

# Quick Start Guide

## What You Need to Get Started

To help Lawrence Media set up your website and online platforms efficiently, we'll need some basic information about your business.

Having these items ready will ensure a smooth and fast process:

- **Domain Name and Hosting Information:** Access to your website's domain registrar and hosting provider to manage your website updates and improvements.
- **Logo and Brand Assets:** Your logo in high-resolution format
- **Business Photos:** Images of your business, staff, and/or work in action to showcase on your website and social media. These can be taken with your phone- photos of trucks, before/after.
- **NAP (Name, Address, Phone Number):** This information must be consistent across all online platforms to improve your local SEO rankings.
- **Business Information:** Up-to-date details about your services, operating hours, service areas, maintenance plans, and any special offers or promotions you want to highlight.
- **Google Business (GMB) and Social Media Logins:** Access to your Google Business account and any social media profiles to optimize your local presence and run ad campaigns.

## Here's a timeline of what to expect during the first 4-6 weeks:

### *Weeks 1-2: Website Setup and SEO Foundations*

- **Website and Platform Setup:** We'll begin by setting up or redesigning your website, ensuring it's mobile-friendly, fast, and optimized for search engines. This includes setting up contact forms and "Call Now" buttons to drive immediate customer inquiries.
- **Backlinking and Local SEO Work:** In the first two weeks, we'll establish foundational backlinks to boost your local SEO. We'll also ensure your NAP is consistent across platforms and optimize your Google My Business profile to improve your visibility in local searches.

### *Weeks 3-4: SEO, Content Creation, and Social Media Integration*

- **Local SEO Strategy:** We'll implement advanced local SEO tactics, targeting your service areas with location-specific keywords to improve your rankings in Google's map pack and local search results.
- **Content Creation:** We'll start creating content for your website and social media platforms, including blogs and service pages that highlight your expertise.
- **Social Media Setup:** Your social media accounts will be integrated with your website to ensure a cohesive online presence. We'll optimize these profiles with key business information and begin building engagement with local audiences.



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## *Weeks 5-6: Launch and Reporting*

- **Final Website Review and Launch:** Once the website setup is complete, we'll review everything with you and launch the site. We'll also make sure all your tracking tools (like Google Analytics) are in place.
- **Initial Marketing Reports:** You'll receive your first performance reports, showing how your website is ranking and how your initial marketing campaigns are performing.

## **Custom Marketing Plan**

During this process, Lawrence Media will work with you individually to develop a custom marketing plan tailored to your specific business goals and your market. Whether you want to focus on increasing leads, improving your local search rankings, or expanding your reach through digital ads, we'll create a plan that meets your needs.

- *Co-op Marketing Management:* We'll also work with you to ensure you're fully utilizing available co-op marketing funds to extend your budget and reach.
- *Ongoing Support:* Once your website is live and campaigns are running, we will continue to provide regular updates, performance tracking, and optimizations to keep your marketing effective.

## **Ready to Get Started?**

Here's what you need to do:

1. **Gather the Required Info:** Make sure you have your domain, hosting details, logo, and business information ready.
2. **Schedule Your Consultation:** Reach out to Lawrence Media to set up a consultation and start building your custom marketing plan.
3. **Watch Your Business Grow:** Once we launch your website and campaigns, you'll start seeing more leads and engagement from your local market.

## **Contact Lawrence Media**

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Lawrence Media offers completely free consultations. We want to ensure we are a good fit with an HVAC company before beginning work together.

We value each of our client relationships and treat them like family!

