



GET YOUR ONLINE MARKETING RIGHT



check what you're doing well



cross out the things you are not

- 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 trucks, photo of your office, photo of your team, etc?
 - Do you have a compelling Call-to-Action after every block of text?
- Is your website mobile-friendly?**
- Does it rank on page one when customers type "your city functional medicine", "functional medicine in your city", and other similar keywords?**
- Is it properly optimized for search?**
 - Do you have your main keyword for each page in the Title Tag, the H1, the image alt tag, the meta description, the alt text and the body content?
 - Do you have pages for each of your core services?
 - Do you have unique content on each page of your website?
- 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 My Business?
 - 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 day?
- Are you taking advantage of paid online marketing opportunities?**
 - Do you have an AdWords Campaign? Are you strategically targeting with specific AdGroups, text ads & landing pages?
 - Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
 - Are you taking advantage of Display ads on strategic health related sites?
- Are you active on Social Media?**
 - Do you have your business profiles setup on Facebook, Twitter, Google+, LinkedIn, YouTube?
 - How much engagement do you have on Facebook?
 - Are you updating your social profiles on a consistent basis?
- Are you leveraging eMail Marketing?**
 - Do you have a database with your customer email addresses?
 - Are you sending out a monthly e-newsletter?
 - Are you leveraging email to get online reviews & to draw customers into your social media profiles?
- Do you have the proper tracking in place to gauge your ROI? (Don't invest money if you can't track the results)**
 - Google Analytics
 - Keyword Ranking Tracking
 - Call Tracking

To schedule your Online Marketing Strategy Session call us at 719-659-0891 or go to
www.functionalmedmarketing.com/strategy-session