



# The Contractor's Digital Lead Flow Checklist

An itemized list of must-haves  
for maximum lead flow.



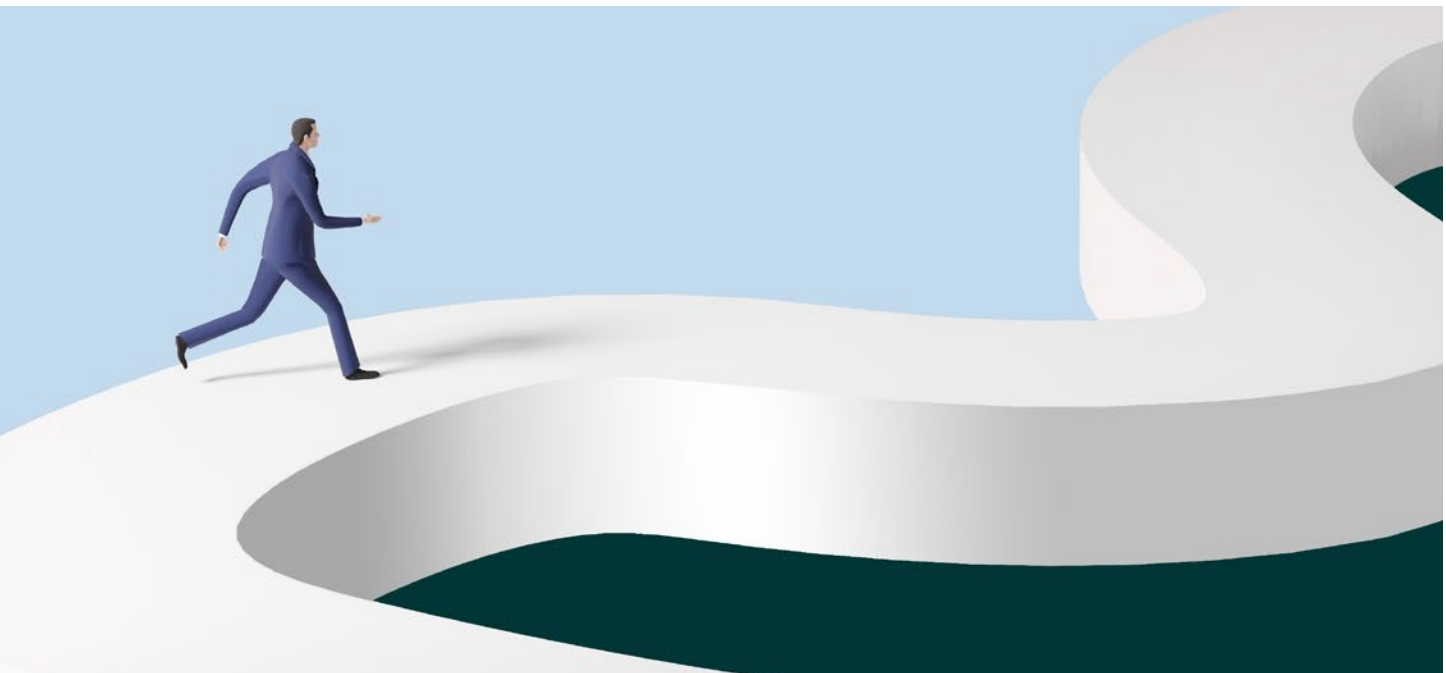
## Before you dive in...

Digital marketing is the most effective way for contractors like you to build the lead flow needed for rapid growth.

But with so many marketing strategies and tactics available, it's hard to know where to start, let alone where to focus your efforts.

Use this Digital Lead Flow Checklist to audit your current marketing efforts and determine where you're falling short.

As always, if you want our team's help getting your lead flow under control, [get in touch with us here.](#)



**Let's go!**

**Ready to own your market?**

Book a demo to have our team conduct a free PPC+SEO audit and uncover hidden growth opportunities inside your business.

**Book A Demo**



# Attract

## Is your website optimized for search engines?

- Are your web pages focused around keywords relevant to your business?
- Are your page titles and descriptions optimized for those keywords?
- Do you have a dedicated web page for each of your services?
- Do you have a dedicated web page for each major location you serve?
- Are your web pages filled with unique, non-spammy content?
- Do you have a blog that gets updated frequently?
- Is it easy for visitors to get the information they need within 1-2 clicks?
- Is it easy for visitors to request more information?
- Is your website mobile friendly?
- Is your website fast-loading?
- Does your business show up in the top results for important search terms?

## Is your business optimized to rank on Google Maps?

- Have you claimed and verified your Google Business listing?
- Have you completed your profile utilizing all or as many of the Google Business features as possible?
- Is your business information (Name, Address, Phone Number) consistent and formatted the same way across all online listings?
- Are you collecting Google Reviews from happy customers consistently?
- Are you replying to new Google Reviews as they come in?
- Are you posting fresh content to your Google Business profile at least monthly?

