

The Bid-Winning Marketing Checklist

12 things every contractor needs online to win more bids — before the RFP is even written.

82% of buyers research a firm online before they ever pick up the phone. This checklist is what separates the contractors who get shortlisted from the ones who get overlooked. Tick what you have. Every blank is a bid you're leaving on the table.

Your website

- ☐ A homepage that leads with proof — real projects and real numbers, not a mission statement. ☐ Project pages that show outcomes (bids won, on-time delivery), not just pretty photos.
- ☐ A site that loads fast on a phone (buyers bounce in about 3 seconds).
- ☐ A clear next step on every page (talk to us / get an quote) — not just a phone number.

Your proof

- ☐ At least 3 wins with a number attached (a project value)
- ☐ Testimonials from decision-makers — a VP, a president, an owner.
- ☐ One signature project you can point to as your calling card (your "\$93M").

Your visibility

- ☐ A complete, active LinkedIn company page.
- ☐ Leadership posting proof and points of view (owners buy from people, not logos).
- ☐ You actually show up when someone Googles your trade + your city.

Your follow-through

- ☐ A way to capture a lead (a form or an offer), so interest doesn't evaporate.
- ☐ A follow-up within one business day — speed wins bids.

Fewer than 8 checked? You're losing bids you should be winning — and the fix is usually faster than you think.

Next step:

Get a Marketing Audit. We'll score all 12 for your firm and show you the ones to fix first.