



Get found online small business checklist

1

Show up where your people are searching

- ☐ Claim and optimize your Google Business Profile
- ☐ Ensure your business is listed on top directories (Yelp, Facebook, Google, etc.)
- ☐ Use consistent name, address, and phone number (NAP) everywhere

2

Build and manage your online reputation

- ☐ Actively request reviews from happy customers
- ☐ Respond to every review (yes, even the awkward ones)
- ☐ Showcase your best testimonials on key platforms

3

Be visible (and active) on social media

- ☐ Choose 2-3 platforms your audience actually uses
- ☐ Post consistently (value, not just promos)
- ☐ Schedule content in advance to stay consistent

4

Have a website that actually converts

- ☐ Make sure your site is mobile-friendly
- ☐ Include clear calls-to-action (book now, call now, get a quote)
- ☐ Capture leads with forms, chat, or scheduling tools

5

Follow up fast (and automatically)

- ☐ Respond to inquiries quickly (speed = booked calls = sales)
- ☐ Set up automated follow-ups (texts, emails, reminders)
- ☐ Track conversations so no lead gets lost

**Want to know how well you are
showing up online?**

Scan the QR code to schedule your **FREE Online Visibility Audit** and find out how your business shows up across various online platforms.