## Are you investing money into Ads?

- Are you running Google Local Service Ads?
- Are you running Google Pay Per Click ads?
- Are you running Google Display ads, especially for remarketing?
- Are you running Facebook and Instagram ads?
- Are you testing other platforms like YouTube, LinkedIn and TikTok?
- Are you leveraging lead aggregators like Angi, Thumbtack, Yelp, Nextdoor, etc?

## Are you leveraging the power of compelling offers?

- Do you have an offer that helps you stand out from the competition?
- Are you leveraging seasonality in your messaging and promotions?
- Are you using direct-response marketing best-practices in your ad copy?
- Are you leveraging urgency and scarcity to get prospects off the fence?
- Are you changing up your offers when they go stale?
- Are you leveraging different offers in your lead nurturing sequences?
- Do you offer flexible financing and payment plans?



# Capture



## Are you leveraging multiple conversion mechanisms to capture leads?

- Phone calls
- Form submissions
- Sticky bars
- Exit-intent Pop-ups
- Website chat and SMS capture
- Facebook Messenger and Instagram DM
- Off-site lead forms

## Are you handling leads effectively?

- Are you answering the phone within 3 rings?
- Are you getting back to new form submissions in less than 5 minutes?
- Are you attempting to call a lead at least 3 times within 60 minutes on day 1? (ie: Bulldog calling).
- Are you following up with leads a minimum of 7 times?
- Are you leveraging phone, SMS and email to get in touch with leads?
- Are you leveraging automated sequences to facilitate your speed-to-lead and lead nurturing process?
- Are your phone handlers trained to address objections and book appointments?
- Are you tagging cold leads for follow-up later?

# Measure



## Are you tracking and measuring ROI?

- Do you have Google Analytics installed on your website and landing pages?
- Are you tracking calls and attributing them back to your marketing campaigns?
- Are you leveraging UTM codes to track which keywords and ads drive quality leads?
- Are you recording calls to monitor lead quality and see if/where reps are falling short?
- Do your new leads get brought into your CRM automatically?
- Are you able to attribute revenue from closed deals back to specific leads inside your CRM?
- Do you know exactly what your return on ad spend is?
- Do you know with confidence what your cost per lead, cost to acquire a customer, and cost of marketing is?
- Can you forecast your ROI based on your marketing spend?
- Do you have all of this information in an easy-to-understand dashboard updated frequently?

# Maximize

## Are you testing enough?

- Are you testing different ad copy?
- Are you testing different offers?
- Are you testing different creatives?
- Are you testing different Calls to Action?
- Are you testing different targeting, campaign structure, and bidding strategies?
- Are you sending traffic to landing pages that you can run experiments on?
- Are you testing different follow-up sequences to improve your contact and closing rates?

## Are you leveraging your customer base to grow faster?

- Are you collecting Google reviews after every job?
- Are you collecting photos and video testimonials of happy customers?
- Are you leveraging those photos and videos on social media?
- Are you adding that social proof to your website and landing pages?
- Do you have a compelling referral program in place to incentivize homeowners to send you new business?
- Are you sending out monthly newsletters to stay top of mind?
- Are you attempting to re-activate old leads in your database periodically?

## Are you exploring opportunities to scale your lead flow?

- Are you investing as much as possible into ads within your KPIs?
- Is your SEO as strong as it can be given the circumstances?
- Can you expand the areas you serve?
- Can you offer other services?
- Are you leveraging TV, Radio and Direct Mail alongside your digital efforts?
- Are you canvassing neighborhoods you're currently completing work in?

WEBRUNNER MEDIA

# Grow Your Contracting Business With Webrunner in 4 Easy Steps:

## Step 1: Demo

Learn how our system works and see if it's right for you.

## Step 2: Build

Meet your dedicated team and get started!

## Step 3: Launch

Your ads & landing pages start generating qualified leads.

## Step 4: Scale

We test & optimize so you can grow & achieve revenue goals.

[Book A Demo](#)



Or Visit:

[webrunnermedia.com/demo](https://webrunnermedia.com/demo)

“

“The Webrunner team has produced results that no other company has been able to achieve. We've spent literally hundreds of thousands of dollars with other companies for nice graphs and zero results before finding Webrunner. Can't recommend them enough!”

**Josh Martin | Owner - Great Roofing**

“

“Hate to give away our secret sauce but Webrunner has already created 93 inbound calls and form fills and it hasn't been two months. Better than buying a lead 5 times. These are branded inbound calls!”

**Daniel Young | Owner - Kingdom Roofing Systems**