

Marketing Checklist



SEO Essentials

- Optimize Google Business Profile with photos and correct NAP (Name, Address, Phone).
- Target local keywords (e.g., 'pest control near me', 'exterminator [city]').
- Create separate landing pages for each service area.
- Ensure a mobile-friendly, fast-loading website (under 3 seconds).
- Use internal links between service pages and blog content.
- Build local backlinks (chambers of commerce, directories).



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Advertising Strategy

- Run Google Ads for high-intent searches like 'pest control near me'.
- Use call and location extensions to increase ad visibility.
- Set up negative keywords to avoid wasted ad spend (e.g., 'DIY pest control').
- Retarget website visitors with Google Display and Facebook ads.
- Use Facebook Lead Ads to collect contact info instantly.



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* **Lead Nurturing**

- Send an instant thank-you text/email after lead submission.
- Follow up in 24 hours with a limited-time offer (\$50 off first service).
- Use automation tools like GoHighLevel or Mailchimp for follow-ups.
- Send a testimonial/case study email after 3 days to build trust.
- Make a final follow-up call if there is no response after 5 days.



Marketing Checklist

* Reputation Management

- Ask happy customers for Google reviews immediately after service.
- Use a review request SMS with a direct link to your Google profile.
- Feature best reviews on your website, ads, and social media.
- Respond to all reviews (positive and negative) within 24 hours.
- Offer a small discount for customers who leave a video testimonial.



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Website Optimization

- Ensure a clear 'Call Now' or 'Get a Free Quote' button in the header.
- Use real customer testimonials and before/after images.
- Include an FAQ section to handle common objections.
- Enable live chat for instant engagement.
- Track conversions using Google Analytics and Facebook Pixel.

