

- Do you love your website?**
- Is it properly optimized for search?**
 - Is your main keyword in the title tag on each of the pages of your website?
 - Do you have pages for each of your Flooring services?
 - Do you have unique content on each page of your website?
 - Do you have a page for every city you service?
- Does your site rank on page one for the most searched keywords in the flooring industry?**
- Is your website optimized for conversion (Leads)?**
 - Do you have the phone number in the top right corner on every page?
 - Are you using authentic images / video? Photo of the team, photo of your office, photo of your showroom?
 - Do you have a compelling call to action after every block of text?
- Is your website mobile-friendly?**
- Are you consistently adding blog articles and new content to your website?**
- Have you verified & optimized your GMB (Google My Business) 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 day?
- Are you active on social media?**
- Are you leveraging email marketing for current or future clients?**
 - 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 capturing the visitors to your site and retargeting them with online Display ads?**
- Are you currently getting new leads/customers from paid search (Adwords, etc)?**
- Do you have the proper tracking in place to gauge your ROI?**
 - Google Analytics
 - Keyword Ranking Tracking
 - Call Tracking
 - CRM with tracked lead sources