

ONLINE PRESENCE CHECKLIST

FREE DOWNLOAD



SOC BUSINESS CONSULTING

Prepared by Gerrie Schoeman

Phone: +27 74 364 9092

Email: gerrie@socbusinessconsulting.com

www.socbusinessconsulting.com



Online / Digital Presence Checklist

Use this Checklist to evaluate the Online / Digital Presence of your Business or Institution.

We live in a digital world and any business or institution that fails to pro-actively invest in an online / digital presence, will struggle to remain relevant in the modern world.

Website:

Website URL (if you have one): _____

When last was your website content updated? _____

Website Checklist	YES	NO	Needs Updating
Do you have a website?			
Is the website content current?			
Is your website mobile friendly?			
Is there a call-to-action prompt on each page?			
Are you gathering email addresses from visitors to your site?			
Are you using videos to communicate your message?			
Is your website integrated with your social media platforms?			
Is your website and social media branded the same?			
Is the content on your website short, relevant and up-to-date?			
Is the navigation on your website easy to use for your visitors?			
Is your website SEO optimized?			
Does your website have a blog page?			
Are your blog posts regular and current?			
Do you send out automated emails (e.g., Welcome emails)?			
Do you send out regular digital newsletters?			
Can visitors download important documents form your website?			
Do you use analytics to monitor visits to your website?			

Social Media Accounts

Do you have any of the following Social Media Accounts:	YES	NO	Needs Updating
Facebook			
Instagram			
YouTube			
Twitter			
Pinterest			
LinkedIn			
Other: (Name)			

Social Media Checklist:	YES	NO	Needs Updating
Are your social media sites branded correctly?			
Do you have brand consistency across all platforms?			
Have you defined your target audience?			
Do you have set goals for your social media posts?			
Do you regularly post content on your platforms?			
Is your content most likely to be shared?			
Do you plan your content ahead on a monthly basis?			
Do you use analytics to monitor the performance of your posts?			
Do you reply to everyone that comments on your posts?			



Online / Digital Presence Checklist

Actions

If you answered **NO** or **NEEDS UPDATING** to any of the above, what actions need to be taken?

Actions:	When?
Website:	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
Social Media:	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Contact Us for a **FREE CONSULTATION** today

No matter where you are, digital technology allows you to connect with friends, family, members, colleagues and to work remotely. You can communicate using words, audio, video, and other media. Software, Websites, and apps have all been developed to assist users in socializing.

It is safe to say that businesses and institutions that fail to pro-actively invest in online / digital presence, will struggle to remain relevant in the modern world.

SOC Business Consulting will help you to make your online/digital presence sparkle and captivating.



OR

Book a **FREE ONLINE** consultation now

