



## Digital Marketing Checklist for Energy Service Companies: 10 Essentials to Online Marketing Success!

**1. Do you have an **Online Marketing Strategy**?** Identifying your company marketing goals, target market, ideal customer, marketing calendar, budget and much more.

**2. Is your **Website Properly Optimized** for search?**

- Have you performed your keyword research?
- Do you have your main keyword in the title tag on each of the pages of your website?  
ie. key word(s) | Your Company Name
- Do you have pages for each of your core services? Meta tag descriptions?  
With the appropriate header tag?
- Do you have unique content using keywords on each of the pages of your website?
- Are you helping Google understand your true service area?

**3. Does your **Website Rank** on page one for your most important keywords?**

**4. Is your **Website Optimized For Sales Conversion** (visitors or callers)?**

- Do you have the phone number in the top right corner on every page? A contact form?
- Do you have compelling call-to-actions on every page?
- Are your page headlines compelling?
- Are you using authentic images / video? Photo of the owner, photo of your work, photo of your team, happy clients?

**5. Is your website a **MOBILE Friendly**?** Tip—Google prefers mobile-friendly sites

**6. Are you consistently creating **New Digital Content**, sharing on your website (blog), social media, email newsletter, paid marketing (EnergyNow) and creating new inbound links back to your website?**

- Company Videos Case Studies
- Case Studies
- Product & Service Announcements
- Event Attendance & Promotions
- Recruitment Posts
- Featured Articles

**7. Are you on all the major online directory listings with the same company name, address & phone number? Contact form? Ability to leave a review?**



**Have you optimized Google Business Listing correctly?**

- Have you claimed your business listing? Is it properly categorized?
- Does your listing include relevant keywords in your business name and description?
- Are your photos of high quality? (pictures of products and services, awards etc.).
- Is your information accurate? updated regularly?
- Can customers leave a review? Are comments provided in a timely manner?(both good and bad reviews)
- Do you have a proactive strategy for getting new online reviews every day?

**Are you active on Social Media?**

- Do you have your business profiles setup on Facebook, Twitter, Google, LinkedIn, YouTube?  
Are the buttons on your website?
- Do you monitor your sites on a daily basis? Is someone in-charge of responding to comments/likes/shares?
- Are you updating your social profiles on a daily basis? Are you posting regularly?daily?weekly?

**Are you leveraging eMail Marketing**

- Do you know your customer persona?
- Do you have a database with your customer email addresses? Top 100 list?
- Are you sending out monthly email newsletters? Are you leveraging email to get online reviews & to draw customers into your social media profiles?
- Are you tracking open/click through/unsubscribe rates?

**Are you taking advantage of Paid Online Advertising opportunities?**

- Do you have a LinkedIn Campaign manager account? Are you strategically targeting specific demographics? contacts? companies?
- Are you listed in the Energy Service Directories? (COSSD, Riggertalk, Don's Directory)
- Are you taking advantage of publishing company content? (EnergyNow, Hart Energy, JWN, BOE Report)

**Do you have the proper tracking in place to gauge your Marketing Metrics & ROI?**

- Google Analytics
- Call Tracking
- CRM with tracked lead source
- Google Search console

For more information, please contact [dan.king@bigimpact.marketing](mailto:dan.king@bigimpact.marketing) or visit us at [bigimpact.marketing](http://bigimpact.marketing)