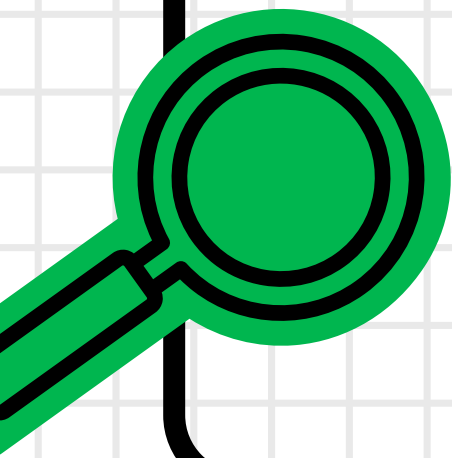
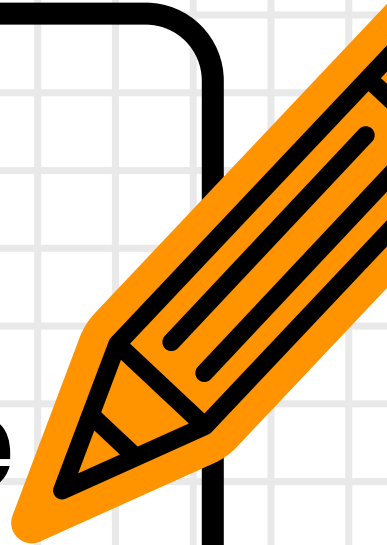




The 10-Minute Marketing Tune- Up for Hardware Stores



HARDWARE STORE
MARKETING EXPERTS



The 10-Minute Marketing Tune-Up

for Independent Hardware Stores

Eighteen questions, about ten minutes. A quick read on whether your store shows up online and turns

1. Does your website turn browsers into buyers?

- Your phone number is easy to find on every page (header or footer).
- You use real photos of your store, team, and community; not stock images.
- Every page has a clear next step (Call Today, Get Directions, Shop Now).
- Your site is fast and easy to use on a phone.

2. Can customers find you on Google?

- Your store shows up in the map results for “hardware store near me.”
- Your Google Business Profile is complete; hours, categories, services, and a real description.
- You've added new photos to your Google listing in the past month.
- You're earning new Google reviews regularly and replying to them.

3. Are you connecting on social media?

- You post to Facebook or Instagram at least weekly.
- Your posts feature real people and real projects, not just product flyers.
- Your followers hear about events, sales, and special offers.
- You reply to comments and messages promptly

4. Are you staying in touch with your list?

- You have a current email list of past customers and loyalty members.
- You've sent an email in the past month; a sale, an event, or a helpful tip.
- Your website has a clear, visible place to sign up for updates or offers.

5. Is your reputation pulling its weight?

- You have a simple system for asking happy customers to leave reviews.
- You respond quickly and kindly to every review, good or bad.
- Your in-store team helps spread the word (QR codes at checkout, on receipts, at delivery).

Your Score

15–18 boxes — Dialed in. Your marketing is doing real work; focus now on consistency and measuring results.

10–14 boxes — Solid foundation, easy wins left on the table. A few targeted fixes would noticeably grow your local visibility.

Under 10 boxes — Big opportunity. Customers are searching for stores like yours and not finding you yet. Let's change that.

Your Next Step

Schedule a free strategy session and we'll show you exactly where your store's online presence can work harder for you.

Visit hsme.co or call **+1 928-260-5853**

About Hardware Store Marketing Experts

We help independent hardware stores build stronger customer relationships and attract more local business through authentic, done-for-you marketing that sounds like you