



DIGITAL MARKETING CHECKLIST

*Compliments of Capture Digital Marketing
www.CaptureDM.com*

10 Ways to Increase Your Local Presence

- ✓ **Make sure Google My Business is completely filled out and verified:** Include hours of operation, pictures, phone number (local phone number with area code), services, menus, etc.
- ✓ **Post regularly to Google My Business:** These posts are like mini-ads or social media posts. They show up when people search your business.
- ✓ **Address and phone number on your website must match Google:** Be congruent with what is on Google My Business. This will help you get listed in Google Maps. This includes little things like Ste. vs. Suite, or Rd. vs. Road.
- ✓ **Local directory profiles:** Complete profiles on directory listings, local organizations, chambers, associations, etc. If possible, always include a link back to your website.
- ✓ **Social Media:** Have postings that are engaging, local, and link back to your website. Include your physical location on all social media profiles.
- ✓ **Testimonials and Reviews:** Google, Facebook, Yelp, etc. Don't be afraid to ask for reviews in person or email. Send links that go directly to the Google or Facebook reviews pages. Be sure to respond to good and bad reviews.
- ✓ **Create relevant high quality and localized content** that provides a benefit to your potential clients. If you are unsure what is relevant, ask your clients and prospects.
- ✓ **Post a Google virtual tour of your physical location:** Adds credibility and will increase engagement.
- ✓ **Add Google Maps to your website:** A map of your location and a link to provide directions.
- ✓ **Video blogs:** You can do them in and around town (landmarks, popular places) or in your office. You can use your phone. Make it real. Answer the 10 most asked questions. Adds credibility and will increase engagement.

DIGITAL MARKETING NOTES
