



MARKETING CHECKLIST

SOCIAL MEDIA

- Reminder to tag [@DowntownWheaton](#) on your Facebook and Instagram posts so they can be re-posted.
- Don't have a Facebook or Instagram business account? NOW is the time to set it up! Don't forget to link to these social media pages to/from your website.
- Is your logo and username consistent across all social media platforms?

- **FACEBOOK QUICK AUDIT CHECKLIST:**
 - Make sure everything is accurate: Page name, business category, business phone number and business address.
 - Is your about section, INCLUDING phone number on the front page?
 - Do you have updated photos for your profile picture & cover photo?
 - Is your Facebook business page template best for your business?
 - Is your 'About' section filled out?
 - Do you have call-to-actions on your page?
 - Have you liked other pages? Check out your fellow Downtown Wheaton pages and like them too!
 - Review your page as a visitor for a different perspective!
 - Invite friends and customers to like your Facebook page.
 - Familiarize yourself with Facebook Insights for useful analytics!

- **INSTAGRAM QUICK AUDIT CHECKLIST**
 - It is important to recognize what your goals are for your Instagram page before auditing it!
 - **PROFILE BIO:**
 - Is your website link in your profile info? Address? Phone number?
 - Does your bio explain what your brand/business is: What you do, what you offer, and who you help?
 - Do you have a profile photo that your customers can see?
 - Are you using relevant hashtags?
 - Are you engaging your customers? Sometimes posts may be better used as a story!



- Are you sharing other local businesses or suppliers stories/posts?
- Successful Instagram business accounts have one thing in common: Consistency! Do you have an overarching theme? Do you use the same font?
- Are you checking and blocking fake followers?

BUSINESS REVIEWS

- Now is a great time to ask customers to REVIEW YOUR BUSINESS! On Facebook, Google, Yelp, etc.

GOOGLE MY BUSINESS (GMB)

- Have you heard of Google My Business and why it is important? Have you claimed your page? How updated is it?
- To learn more about GMB, click here: [Google My Business](#)

GOOGLE SEARCH

- How does your business look when someone is Googling it? Are you paying for any ads? Test key search terms for your business industry [HERE](#) and see what shows up. Where does your business fall?

DESKTOP WEBSITE AUDIT

- Customers now more than ever are shopping ONLINE and looking up your business. Can they get all the info they need from it quickly? Is it SIMPLE and easy to navigate?
 - The best way to test this: Ask other friends/employees/family to audit your desktop website and provide kind but constructive feedback!
- **WEBSITE QUICK AUDIT CHECKLIST**
 - Are the following Hot Links?
 - **Address?** So your customers can quickly get directions to you.
 - **Email?** So your customers can quickly email you.
 - Is the phone number listed correct?
 - Are your most important Call-to-Actions above the fold (first half of the page so customers don't have to scroll)?
 - Is your site up to date? Are there any outdated dates/year/links not working?



MOBILE WEBSITE AUDIT (VERY IMPORTANT)

- Is your website optimized for mobile phones and tablets?
- When was the last time you updated your mobile website?
- Mobile sites should look consistent to your desktop site
- **FACTS:** Customers now more than ever are shopping ONLINE and looking up your business from their PHONE or TABLET – this may be the only view they ever see of your site! How does it look? Can they get all the info they need from it quickly? Is it SIMPLE and easy to navigate?
 - The best way to test this: Ask other friends/employees/family to audit your mobile website and provide kind but constructive feedback!
- Quick Mobile Website Audit Checklist
 - Are the following Hot Links?
 - **Address?** So your customers can quickly get directions to you – This is SO important for a mobile site!
 - **Phone Number?** So your customers can quickly call you – EXTRA important for a mobile site! Make sure your number is **FRONT & CENTER**. Does the phone number work properly?
 - **Email?** So your customers can quickly email you
 - Test your site's load time at [Think With Google](#). Customers are less likely to stay on your site and legitimize businesses if their website won't load
 - Are your most important Call-to-Actions above the fold (top half of page)?
 - Are the buttons large for the mobile site and user friendly?
 - Consumers don't print from mobile – ensure any online coupons are mobile friendly! *I.E. E-wallet/Passbook*
 - Is your site up to date? Are there any outdated dates/year/links not working?