



Get Your Online Marketing Right



Check What You Are Doing



Cross Out What You Are Not Doing

- Do you have a website?
- How many phone calls are you getting each month from your website?
- Is it properly optimized for search?
 - Do you have your main keyword in the title tag on each of the pages of your website?
 - eg. Your City Child Care | Your Company Name
 - Do you have pages for each of your core programs?
 - Do you have unique content on each of the pages of your website?
- Does your website rank on page one for your most important keywords like “your City Child care”, “your city Preschool”, your city Daycare”, etc?
- Is your website optimized for conversion (visitors to callers)?
 - Do you have the Phone Number in the top right corner on every page?
 - Are you using authentic images/video? Photo of the owner, photo of your center, staff, etc?
 - Do you have a compelling Call To Action on each page and blog post?
- Is your website MOBILE site friendly?
- Are you consistently creating new content, blogging, and creating new inbound links back to your website?
- Have you optimized correctly for the Google Map Listings?
 - What is your Google Login for Google Plus & Google Places?
 - Have you properly optimized your listing?
 - Are you on all the major online directory listings with the same company name, address & phone number?
 - How many online reviews do you have?
 - Do you have a proactive strategy for getting new online reviews every week?
- Are you active on Social Media?
 - Do you have your business profiles set up on Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram or YouTube?
 - How many likes do you have on Facebook?
 - Are you updating your social profiles on a daily basis?
- Are you leveraging eMail Marketing?
 - Do you have a database with your customer email addresses?
 - Are you sending out a monthly email newsletter?
 - Are you leveraging email to get online reviews & to draw customers into your social media profiles?
- Are you taking advantage of paid online marketing opportunities?
 - Do you have a Facebook Ad Campaign? Are you segmenting by your avatars?
 - Do you have an AdWords Campaign? Are you strategically targeting with specific adgroups, text ads & landing pages?
- Do you have the proper tracking in place to gauge your ROI?
 - Google Analytics
 - Keyword Ranking Tracking
 - Call Tracking
 - CRM with tracked lead sources
 - Google Webmaster Tools