Search Engine Optimization

Pay Per Click Advertising

Social Media Management

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Search Engine Optimization Checklist

◯ Is [Google Webmaster Tools](#) setup and configured?

◯ Is [Google Analytics](#) setup and linked to [Webmaster Tools](#)?

◯ Does your website have a 404 error page?

◯ Does your website have a robots.txt file?

◯ Does your website have a [sitemap](#) (and submitted to Google)?

◯ Are your web page titles unique and optimized?

◯ Are your header tags optimized for target keywords?

◯ Are your web page meta descriptions and keywords optimized?

◯ Are your image ALT tags unique and optimized for keywords?

◯ Are your [schema markup](#) tags configured properly?

◯ Are all the links on your page working (none dead or broken)?

◯ Is your website [mobile-ready](#) or built with responsive design?

◯ Have you conducted proper [keyword research](#) and optimized web page titles & tags?

◯ Have you implemented keywords in the content of your pages?

◯ Do all of your web pages have relevant and unique content?

- **Make sure your website is [mobile-friendly](#) or using responsive design**
- **Avoid keyword stuffing your content as it will cause negative SEO hits**
- **Avoid building backlinks from anything but reputable websites in your industry or online directories that will verify your information for search engines and visitors**

Pay Per Click Advertising Checklist

◯ Is Google Analytics connected with your AdWords account?

◯ Are all of your keywords housed in the correct ad group?

◯ Are you utilizing all the appropriate ad match types?

◯ Does your campaign include any duplicate keywords?

◯ Do negative keywords avoid irrelevant keyword search results?

◯ Are your ad headlines unique, relevant, and updated?

◯ Are you running mobile-specific ads with call-to-action setup?

◯ Is your default bid accurate and optimized for your ad budget?

◯ Is your daily budget optimized for your ad campaign needs?

◯ Are your campaign location targets configured and optimized?

◯ Does your ad campaign include extensions for your business?

◯ Is your landing page optimized for conversions from clicks?

◯ Is your landing page optimized for keywords from ad campaign?

- **Review negative keywords to avoid wasting money on irrelevant search results**
- **Review ad positions and manage ad spend bids to optimize cost per conversion**
- **Review performance of ads and consider A/B testing for optimized results**
- **Review click-through rates and consider eliminating ineffective campaigns**
- **Review sitelink performance and optimize landing pages for conversions**

Social Media Management Checklist

◯ Is your [Google+ business page](#) setup and information configured to match other websites that also list your details?

◯ Is your [Facebook business page](#) setup and information configured to match other websites that also list your details?

◯ Is your [Twitter account](#) following industry leaders, social influencers and potential customers in your community?

◯ Is your [Yelp business profile](#) information correct, providing all relevant information for your review page visitors?

◯ Are you monitoring what people are saying about your brand on social media websites and across the web?

◯ Are you monitoring the analytics from your social media presence and responding to comments, questions, and reviews?

◯ Are you monitoring your competition to see what they are presenting to their audience and promotions they are offering?

- **Update your Facebook company page status daily**
- **Find and "like" 5 new pages of customers or related to your business daily**
- **Post 2 interesting topics related to your business on Facebook each week**

- **Send at least 3 new tweets related to your business or industry daily**
- **Re-tweet 2 interesting tweets related to your business or industry daily**
- **Follow at least 10 new potential customers or related businesses each week**

If you are overwhelmed by having to manage *so much information* about your business across so many different platforms online, or you just need help **freeing up time** from these highly recommended tasks, feel free to contact us at **Marketing Depot Inc.** and have our experts take the wheel. We'll drive your business straight to the top of search page results and optimize your website and social media presence to deliver truly amazing results.

If you'd like to see some of what we've already done for other satisfied clients, please view: Our **Case Studies**

When your marketing plan isn't providing the results you were expecting, consult our paid search advertising experts to save yourself lots of time and money. Wasted ad spend eats through your company's profits and provides untargeted and ineffective leads which can do more harm than good. We have years of experience saving our clients' money by optimizing their online advertising campaigns to provide the highest quality leads and generate sales.

If your business is still waiting to develop an online presence, we can also create a custom website for you. We will handle purchasing the domain name, hosting services, email accounts, and content creation for all web pages. Our development process keeps search engine optimization in mind, ensuring your company website's success when both search engines and your target audience visit your page for information. Mobile websites are available upon request.

We also create and manage social media profiles for businesses on all of the major platforms now being used by companies who want to connect with their customers, receive feedback, and offer promotions that are targeted to followers who already want to receive their company's updates. If you'd like to automate your company's success online, contact us for a free consultation today!

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