

Wondering if you are taking full advantage of your online presence? The web has a lot to offer boat dealerships and if you're not sure where you stand, our checklist will help.

Check off all the things you are doing below. For any box unchecked, feel free to give us a call and we can help.

## Your Website

- Do you have a website?
- Is your website responsive (mobile-friendly)?
- Does your website showcase your inventory?
- Do you list boat shows on your website?
- Is there a clear call-to-action throughout?
- Can users easily find your phone number and address?
- Can users easily fill out a contact form?
- Do you have updated photos of your location and inventory?
- Can users easily sign up for your email newsletter?

## Online Advertising

- Do you have a Google Ads account?
- Are you running pay-per-click (PPC) campaigns in Google or Microsoft Ads?
- Are you running retargeting campaigns?
- Do you have readily available videos for YouTube Advertising?
- If you are running ads, do you know what your average conversion rate is?
- Do you know what your cost-per-conversion is?
- Do you have a Microsoft Ads account?
- Is a certified Google Partner managing your accounts?

## Social Media

- Do you have a Facebook?
- Do you have an Instagram?
- Are you promoting your boat shows on social media?
- Are your Facebook Page buttons aligned with your goals?
- Are you showcasing your manufacturer deals and promotions?
- Are you running any Facebook campaigns?
- Are you responding to messages, comments, and questions?

## Content Marketing

- Are you adding content to your website regularly?
- Does your website have a blog?
- Does your website publish all your news and press releases?

## SEO

- Does your website show up on the first page of Google for your brand?
- Does your website show up on the first page of Google for the boat brands you carry?
- What percentage of your website's traffic is from organic search?
- Do you have landing pages on your website for each of your locations?

## Local SEO

- Have you claimed your Google My Business listing?
- Have you claimed your Bing Places for Business listing?
- Do you know what NAP means? (Name, address, phone number)
- Are you listed on prominent web directories?
- Does your Google My Business listing have any reviews?

## Email Marketing

- Are you using an email marketing software?
  - If so, is there an easy way for users to sign up through your website?
- Do you have a list of your customers, including their email addresses?
- Do you collect customer information at boat shows?
- Do you send e-newsletters to your customers?

## Reporting & Analytics

- Is Google Analytics installed on your website?
- Is call tracking installed on your website?
- Do you monitor your website's traffic each month, quarter, or year?
- Are you tracking web form submissions?