

# 15 MINUTE DIGITAL CHECKLIST



*It's a Cinch*

## WEBSITE

- Are the address/phone/email details still current?
- Are your opening hours correct? If you offer appointments/meetings outside regular business hours, is this stated on your website? How does a prospect get in touch with you?
- Is there a new product or service you are offering but isn't mentioned?
- Are the photos good quality? (poor ones will deter site visitors)
- Are there links to ALL of your social media profiles on your website?

## GOOGLE

- Have you verified your listing?
- Are all of your business details current, including website url/phone/address/opening hours?
- Are the categories still relevant? Are there any extra categories your business could be listed in?
- Have you uploaded photos of your business, including your team at work?
- Have you responded to reviews, both good and not so good?
- Have you asked your customers to leave reviews?
- If you haven't claimed your business listing on Google, go to Google now and search for your business, then follow the steps to claim the listing and set up a free Google My Business account.

## SOCIAL MEDIA

- Has it been longer than 6 months since you've updated your cover photo? A good idea is to do it more frequently, say at the start of each season.
- Is your website url/phone/address correct?
- Are your other social media profiles listed on each account?
- Have you linked your Facebook business page and your Instagram account?
- Is the best call-to-action button featured on your Facebook page? i.e. Learn more, Call Now, Shop now etc.

## EMAIL SIGNATURE

- Is your website address easy to see?
- Does your company logo look sharp?
- Does your email signature say something about your business? i.e. is there a tagline?
- Could you include a promo graphic that links to a special offer or news item?

**ONE LAST TIP** – check for spelling errors or numbers typed in the incorrect order. Not only may you be missing out on phone calls due to a wrong number, but it says that you haven't taken very much care with your digital presence, and leaves people wondering how you take care of business...