

Digital Presence Checklist

Check your website, Google profile and social media against best practice.

Most customers look you up online before they buy. Use this checklist to make sure what they find builds trust and brings enquiries.

1 Website

- ☐ Loads quickly and works well on phones
- ☐ Clearly says what you do and who you help, above the fold
- ☐ Has clear calls to action (call, book, buy)
- ☐ Contact details on every page
- ☐ Secure (https) and up to date
- ☐ Includes reviews or testimonials (with permission)

2 Google & search

- ☐ Google Business Profile claimed and complete
- ☐ Correct hours, photos and services listed
- ☐ Asking happy customers for Google reviews
- ☐ Website pages use the words customers search for

3 Social media

- ☐ Active on the 2–3 platforms your customers use
- ☐ Profiles complete and consistent with your brand
- ☐ Posting at least 3 times a week
- ☐ Replying to comments and messages within a day

4 Email & data

- ☐ Collecting email addresses with permission
- ☐ Sending a regular, useful newsletter

- ☐ Privacy policy and cookie notice in place
- ☐ Website analytics reviewed monthly

My notes

Want expert help with this?

- Website Design & Development
- Social Media Management and SEO & Google Business Profile
- Digital Transformation & AI for Small Business



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