

# THE TRADES MARKETING CHECKLIST

50 CRITICAL CHECKPOINTS ACROSS 10 CATEGORIES.  
KNOW EXACTLY WHERE YOUR MARKETING STANDS  
AND WHAT TO FIX FIRST TO WIN MORE JOBS.

50

CHECKPOINTS

10

CATEGORIES

3

PAGES

## HOW TO USE THIS CHECKLIST

Work through each of the 10 categories honestly. Check off only what is already in place and actively working — not items you plan to do. Tally your score and turn to page 3 to understand what your score means and what to do next.

**01 ONLINE PRESENCE & LISTINGS**

- Google Business Profile claimed, verified & fully optimized
- Business info consistent across all online directories
- Listed on top directories (Angi, HomeAdvisor, Houzz)
- Apple Maps listing claimed and up to date Bing Places for
- Business listing is active

**02 WEBSITE FOUNDATION**

- Website loads in under 3 seconds on mobile SSL
- certificate active (https://) Phone number is click-
- to-call on mobile Primary service and city visible
- above the fold "Book Now" or "Get a Quote" CTA
- on every page

**03 WEBSITE CONVERSION**

- Before/after project photos on homepage
- Individual service pages for each service offered
- Customer reviews visible on homepage License,
- insurance, and certifications shown Contact
- form has automated follow-up response

**04 LOCAL SEO**

- 10+ Google reviews with owner responses City and
- service keywords in page titles and headers Google
- Business Profile posts published weekly Location
- pages created for each service area Business listed
- correctly on Google Maps

**05 CONTENT & SEO**

- Blog or resource section active (min. 1 post/month)
- Each service page targets a specific keyword Meta
- descriptions written for all key pages Internal
- linking connects related service pages Schema
- markup added for local business

**06 PAID ADVERTISING**

- Google Ads account is active or has been tested
- Call tracking numbers in place for all campaigns
- Ads link to dedicated landing pages, not homepage
- Retargeting campaigns running for website visitors
- Monthly ad spend and cost-per-lead are tracked

**07 SOCIAL MEDIA**

- Facebook Business Page fully set up with services listed
- Instagram profile active with regular project posts Social
- posts published at minimum 3x per week Before/after
- content used consistently Customer reviews or shout-
- outs shared on social

**08 REPUTATION MANAGEMENT**

- Process in place to ask every customer for a review
- All negative reviews responded to professionally
- Reviews monitored across Google, Facebook & Yelp
- Review count growing month over month
- Testimonials collected and used in marketing

**09 CRM & LEAD FOLLOW-UP**

- CRM in place to track all leads and estimates Every
- new lead receives a response within 5 minutes
- Automated follow-up active for unsold estimates Lost
- jobs re-engaged at 30, 60, and 90 days Monthly
- revenue and close rate tracked in CRM

**10 BRAND & POSITIONING**

- Professional logo used consistently everywhere
- Clear unique value proposition on homepage
- Consistent brand colors, fonts, and tone
- Company vehicles and uniforms are branded
- Marketing agency or specialist managing growth

**MY TOTAL SCORE:**

/ 50

Turn to page 3 to find your Marketing Readiness Grade.

# WHAT YOUR SCORE MEANS.

Use your total from page 2 to find your Marketing Readiness Grade below. Each grade includes a plain-language explanation of where you stand and the most impactful next steps to take.

## A — MARKET LEADER

Your marketing infrastructure is strong across the board. You have a solid digital footprint, consistent lead flow, and systems that support growth. At this level, the goal shifts from building foundations to optimizing and scaling what is working.

Next Steps: Focus on conversion rate optimization, advanced paid media strategy, and building referral and retention systems to increase life time customer value.

35 – 44 POINTS

## B — STRONG FOUNDATION

You have the core pieces in place but a handful of gaps are limiting your growth. These gaps are likely costing you leads every month — not because your market is bad, but because your marketing system has holes that competitors are filling.

Next Steps: Identify the 5–8 unchecked items with the highest lead impact (usually in Local SEO, Reputation, and CRM). Fixing these will compound your results fast.

20 – 34 POINTS

## C — ROOM TO GROW

You have some visibility and a basic web presence, but your marketing is not working as a system. Individual pieces exist but they are not connected, consistent, or converting reliably. You are likely losing qualified leads to better-marketed competitors.

Next Steps: Start with your website, Google Business Profile, and review generation. These three areas will deliver the fastest ROI before expanding into paid ads or social.

0 – 19 POINTS

## D — URGENT ACTION NEEDED

Significant gaps across your marketing mean you are leaving a large amount of revenue on the table every single month. Customers are searching for your services online and finding competitors instead — not because you do worse work, but because you are invisible where it counts.

Next Steps: Book a free strategy call with KreateX. We will identify the highest-priority fixes and build a roadmap to get you visible, competitive, and generating consistent inbound leads within 90 days.

### READY TO CLOSE THE GAPS?

BOOK YOUR FREE 30-MINUTE STRATEGY CALL AT [KREATEX.COM](https://kreatex.com) | 587-841-5507 | [CONTACT@KREATEX.COM](mailto:CONTACT@KREATEX.COM)