

Online Presence Checklist

Website

Website URL _____

Who is responsible for updating the website? _____

Does the website function properly on different browsers? _____

Does the website function properly on different devices (mobile phone, tablet, etc.)? _____

Completed / Up to Date?	Item
	Days / Hours of Operation
	Special Holiday Hours
	Phone Number
	Social Media Icons
	Location / Address
	Email Address

Google My Business

Who is responsible for updating the Business Profile? _____

Who is responsible for monitoring and responding to reviews? _____

Completed / Up to Date?	Item
	Days / Hours of Operation
	Special Holiday Hours
	Phone Number
	Address in Google Maps
	Photos

Wikipedia

Who is responsible for monitoring the Wikipedia page?

Who is responsible for suggesting edits on the Wikipedia page?

How frequently is the Wikipedia page checked for accuracy? _____

Social Media Presence Checklist

Facebook

Facebook URL or handle _____

Who is responsible for managing your Facebook page? _____

Who is responsible for replying to comments and messages recieved through
Facebook Messenger? _____

Completed / Up to Date?	Item
	Days / Hours of Operation
	Cover Photo
	Phone Number
	Website URL Listed
	Location / Address

LinkedIn

LinkedIn URL _____

Who is responsible for managing your LinkedIn Business page? _____

Who is responsible for replying to comments and messages? _____

Completed / Up to Date?	Item
	Overview
	Headquarters & Location
	Phone Number
	Specialties

Twitter

Twitter URL _____

Who is responsible for replying to comments and messages? _____

Completed / Up to Date?	Item
	Overview
	Location
	Email

Other Social Media Platforms

Other platform: _____ URL: _____

Other platform: _____ URL: _____

Other platform: _____ URL: _____

Who is responsible for managing these pages? _____

Who is responsible for replying to comments and messages? _____

Completed / Up to Date?	Item
	Overview
	Location
	Email or Phone Number