

# THE ULTIMATE INTERNET MARKETING CHECKLIST FOR OUTDOOR POWER EQUIPMENT DEALERS

*How to win online & maximize your  
Lead flow via the internet*



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## WEBSITE:

### How's your current website working for you?

- Make sure models/SKU's are accurate and descriptive on your site.
- All products have a clear price, this is the #1 priority for consumers.
- Main product lines are well-organized and accessible.



## WEBSITE/SEO:

### It's one thing to have your equipment priced and organized, and another to have a site built with organic searchability. Google has methods that can be followed to achieve higher rankings for every keyword term that is important to your business.

- Content creation is active on the site.
- Google Business Listing is updated regularly with photos and information.
- H1 tag and other tags are properly utilized.



## SOCIALS/ORGANIC/PAID:

### How would you evaluate your current social channels?

- Regular posts are made to Facebook, Instagram, and TikTok.
- Subscription to a posting service is active.
- Paid or Boosted content is done regularly through an reputable agency or manufacturer program.



To schedule your Internet Marketing Strategy Session call our office at (352) 676-7726 or go to [www.HighImpactDealer.com/schedule](http://www.HighImpactDealer.com/schedule)



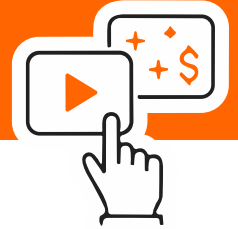
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## PAID SEARCH ADS:

- Google is the default search engine for both iPhone & Android devices, so if you are looking to be found for a keyword related to your business, it's definitely something to consider investing in.



- Your paid search ads rank above organic or Google Map listings.
- Social ads create awareness, leading to increased category searches within 1-2 weeks (zero moment of truth).

## CRM/SALES PIPELINE MANAGER:

- So, you've finally put the pieces in place to have your digital marketing footprint solidified in your market. You're getting leads from websites, phone calls, and walk-ins. How do you manage them all?



- There's a term used in sales called speed to lead. Sales Person is fast to respond once a lead engages with your business.
- Leads receive follow-up through automation, ensuring consistent engagement.
- Customers receive thank-you notes and review requests post-purchase.
- Reviews are shared on social channels.
- If possible, integrate a chat widget on your website for easy communication.
- Social messaging can be consolidated on one platform, with CRM integration for desktop/mobile.
- Reviews are auto-posted to social media.

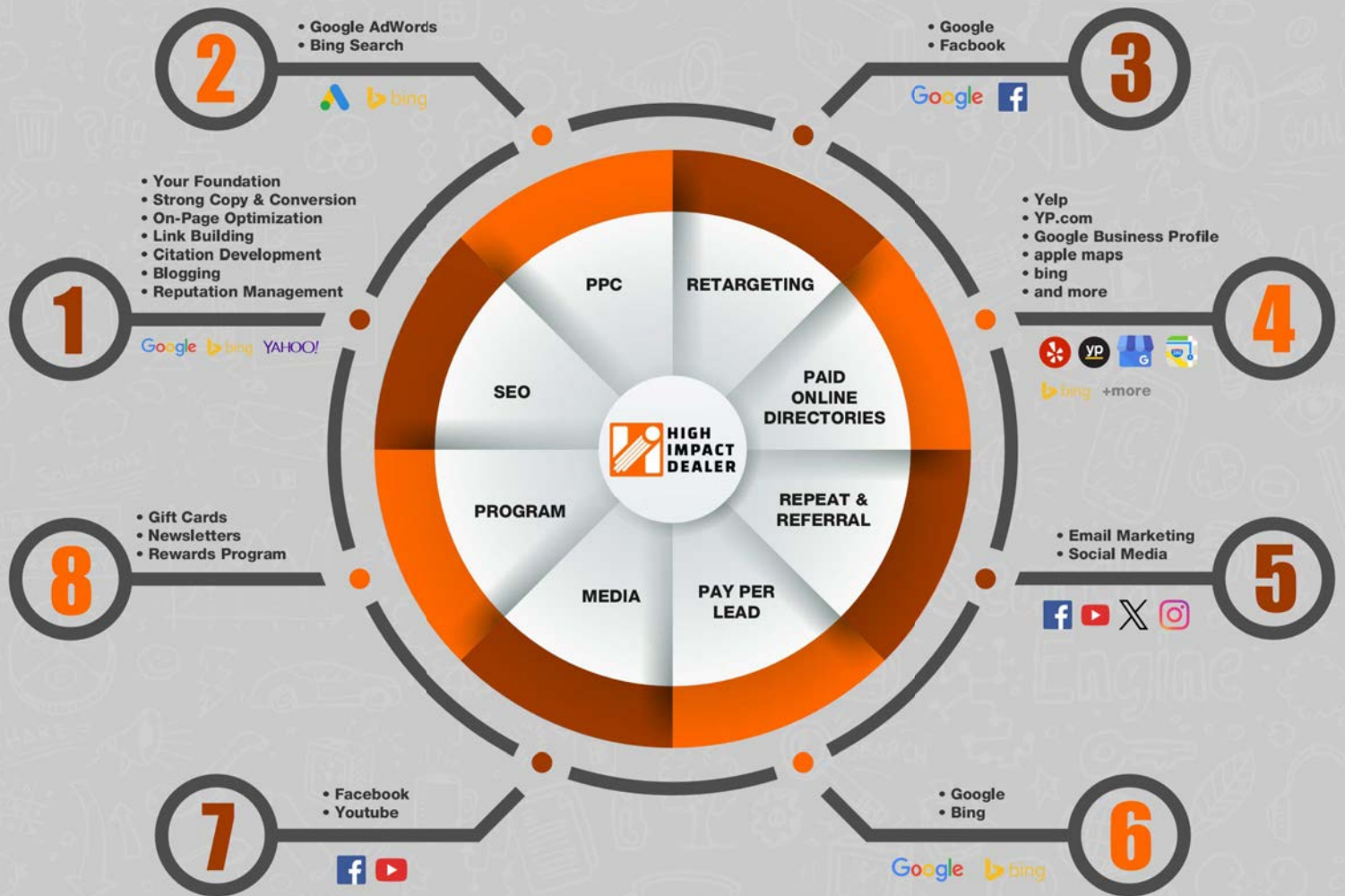
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# THE ONLINE DOMINANCE METHOD™

For the *Maximum Flow of Calls, Leads and Profitability*  
in Your Outdoor Power Equipment Business



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