

# THE COMPLETE DIGITAL MARKETING CHECKLIST FOR PLUMBING & HVAC BUSINESSES

A Digital Marketing Checklist is essential for plumbing and HVAC businesses to ensure they maintain a strong online presence. By regularly reviewing tasks like SEO, website optimization, Google My Business, and social media marketing, businesses can stay visible to homeowners searching for services. This checklist helps prioritize high-impact actions, avoid missed opportunities, and strengthen brand credibility. Use this checklist to streamline your digital marketing efforts and improve your business's online visibility and customer engagement.

## SEARCH ENGINE OPTIMIZATION (SEO)

- List high-intent plumbing and HVAC keywords
- Create dedicated service pages
- Build location pages for each service area
- Optimize titles and descriptions with service + location
- Ensure all service pages are mobile-friendly
- Keep NAP consistent across all platforms
- Update Google, Yelp, HomeAdvisor, and Angi listings
- Build local backlinks from partner websites
- Engage in local forums and answer community questions
- Fix indexation and crawl issues



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[1-408-404-5636](tel:1-408-404-5636)



# AI SEO

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- Research question-based AEO keywords
- Audit content for instant answer opportunities
- Optimize content structure for answer engines
- Build topical authority with content clusters
- Implement FAQ, HowTo and LocalBusiness schema
- Optimize for voice search queries
- Format answers for featured snippets and AI overviews
- Track AEO performance and rankings

# GOOGLE MY BUSINESS (GMB) OPTIMIZATION

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- Claim and verify your Google Business Profile
- Remove duplicate or old listings
- Set correct primary and secondary categories
- Define accurate service area coverage
- Upload on-work, team, and truck photos
- Post offers and seasonal updates
- Send review requests after jobs
- Respond to all reviews quickly



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# Content Marketing Strategy

- Create separate plumbing service pages
- Create separate HVAC service pages
- Build local landing pages for cities and suburbs served
- Write posts on common plumbing emergencies
- Write posts on common HVAC issues
- Publish seasonal maintenance guides
- Create simple comparison guides
- Add before-and-after job photos
- Publish short customer case studies and success stories

# Website Marketing

- Display main services and service areas prominently on homepage
- Create clear navigation menu for services and locations
- Show your phone number on all pages
- Add "Call Now" and "Request Service" buttons above the fold
- Use a short, simple enquiry form
- Place customer reviews and ratings near CTAs
- Display licenses, certifications, insurance, and guarantees
- Test all pages and forms on mobile devices monthly



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# Social Media Marketing

- Set up Facebook and Instagram business profiles
- Add call, booking, and messaging buttons
- Post 2-3 times per week on consistent schedule
- Share job photos with before-and-after comparisons
- Post quick homeowner maintenance tips
- Share team and culture updates
- Turn 5-star reviews into graphic posts
- Create short videos and Reels while on work
- Respond to comments and messages within 24 hours

# Email Marketing

- Collect customer emails during jobs and quote requests
- Collect emails on website forms with clear consent
- Set up a thank-you and review request email after each job
- Create heating-season tune-up reminder emails
- Create cooling-season tune-up reminder emails
- Create a simple reactivation email for inactive customers
- Send one monthly email with tips and a clear offer



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# Paid Advertising

- Set PPC goals for calls and leads
- Set a monthly budget for Google, Facebook and Instagram ads
- Target actual service areas only
- Use high-intent plumbing and HVAC keywords
- Show real jobs or offers in ad creatives
- Track calls, forms, and cost-per-lead monthly



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