

Digital Platform Checklist

Increase your online marketing efforts! Leverage your business using digital channels such as Google, social media, LinkedIn and etc. This is crucial to stay ahead of your competitors.

Website

- Test Links
- Email, Phone & Address Linkable
- External Links Open in New Window

Google Business Listing

- Business Listing
- Have Access via email
- Correct Categorization
- Add Description
- Add Services

Google Analytics

- Website Integration
- Have Access via Email

Facebook

- Business Account
- Have Access via Personal Profile
- Correct Categorization
- Add Description
- Add Services Tab

Instagram

- Business Account
- Have Access via Login
- Connected to Facebook Page
- Description
- Business Contact Info

YouTube Channel

- Business Account
- Have Access via email
- Add Description

Reviews

- Google Reviews
- Facebook Recommendations
- Response to Good & Bad Reviews

BingPlaces.com

- Business Listing
- Have Access via Google Account
- Correct Categorization
- Add Description
- Add Services

LinkedIn

- Personal Account
- Business Account
- Business Description
- Industry Category
- Add Specialities
- Add Business Page to Personal Experiences

Yelp

- Account Access via Login
- Business Information
- Images
- Review Responses

Trip Advisor

- Account Access via Login
- Business Information
- Images
- Review Responses

