

YOUR FIRE PROTECTION MARKETING CHECKLIST

A commercial-first self-audit for fire protection companies



COMPANY	MARKET / SERVICE AREA	DATE
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Check one box on each line. Every "No" is a gap worth closing.

SEARCH FOUNDATION

Do you have a dedicated page for each commercial service you offer?	☐	☐
Is your tracking set up so you can tell what produces real opportunities?	☐	☐
Does a visitor see a phone number and clear call to action without scrolling?	☐	☐

LOCAL VISIBILITY

Is your Google Business Profile claimed, with correct categories and commercial reviews?	☐	☐
Do you have a repeatable way to collect reviews from facility managers?	☐	☐
Is your business name, address, and phone number identical across every listing?	☐	☐

PAID ACCELERATION

Are you running Google Ads on commercial-intent keywords only?	☐	☐
Does each ad point to a matching landing page, not your homepage?	☐	☐

AUTHORITY & TRACKING

Do you publish service-line content and proof that answers commercial buyer questions?	☐	☐
Are you earning quality backlinks from relevant industry sources?	☐	☐
Can you trace a closed account back to the search, ad, or page that produced it?	☐	☐

TOP THREE GAPS TO CLOSE FIRST	Focus on the work most likely to create qualified commercial opportunities.
1. _____	
2. _____	
3. _____	

YOUR NEXT STEP	Need a clearer starting point?
Total gaps to close ("No" answers): ☐ ☐	Get your free Fire Protection Marketing Audit
<i>Start with the gaps that affect your most valuable services and commercial markets.</i>	fireguarddigital.com/fire-protection-marketing-audit