

Digital Presence

Where do I start? What should I do? I've compiled a list of questions to help you get started evaluating or creating your digital presence. My blog post, [Where Do I Start - Your Digital Presence](#) goes into more detail on this topic.

Define Your Brand

- ☐ Do you have a logo?
 - ☐ Do you have a tagline?
 - ☐ What is your company's mission?
 - ☐ What are your company values?
 - ☐ What experience do you want to provide for your customers?
 - ☐ Who is your target audience?
 - ☐ Who are the people you want to reach?
 - ☐ What is your unique value proposition (UVP) and what sets you apart from competitors? (examples - exceptional customer service, innovative solutions, or specialized expertise.)
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Domain Names

You HAVE a domain name

If you **have** a domain name and have used it, you should not change it. Changing a domain name after a business has established it can confuse your customers, disrupt existing traffic, hinder search engine rankings, and affect customer trust and loyalty.

You can skip to the next section, **Social Media Account** and don't need to use the checklist below.

You DON'T have a domain name

- ☐ Troubleshoot domain names you would like to use.
- ☐ What keywords relate to your business, products, or services and can you include any of them in your domain name?

- ☐ Does the domain name(s) you are considering reflect your brand's identity?
 - ☐ Are they easy to remember and type?
 - ☐ Is the domain name you want to use short and simple?
 - ☐ What domain extension are you planning to use? (examples - .com, .net, .org or an industry specific extension)
 - ☐ Did you check to see if your proposed domain name is available? You can Google "domain search tool" for tools that will help you check availability.
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Social Media Accounts

- ☐ What social media accounts best suit your target audience and business goals? (examples - Facebook, Instagram, LinkedIn, Threads, BlueSky and Pinterest.)
- ☐ Do you have an account set up
Did you complete your profile?
- ☐ Did you use your brand logo as your profile picture?
- ☐ Do you have a visually appealing cover photo that reflects your brand's identity?
- ☐ Did you complete the bio section with a clear and concise description of your business, including your mission, services, and a link to your website?
- ☐ How are you going to stay engaged on each of the social media platforms you are using
- ☐ Do you have a plan on how to respond to comments, messages, and reviews to show your audience that you value their input?