

The Ultimate Internet Marketing Checklist For Med Spas

How to Win Online & Become
The Go-To Resource For Med Spas In Your Area

MedSpa**PORTAL**



How to Win Online & Become The Go-To Resource For Med Spas In Your Area

^ Is your website optimized for conversion (visitor to caller)?

- Do you have the phone number in the top right corner on every page?
- Are you using authentic images / videos / photos of the owner, photo of your team, etc?
- Do you have a compelling Call to Action after every block of text?
- Are you giving customers the option to engage via chat or 2-way text?
- Is your website mobile friendly with an easy click-to-call button?
- Is your website fast loading on desktop & mobile?



^ Is your website optimized for search engine rankings?

- Do you have your main keyword in the Title Tag on every page of your website?
e.g. Med Spa | Your Company Name
- Do you have pages for each of your core services?
- Do you have pages for each of the sub-cities that you service?
- Do you have unique content on every page of your website?
- Does your website come up for the most important keywords? e.g. "your city Med Spa", "your city dermaplaning", "your city spider veins removal" and other similar keywords?
- Are you consistently creating new content, blogging and creating new inbound links back to your website?



^ Is your company optimized to rank on Google Maps?

- Have you claimed & verified your Google My Business listing? Do you have the login?
- Have you properly optimized your Google My Business listing?
- Are you on all the major online directory listings with the same company name, address & phone number? (consistent NAP)
- Do you have unique content on every page of your website?
- How many online reviews do you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you posting to Google My Business weekly & responding to questions?



To schedule your Internet Marketing Strategy Session call our office at 312-281-6508 or go to www.medspamarketingportal.com/recommendation-session

How to Win Online & Become The Go-To Resource For Med Spas In Your Area

^ Are you taking advantage of paid online marketing?

- Are you running Google Local Service Ads with a maxed out budget?
- Are you running retargeting ads to your unconverted leads?
- Are you running Google Ads?
- Are you strategically targeting with specific ad groups, text ads & landing pages?
- Do you have conversion tracking in place to track leads back to the ad group/keyword?
- Are you running targeted Facebooks ads to your ideal prospect base?



^ Are you active on Social Media?

- Do you have your business profiles set up on Facebook, Twitter, LinkedIn, YouTube & Instagram?
- Are you getting engagement on Facebook?
- Are you updating your social profiles on a consistent basis?



^ Are you leveraging email & marketing automation?

- Are you following up with your leads within 5 minutes or less via phone, SMS & email?
- Do you have conversion campaigns in place that follow up with unconverted leads 5-7 times via Phone, SMS & email until they book their service?
- 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 tracking in place to gauge your ROI?

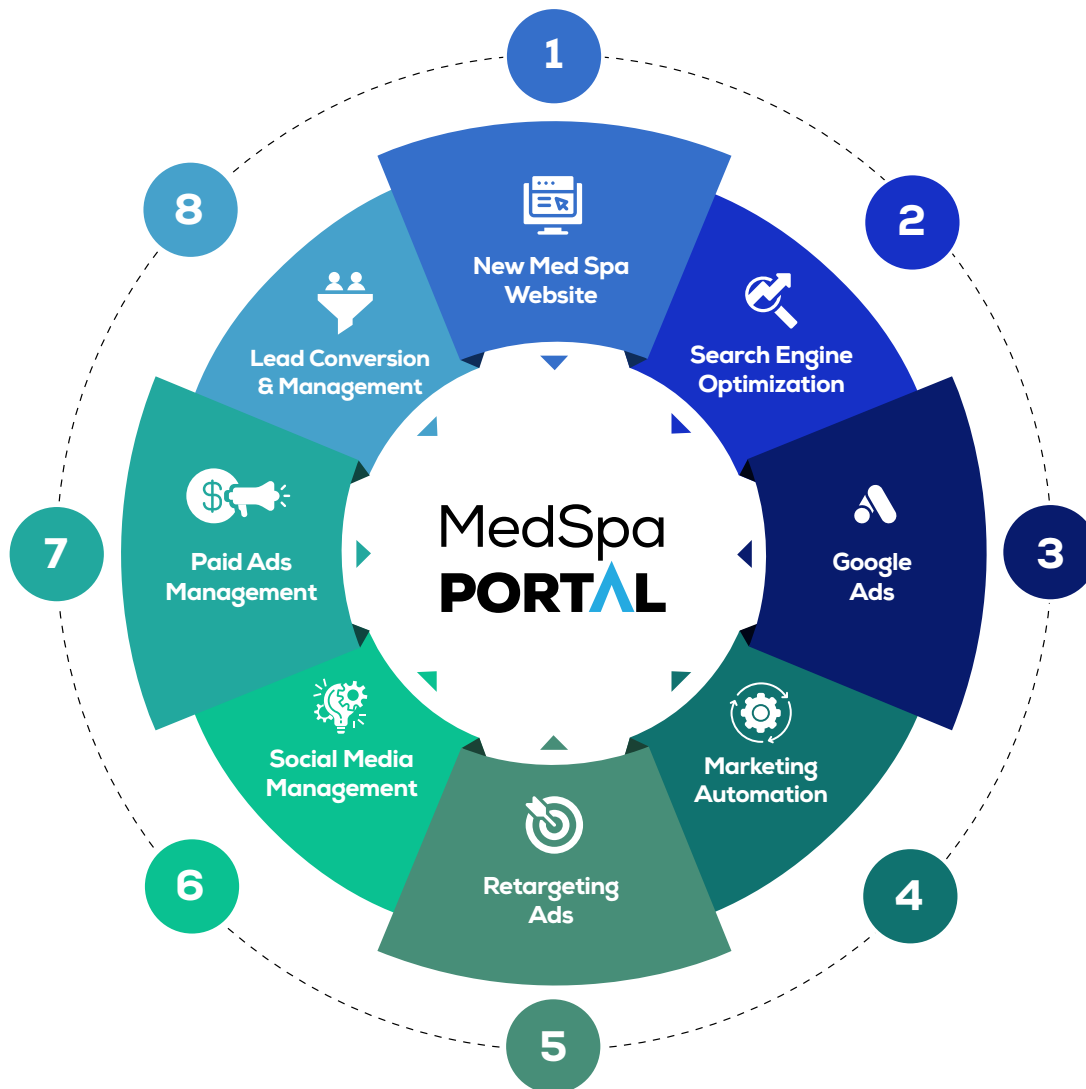
- Google Analytics
- Keyword ranking tracking
- Call tracking
- Dashboard showing cost per lead, total spend & projected ROI
- CRM system to track leads to the source & revenue



To schedule your Internet Marketing Strategy Session call our office at 312-281-6508 or go to www.medspamarketingportal.com/recommendation-session

Digital Dominance Med Spa Marketing Method

To maximize calls, leads and profitability for your Med Spa.



- | | |
|-------------------------------|---------------------------------|
| 1) New Med Spa Website | 5) Retargeting Ads |
| 2) Search Engine Optimization | 6) Social Media Management |
| 3) Google Ads | 7) Paid Ads Management |
| 4) Marketing Automation | 8) Lead Conversion & Management |

If you'd like to talk with us about how we can help you get your Internet Marketing right & maximize your leadflow online, call our office at **312-654-4611** or go to www.medspamarketingportal.com/recommendation-session