your business.

Here are at the top 5 Industries that benefit the most from mobile searches, based on the number of follow-up actions per mobile search.

1. Beauty, with 3.56 follow-up actions
2. Auto, with 2.52 follow-up actions
3. Travel, with 2.20 follow-up actions
4. Food, with 2.08 follow-up actions
5. Tech, with 2.07 follow-up actions

Therefore, if your website is not mobile friendly then you are missing out. Google will penalize your website in the search rankings if it is not mobile friendly. To ensure your success, they have created a free mobile-friendly test.

Does your website pass Google's Mobile Friendly Test?

- ↪ Visit <https://www.google.com/webmasters/tools/mobile-friendly/> to perform the test.
- ↪ If not mobile friendly, then follow the suggestions provided in the results.
- ↪ Ultimately you will need a Responsive Website. Ask your web developer to create a responsive website. If you are doing it yourself, there are hundreds of responsive design templates you can choose from for under \$100. Go to <http://themeforest.net>

Is My Website Indexed By The Big 3 Search Engines?

In order for your website to show up in search results, the search engines have to know it exists. Therefore, the website owner or developer should submit it for indexing.

Is your website submitted to the three major search engines?

- ↪ In each search engines search field type the following text, site:yourwebsitename, to determine if your website is indexed by the search engine.
- ↪ For example in the Google search field type, site:247onlinemarketing.com. If the search engine return results, then your website is indexed. If not, then you will need to submit your website to the search engine.

To submit your website to the search engines you have to visit their webmaster tool page.

- ↪ Google Webmaster Tool Page: <https://www.google.com/webmasters/tools>
- ↪ Bing & Yahoo Webmaster Tools: <http://www.bing.com/toolbox/submit-site-url>

Do I Have A Website Sitemap?

Sitemaps are a file where the web pages of your site are listed to tell the search engines about how your site is organized. This makes it easier for search engines to index and increase their coverage of your website.

Does your website pass the sitemap test?

↪ Visit <http://seositecheckup.com>

If you don't pass the test, then you can use seositecheckup.com to generate a sitemap to submit to the search engines. At the writing of this checklist the tool is free. Download the sitemap generated and submit it to the search engines.

↪ Google Webmaster Tool Page: <https://www.google.com/webmasters/tools>

↪ Bing & Yahoo Webmaster Tools: <http://www.bing.com/toolbox/webmaster>

In addition, it is suggested you also fix all errors found in the Common SEO Issues section as well. You can fix the errors in the other sections later.

Does My Website Meet SEO Website Design Best Practices?

A good website gets visitors to take the next step in the decision making process. Which is either to call, visit your location, or request more information that will help the consumer in the decision making process.

In order to make this happen, your website should have the following content pages.

Home Page

- ↪ Video (90 to 120 seconds): Studies have shown a 30% increase in conversions when a visitor can watch a video of someone from the business on the home page.
- ↪ Copy should include the benefit you provide.

Product / Service Page

- ↪ Warranty Information
- ↪ Price
- ↪ Brief description of the product or service
- ↪ Financing Options
- ↪ Discounts

About Us Page

- ↪ Talk about how the prospect will benefit from working with you

Contact Us Page

- ↪ Phone Number
- ↪ Contact Form
- ↪ Map to your business

Blog

How often are you posting valuable content to your blog? Google has said emphatically that they're going to give stronger credit to resources that are both current and relevant to the user. New content ages quickly, and very often newer info is far more useful to a person searching. With that in mind, there is a minimum amount of blog posts you should post each week.

- ↪ You should post content on your blog at least once per week.
- ↪ Each blog post should have 250 - 800 words.
- ↪ Include a video as well.

IMPORTANT: Every page should have a call to action. Something to get the visitor to contact you right away. Every page should have:

Phone number in the top-right hand side

Add a form below the phone number to get something helpful and cool.

- ↪ A how-to guide: How To Do [something cool] Without [something bad].
- ↪ Big Savings Discount
- ↪ Free Trial

Where Can I Perform A Website Speed Test To Ensure My Website Loads Quick Enough To Avoid Visitors From Abandoning My Page?

- ↪ 50% of Internet users expect a webpage to load under 2 seconds.
- ↪ 40% will abandon site within 3 seconds
- ↪ A 1-second delay in page response can reduce conversions by 7%.
- ↪ If an e-commerce site is making \$100,000 a day. A 1-second delay will cost you \$2.5 million per year.

Source from a survey done by Akamai and gomez.com

Where to Test

- Google Analytics, google.com/analytics
- Google's PageSpeed Insights; developers.google.com/speed/pagespeed/insights
-
- Web Page Test, webpagetest.org

What Is My Overall Web Presence?

Your web presence is nothing more than the depth of visibility of your business on the Internet. This also may be referred to as your Internet Presence or Online Reputation. When you have little or no presence on the Internet, meaning at best all you have is a website on the Internet, Your prospects will not be able to find you in a typical Internet search result. As your web presence increases, meaning your business information is listed and referenced in places other than your website. It becomes easier for you to get in front of your potential customers during a typical Internet search.

Use this free web presence scan tool, so you can know if you have a good foundational web presence.

<https://www.optimizelocation.com/partner/westonbaileyllc/diagnostic.html>

Need Additional Help

If you have any questions or find your website is not fast enough, not mobile friendly, doesn't have a sitemap, or indexed, or you have a lot of errors from the free web presence report tool. Would you like me to address your concerns?

I'm happy to address your questions or issues you observed while going through the checklist. I can even give you a custom marketing plan for your business. Identify more websites for your business to be listed, so you can increase your web presence, which will ultimately get you more leads, in-store visits and customers. Also, I can share with you what current or past customers are saying about your business on the Internet. Did you know you could respond to these online reviews? This way I can help you focus on the online marketing strategy that will give you the quickest result based on your marketing budget. There's no cost to this and there is no obligation of any kind.

I'm offering this free service because I am an online marketing consultant specializing in local marketing for businesses. There is a good possibility that your business could achieve more business by implementing this simple strategy as outlined in this checklist. So, if you find value in the help I give you, you might want me to help you implement this strategy for your business on the Internet.

With that said, please understand that I'm not offering a sales pitch in disguise. I promise not to pressure you or pester you in any way at all. In fact, if you feel like I've wasted even one second of your time... let me know and I'll immediately send you \$100.

Now wait a minute before we go any further, you need to know that I can't help everybody. I can only be of benefit to people that have businesses with physical locations in the United States, where buyer transactions occur at your place of business. For example, if you have a home business or a business that requires you to travel to your customer's location this offer is not for you. This offer is for you if you have an auto dealership business, dental practice, medical practice, accounting business where clients come to your location, retail store, restaurant, etc. You should also know, if you decided to have me help you move forward with your custom marketing plan, the investment is \$5,000 a month with no contracts.

If all this did for you, was increase your monthly revenue by 10% would it be worth it.

You now know everything. Nothing to hide, so here's what you do next...

Schedule a 30 minute marketing strategy session. Simply complete the form on our website, 247onlinemarketing.com/planning-session You'll see a form with a few questions about your business and what you are looking to accomplish. Once I have that information, I'll start the market research for you and we'll set up the time to go over it together.