Get More Enquiries For Your Construction Business With This 1-Page

MARKETING CHECKLIST

WEBSITE

- ☑ My website loads fast & is mobile ready. Test with https://pagespeed.web.dev/
- ☑ Our messaging is clear - We answer Who, What, Why, Where, How questions
- ☑ I have a clear keyword plan for each page to help my site rank better
- ☑ I'm using Google Analytics and Google Search Console to track traffic
- ☑ I'm using Yoast (or a similar tool) to get my basic SEO right
- ☑ It's easy to contact us and there is more than one way to reach us

CONTENT

- ☑ I have a clear content plan for this quarter
- ☑ My content is beneficial to my audience and not overly 'salesy'
- ☑ I'm producing one great piece of content per week
- ☑ I'm sharing that content on social media, video, email, ads and other platforms
- ☑ My content is original (Google doesn't like content libraries or ChatGPT copies)
- ☑ I'm creating 1 downloadable resource (PDF) every quarter

LEAD GEN

- ☑ I have a clear & simple lead generation strategy
- ☑ I have a strong lead magnet / opt-in / ebook offer
- ☑ I'm promoting that offer on social media, email, my website, ads, etc
- ☑ I've set up an automated email sequence for anyone who opts-in to the offer
- ☑ I have a discovery call sequence to nurture 'warm' leads
- ☑ I have a monthly email newsletter to nurture 'colder' leads over time

ONLINE ADS

- ☑ I have a clear campaign structure, from start to end
- ☑ I'm not spreading my budget too thin - rather start with 1 platform & 1 campaign
- ☑ I have great artwork to stop people from scrolling past my ad
- ☑ I have enticing copy with a simple offer that's not unnecessarily complicated
- ☑ I'm retargeting website visitors & people who engage with ads
- ☑ I've set up all conversion tracking and am measuring results

Build the BEST digital presence

Digital Marketing works for construction focused businesses when it's done **properly** and **consistently**. That is hard to do when you're running a busy company with many other arease to focus on. Book a discovery call with us to learn what partnering with an agency that **specialises** in online marketing for construction business could do for you.

Click to book a discovery call
Or go to www.bluesword.org

Blue Sword