



**Advanced Digital Automotive**  
**GROUP**

*Putting You in Control of Your Online Presence*

**THE ULTIMATE INTERNET MARKETING CHECKLIST FOR**

# **AUTO REPAIR & SERVICE BUSINESSES**

**HOW TO WIN ONLINE & MAXIMIZE  
YOUR LEAD FLOW VIA THE INTERNET**

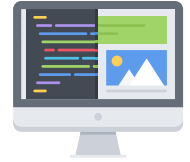


**Advanced Digital Media**  
**SERVICES**

# THE ULTIMATE INTERNET MARKETING CHECKLIST FOR AUTO REPAIR & AUTO SERVICE BUSINESS OWNERS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

## Is your website optimized for conversion (visitor to caller)?



- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, your trucks, photo of your team, etc?
- Do you have a compelling Call to Action after every block of text?
- Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?

## Is your website optimized for search engine rankings?



- Do you have your main keyword in the Title Tag on every page of your website? e.g. City auto repair or City auto body repair etc.| Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have pages for the brands that you service/install?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your City auto repair", "your City auto body repair", "your City window tinting" and other similar keywords for your specific auto services business?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?

## Is your shop optimized to rank on Google Maps?



- Have you claimed & verified your Google My Business listing? Do you have the login?
- Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?

Schedule your **FREE**, Internet Marketing Strategy today.  
Call (877) 237-6969 or go to [autorepairseo.com/schedule](http://autorepairseo.com/schedule).



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# THE ULTIMATE INTERNET MARKETING CHECKLIST FOR AUTO REPAIR SHOP BUSINESS OWNERS

HOW TO WIN ONLINE & MAXIMIZE YOUR LEAD FLOW VIA THE INTERNET

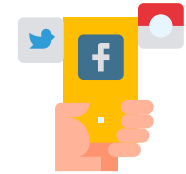
## Are you taking advantage of paid online marketing?

- Are you running Google Local Service Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads?
- Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebook ads to your ideal prospect base?
- Do you have a premium ad on Angie's List, Yelp, CitySearch, YP.com?
- Are you buying pay-per-lead services - Home Advisor, eLocal, Thumbtack, etc.?



## Are you active on Social Media?

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?



## Are you leveraging email & marketing automation?

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their service call or estimate?
- Do you have a database with your customers' 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?



## Do you have the tracking in place to gauge your ROI?

- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM/dispatch system to track leads to the source & revenue (ServiceTitan)



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# THE ONLINE DOMINANCE METHOD™

FOR MAXIMUM FLOW OF CALLS, LEADS & PROFITABILITY  
in your auto repair shop or auto services business



Get a **FREE, NO COST, NO OBLIGATION** thorough analysis of your shops current digital presence by calling (877) 237-6969 or go to [autorepairseo.com/schedule](http://autorepairseo.com/schedule) to book your Internet Marketing Strategy Session.



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