



# Online Presence Checklist

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Are you making the internet work for you, or are you fighting every step of the way? This simple checklist is a base-level guide to getting your businesses online presence in tip-top shape.

## **Branding:**

- ☐ Clear Visual Identity with Typography and Colours
- ☐ Square-format logo
- ☐ Banner Images
- ☐ Email Signatures
- ☐ Press Kit

## **Online Business Listings:**

- ☐ Listings on Google-My-Business and Bing Places
- ☐ Uploaded Logos
- ☐ Uploaded Images
- ☐ Reviews added
- ☐ Products listed (and correctly linked to e-commerce store front)

## **Website Search Engine Optimisation (SEO):**

- ☐ Meta Tags
- ☐ Prominent Keywords
- ☐ Fast-loading pages
- ☐ Mobile friendly

## **Social Media:**

- ☐ Account usernames reflect business
- ☐ Profile images use logo
- ☐ Banners are the right size
- ☐ Regular posts
- ☐ Information and biography are accurate