

# DIGITAL FOOTPRINT CHECKLIST



**Every business has a digital footprint. The question is whether it's working for you or not.**

At EmpowerLocal, we make your digital footprint the foundation of your marketing and advertising. Everything your business will do to market itself relies on having a healthy, fully functioning digital footprint that:

- Makes your business easy for potential customers and Google to find.
- Clearly tells customers who you are and what you do.
- Puts customers in charge of how they begin building a relationship with you.

## The Basics of Digital Footprint

Your Digital Footprint is the sum total of what customers can find about you online and the foundation for digital advertising. No matter how effective your marketing programs are, consumers use search engines, directories, and other online tools to do research before they reach out directly.

Use this checklist to review and update the elements to help customers find you. This will also help differentiate you from competitors and explain your value proposition.

Not sure how to complete everything on this checklist or just want help? Let us take care of it for you. With our affordable Digital Basics package, we'll do a full audit of your current digital footprint, make all the updates listed, keep them updated every month, and give you more tools to start telling your story.

# The Checklist Elements

## 255 Character Description of Your Business

(Use keywords that are the most important to your business)

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## Social Media Profiles

Social media is a great opportunity for customers to connect with you emotionally. To make the most of it, the information on your profiles and feeds should be consistent with your brand and website. Review each profile below to be sure the information is consistent and complete.

- ☐  Facebook
- ☐  Instagram
- ☐  X (Formerly Twitter)
- ☐  LinkedIn
- ☐  Pinterest
- ☐  TikTok
- ☐  YouTube

## Search Results

Performing well in search starts with making sure Google and Bing know you and can easily share that with consumers. The tools below should all be implemented and connected with each other.

- ☐  Google Analytics
- ☐  Google Tag Manager
- ☐  Google Search Console
- ☐  Google My Business
- ☐  Bing Webmaster Tools

## Directories

Maps and directories are the modern-day version of the Yellow Pages. As such, it's important to claim your business and complete your profiles. Depending on your industry, there may be a directory specifically for consumers looking for your services.

