

# THE MUST HAVE MARKETING CHECKLIST FOR SIGN SHOPS!

Win the Web: Unlock a Flood of Online Leads for Your Sign Business

## Is Your Website Designed to Turn Visitors Into Leads?

- Is your phone number clearly visible in the top-right corner on every page?
- Are you using authentic images/videos/photos of the owner, your trucks, photo of your team, etc?
- Do you include a clear Call to Action (CTA) after every block of content?
- Can visitors reach you through live chat or 2-way texting?
- Is your website mobile friendly with an easy click-to-call button?
- Does your site load quickly on both desktop and mobile?



## Can Customers Actually Find You on Search Engines?

- Is your main keyword in the title tag of every page? (e.g. "Sign Manufacturer | Elite Co.")
- Do you have individual pages for each core service?
- Are there location-specific pages for every city you serve?
- Do you have pages for the brands or products you work with?
- Is the content on each page unique and not duplicated?
- Does your site rank for important keywords like "sign shop in [city]"?
- Are you regularly adding content, blogging, and earning backlinks?



## Is Your Company Optimized to Rank on Google Maps?

- Have you claimed and verified your Google Business Profile, and do you have the login?
- Is your listing fully optimized with services, categories, and business info?
- Are you listed on all major directories with consistent Name, Address, and Phone (NAP)?
- How many online reviews do you have — and how recent are they?
- Do you have a system in place to consistently request new reviews?
- Are you posting updates weekly and responding to Q&As on your Google profile?



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