



# Online Marketing Checklist

**Take a moment and review some of the major opportunities your agency should be addressing.**

## **WEBSITE.**

What makes a great website is subjective, but does yours meet the following guidelines?

- Ensure your logo is on the left and links to your homepage.
- Make sure your agency contact details are easy to find!
- Content should be well organized, well written, include your agency's value proposition and include keywords in appropriate headers and images.
- Footer should include a copyright symbol, current year and agency name.
- Optimized for mobile users. Does your website utilize responsive design, or do you use a separate version for mobile? Check your site on mobile and make sure all displays properly.
- View your website across multiple browsers including Chrome, Internet Explorer, Safari and Firefox. Your agency's website won't always look or act the same across all browsers.
- Do you have Google Analytics set up for your website? Knowing your site traffic and visitors will help you understand and make informed marketing and website decisions.

## **SEARCH.**

How people find you matters. Worry less about keywords and backlinks and focus on the following:

- Perform a variety of search combinations on Google and Bing: your agency name, insurance in your local town or city, your personal name + insurance, business insurance. Where do you fall in the search results? If you are not at the top of page one on searches that matter to your agency, you are probably not going to be found.
- Using Google My Business, add or claim your free business listing on Google. Manage how your agency information appears across Google, including Search and Maps.
- Is your website connected to Google and Bing? Submitting your sitemap to Google Search Console and Bing Webmaster Tool allows the search engines to index your site, and lets you better control your website from the search engine's perspective.

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## ONLINE REVIEW SITES.

Potential clients and employees rely on review sites to make decisions!

- Claim your listing on customer review sites like Yelp, Angie's List, and Yellow Pages. Make sure your listing is accurate and complete and be sure to respond to any negative comments. People can be fairly understanding if they see a business trying to make good on any service misunderstandings, but how you respond to them matters a lot.

## SOCIAL MEDIA.

The social media channels you use, and how you spend your time should reflect your agency strategy.

- Consider beginning with 1-2 social media channels that you are comfortable with. You can always expand your social media activity later but setting up accounts that will go unmanaged is not recommended.
- Set up your business profile completely and in a way that is friendly to the eye, contains all your agency contact information including your phone and website.
- An engaging social media presence isn't just about how often you post. What you post should appeal to and speak the language of your target audience.
- Be respectful of social platform-appropriate content, posting memes to LinkedIn is not recommended!
- Set goals and benchmarks to see how you are doing. One of the best measures of success that is easy to track is your number of followers.
- Cross-pollinate between your agency and personal profiles. Encourage your staff to do the same.
- Don't discount the power of LinkedIn for lead generation, especially B2B. Lead generation statistics show it outperforms all other networks, which makes sense, when you compare LinkedIn to other social networks which have a more familial element to them.