



## 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, turning visitors into customers?**
  - Do you have the phone number in the top right corner on every page?
  - Are you using authentic images and video? Photos of your sales team, your location, and the boats you carry?
  - Do you have compelling calls-to-action listed on your website?
  - 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 page on your website?
  - Do you have a page that lists all the services that your dealership offers? Think service, detailing, etc.
- Are you consistently creating new content, blogging, and creating new inbound links back to your website?**
- Have you optimized correctly for Google Maps?**
  - What or where is your Google login for Google My Business?
  - Are you on all the major online directory listings with the same company name, address, and phone number?
  - How many online reviews do you have?
  - Do you have a proactive strategy for getting new online reviews ?
- Are you taking advantage of paid online marketing opportunities?**
  - Do you have any Google Ads campaign?
  - Are you running ads with Boat Trader?
  - Are you taking advantage of paid social advertising on Facebook and 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 or weekly?
- 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 and 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
  - Call Tracking
  - Goal Tracking