

The Ultimate Boat Dealer Internet Marketing Checklist

All the things you should be doing to help grow your online presence as a boat dealer and get more business.

Check off all the things you are doing and circle the things you are not.

- Is your website optimized for conversion (visitors to customers)?
 - Do you have the phone number in the top right corner on every page?
 - Are you using authentic images & video? Photo of the team, your location, and the boats you carry?
 - Do you have a compelling call-to-action after every block of text?
 - Do you have a contact page on your website where visitors can fill out a form?
- Is your website mobile friendly and responsive?
- Does your website rank well in search engines when customers type “your city boat dealer”, “your city boats for sale”, “boats for sale near me” and other similar keywords?
- Is it properly optimized for search?
 - Do you have your main keyword in the title tag on each of the pages of your website? For example: Your City Boat Dealer | Your Company Name
 - Do you have pages for each of the boat models you carry?
 - Do you have pages for the brands that you carry?
 - Do you have unique content on each of the pages of your website?
 - Do you have a page that lists all the services that your dealership offers?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?
- Have you optimized correctly for Google Maps?
 - What is your google login for Google My Business?
 - Are you on all the major online directory listings with the same company name, address & phone number?
 - How many online reviews do you have?
 - Do you have a proactive strategy for getting new online reviews every day?
- Are you taking advantage of paid online marketing opportunities?
 - Do you have a Google Ads campaign?
 - Do you have a premium ad on Boat Trader, Yelp, CitySearch, YP.com?
 - Are you taking advantage of paid social advertising – Facebook & Instagram?
- Are you active on social media?
 - Do you have your business profiles setup on Facebook, Twitter, YouTube and/or Instagram?
 - Are you updating your social profiles daily?
- Are you leveraging email marketing?
 - 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 proper tracking in place to gauge your ROI? (Don’t invest a lot of money if you can’t track the results)
 - Google Analytics
 - Keyword Ranking Tracking
 - Call Tracking
 - Goal Tracking