

LAIRE



CONSTRUCTION MARKETING CHECKLIST

Are you reaching the right prospects?



DO YOU HAVE A MARKETING PLAN FOR YOUR CONSTRUCTION BUSINESS?

As a builder, you know tools are great, but you need to have a plan in place before you use them.

To make a plan for marketing your construction business, you need to understand your clients. What are their pain points? What are your solutions? How do your clients find you? What channels are you using to market your business? These answers will determine what tools you need to utilize.

REVIEW YOUR BUSINESS

What are your remarkables?

- ☐ What makes your company stand out?
- ☐ Are you showing how you're different from your competition?

REVIEW YOUR WEBSITE

What do your visitors see?

- ☐ Is your website usable on all devices, aka mobile friendly?
- ☐ Do you have compelling images and videos showing proof of your work and portfolio?
- ☐ Do you have a before and after gallery?
- ☐ Do you show photos of your team?
- ☐ Do you share client reviews?
- ☐ Are associations, organizations or certifications listed on your site?

REVIEW YOUR SEO

Is your website set up so search engines (and potential clients) can find you?

- ☐ Are you using full page titles with keywords?
- ☐ Do you have meta descriptions set for each page?
- ☐ Are you using keyword-rich headlines on every website page?
- ☐ Do all of your images have keywords in their alt-text?

REVIEW YOUR CONTENT

What are you offering that's helpful to your visitors?

- ☐ Do you have conversion points throughout your site?
- ☐ Do you have a blog?
- ☐ Do you explain your process on your website?
- ☐ Are you using video?
- ☐ Do you have case studies of recent builds?

Do you have a content strategy?

- ☐ Have you identified the keywords your ideal clients are using to find your services?
- ☐ What keywords present the best opportunity for you to rank?
- ☐ Does your content answer the questions you hear the most?

REVIEW YOUR SOCIAL MEDIA

Are you active/represented on social media?

- ☐ Do you have a presence on Facebook, LinkedIn, Twitter, etc?
- ☐ Are you asking for Facebook reviews for social proof?
- ☐ Are you showing proof of your work and portfolio examples on social media directing people to your website?

REVIEW YOUR OTHER ONLINE PROFILES

Is your business found in online directories?

- ☐ Is your business listing claimed on Google?
- ☐ Are you listed on homeowner resource directories such as Houzz, Angie's List, Thumbtack, Porch, Spruce, etc.?
- ☐ Are you listed on vendors' websites as a recommended partner?



Want a little more than a self-guided checklist? Contact us and we'll assess your digital presence and offer recommendations — no obligation.

FREE 20-MIN MARKETING ASSESSMENT



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