

# DIGITAL CHECKLIST

- 1 • Does your website link through to your social media profiles? Do the links work?
- 2 • Do your social media profiles show your website address and is the correct link there for people to click?
- 3 • If your business is visited by people, is your location clear and linked to Google Maps on your website + socials?
- 4 • If you want people to call your business, have you got this listed and linked as a click to call button?
- 5 • If you want people to email your business, have you got this typed out and linked as a 'click to email'?
- 6 • If you're not a regular user of social media for your business, have you got auto replies on your messages?
- 7 • Have you got a clear call to action on your social media pages? Book now? Contact? Discovery call? Shop now?
- 8 • Do your social media handles match each other (as best they can) and are they representative of your business?
- 9 • Is your Google Business listing live, claimed by your business, and updated with current hours + contact info?
- 10 • Does the footer of your website have all of your key contact information? Is it all clickable for mobile users?