

Home Service Digital Marketing Quick-Start Checklist

I. Online Foundation

Website

- Domain Name & Host (Set up and ready)
- Mobile-friendly design
- Homepage with clear call to action
- About Us page
- Services page
- Contact page with easy-to-find information
- Lead capture form
- Ability to update website content
- Privacy Policy
- Cookie Notice (if applicable)
- SSL Certificate (for security)
- Accessibility Policy/Statement

Google Business Profile

- Claimed and updated profile
- Accurate business information (Name, Address, Phone)
- High-quality photos of work
- Actively gathering customer reviews

Bing Places for Business

- Claimed and updated profile

II. Content & Engagement

Visual Storytelling

- "Before & After" photos on website/social media
- Videos showcasing expertise

Social Media

- Active on local Facebook Groups/Nextdoor (providing helpful advice)
- Using Instagram for visual content (Stories/Reels)
- Sharing customer testimonials

Content Creation

- Creating original content (blog posts, videos, etc.)
- Sharing valuable resources for the local community (guides, checklists)

III. Local Visibility

Local SEO

- Optimized Google Business Profile
- Using local keywords on website

Community Connection

- Engaging with local homeowner communities
- Hosting "Ask a Pro" Q&A sessions
- Considering a "Neighborhood Spotlight" blog series
- Exploring partnerships with local real estate agents