



Is Your Business Digital-Ready?

A Marketing Checklist

- Do you have a digital storefront that your customers can seek information from?
- Can your customers purchase/request a product or service from you online?
- Is your website visible on search engines?
- Does your website show up on the first page of google for your keywords?
- Is your location on Google Maps/apple maps?
- Does Google recognise your business?
- Have you created business profiles on at least 2 social media platforms?
- Do you have a social media strategy that your business can continually follow?
- Is your business listed on online directories, such as Yelp & TripAdvisor?
- Does your business have independent reviews online, such as on Google and/or Facebook?
- Have you implemented chat boxes to help answer customer queries quickly?
- Do voice activated systems, such as Siri, recognise your business?
- Is your business presented on forums related to your industry?
- Do any third party websites recommend and link to your website. I.e blogs or comparison sites?

