

# Digital Bytes

## Low to no-cost digital marketing best practices to help you grow your business

**What** Today, locally owned businesses must have a robust online presence to drive exposure, traffic and sales to their physical stores. This **Digital Presence Checklist** will help you evaluate how and where you can improve your chance of showing up in online searches.

**Why** The overwhelming majority of consumers begin their research for products and services using online search engines. Online search engines “reward” businesses with consistent and relevant content, current reviews and social media engagement with higher search rankings and the ability to be discovered during search. This is critical because if people can’t find you when they’re deciding what to buy or where to eat, you aren’t even under consideration.

**How** Increasing your digital presence may be easier than you think. It simply means utilizing existing, powerful platforms to their best and highest use. The first step is to review each platform to evaluate if it’s working for you. Use the Digital Presence Checklist to help you fine-tune your strategy.

## Digital Presence Checklist

### Google your business category and city from an incognito window

- > Does your business show up in the map pack? \_\_\_\_\_
- > If not, what page and position? \_\_\_\_\_
- > Do your Facebook, Instagram, LinkedIn or Yelp links come up on page one of the search? \_\_\_\_\_
- > Do a “near me search for your category (PetStores near me) and/or search for a specific product (IAMS dog food near me) to see where your business appears in the search \_\_\_\_\_

### Website

- > Is it appealing with a depth of pages and content, including: About Us, Contact Us and quality photos of the business and product? \_\_\_\_\_
- > Compare it to competitors’ websites. Does it measure up? \_\_\_\_\_

**Mobile responsive website**

> Pull up your website on your mobile device. Does it look good and function properly? \_\_\_\_\_

**Google Analytics account**

> Do you have your free Google Analytics account set up? \_\_\_\_\_

> Do you understand your website traffic patterns? \_\_\_\_\_

**Social media**

> Top two platforms? \_\_\_\_\_

> Consistent posting? \_\_\_\_\_

> Engagement levels? \_\_\_\_\_

**Review sites**

> Are there current reviews? \_\_\_\_\_

> Do you respond to both positive and negative reviews regularly? \_\_\_\_\_

**Google My Business profile**

> Fully completed profile, including reference to minority business status, if applicable, and COVID safety precautions? \_\_\_\_\_

> Current reviews and a substantial number of them? \_\_\_\_\_

> Current posts and photos? Special offers? \_\_\_\_\_

> Click here for a previous Digital Byte issue on Google My Business. \_\_\_\_\_

**Online sales platforms**

> Any current online sales opportunities, including: \_\_\_\_\_

Online ordering (restaurants)?

Shopify or other e-commerce site?

Amazon or Ebay?

Facebook or Instagram sales?

**Consistency**

> Business name, address, phone hours and contact information consistent across all platforms? For example, Road vs Rd. \_\_\_\_\_

**Competitive comparison**

> Compare all the above public information against your top competitors in the area. How does it compare in terms of real numbers, look and impact? \_\_\_\_\_