

GOOGLE MY BUSINESS CHECKLIST

- Google your business
- Complete the information on your business
 - Phone, address, etc.
- Write a post about what services you offer with photo
- Write a post about you: tell your story with photo
- Upload photos of finished projects
- Click on reviews, copy link
 - Email a customer asking for a review, include link

CERTIFIED THIN STONE MASON INSTALLER

- Register for Certified Installer Class
- Post a photo of your certificate on your website
- Post a photo of your certificate on Google My Business
- Send your info and project photos to marketing@stoneyard.com for your marketing page
- We add you to our “Find an Installer” search
- We give you a review on your Google My Business site

POSTING ON YOUR OWN WEBSITE

- Google is crawling and indexing your website for information with the frequency that you post
- The more you post, the faster Google comes back, the higher you rank in searches
- Post photos of every project
- Always describe the project as if you were searching for a project like that
- Size your photos to 600 x 800 px for fast loading
- Name the photo file something Google can index:
tan-stone-veneer-fireplace.jpg (not XR000001.jpg)

PHOTO CHECKLIST

- The year of the photo doesn't matter
- If you have prints, take a digital photo of the print
- Only upload finished projects
- Have tools in the shot? Crop the photo until there are no tools. Tight shots of workmanship are ok.
- Describe the photo like someone would type a search in Google - not "I did this in 2010", more like "Added natural thin stone veneer to transform brick fireplace into living room showpiece."

VIDEO CHECKLIST

- Sign up for a YouTube channel
- Make videos: animoto.com: \$9 or \$22 per month
- Easy to use
- Alternate photos + short descriptions, add music
- Upload to Facebook, Instagram, YouTube
- Add YouTube embed code to your website
- Facebook: 45 sec or less
- Instagram: 30 sec or less
- YouTube: 2 minutes or less

REACHING YOUR EXISTING NETWORK

- Signup at zoho.com
- Zoho CRM \$12/mo.
- Enter previous customers names and email addresses or sync with Quickbooks
- Send email to all contacts Zoho / MailChimp / Constant Contacts
- Email photo and description of latest project / ask for referral
- Post same info to Facebook / ask for referral (on GMBiz)
- Send out each time you finish a project
- Ask for referral and a review; add review to website

FACEBOOK BUSINESS PAGE / FACEBOOK ADS

Business Page

- Quick selfie or voice over video of progress on your project
- Finished project photos and descriptions
- Reach and Teach: Post your knowledge and tips for homeowners

Ads

- Easy to specifically target your audience
- Text or Display
- Set a fixed or daily budget
- Strongly recommended that you start advertising

INSTAGRAM

➤ Photo description

➤ Minimum of 9 hashtags

➤ Here is what we use to reach masons:

[#naturalstone](#) [#mason](#) [#stonemason](#) [#masonry](#) [#thinstone](#)
[#stonemasonry](#) [#veneermason](#) [#realstone](#) [#masonsworld](#)
[#bostonmason](#) [#masonrypros](#) [#masons](#) [#stonework](#)

REVIEWS ARE IMPORTANT

- Exchange reviews with other companies
- Exchange with Stoneyard!
- Monitor reviews on your key sites
 - Google My Business
 - Yelp
 - Angie's List
 - Home Advisor

GOOGLE MY BUSINESS, YELP, ANGIO'S LIST AND HOME ADVISOR

- Schedule a monthly check-in on your calendar.
- Pay attention to reviews. Respond to both good and bad reviews.
- Make sure your company information is up-to-date.
- Post photos
- Add coupons

CONTACT

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OTHER USEFUL ONLINE APPS

- LastPass.com

- One place for your logins and passwords
- Stoneyard: has been using it for 10 years

- Tailwind.com

- To preschedule posts to both Pinterest and Instagram, and to post back and forth, use Tailwind app

- MailChimp.com or ConstantContact.com

- Email marketing platforms for regular emails to all your contacts