Google Lead Generation
☑ CHECKLIST

It's not as easy to generate leads as it used to be. So how can you make Google work harder for you? Here are some quick tips to generate more traffic to your community pages:

GOOGLE ADS

- ☐ Consider Google Ad Recommendations
- ☐ Check keyword usage & variations
- ☐ Write compelling ad copy
- ☐ Double check location targeting
- ☐ Is your Ad Strength status "Excellent"?
- ☐ Consult an expert if needed*

GOOGLE BUSINESS PROFILE

- ☐ Review info for accuracy/completion
- ☐ Update your best images
- ☐ Implement a 24/7 chatbot
- ☐ Implement AI lead nurturing
- ☐ Respond to all reviews
- ☐ List available units and pricing
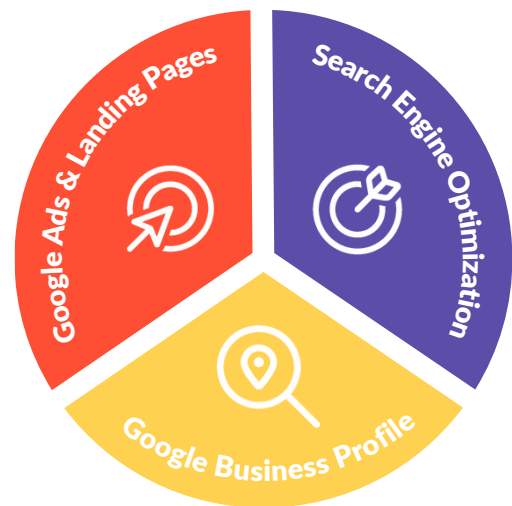
LANDING PAGES

- ☐ Include a clear value proposition
- ☐ A/B test website copy variations
- ☐ Include keywords
- ☐ Add calls to action
- ☐ Make design appealing and branded

HELPFUL RESOURCES

- Google Search Console
- Semrush
- Google Ads

SEARCH ENGINE OPTIMIZATION

- ☐ Complete website audit
- ☐ Utilize Google Search Console
- ☐ Review content for accuracy
- ☐ Implement keyword strategy
- ☐ Start a weekly blog
- ☐ Update and link social media
- ☐ Consult an expert if needed*

*Need help getting your Google Ads and SEO off the ground? Set up a time to chat with one of our multifamily SEM experts today.