

Online Presence Current Status

Checklist



While scores assigned are somewhat subjective, the overall results of the checklist should provide guidance on the online presence of the organization as well as strong and weak components.

Step 1

Search business name on **each** search engine. Make sure to type the name of the business as well as the city and state where it is located separated by commas. Example: Flowers by design, West Lafayette, Indiana. Document top five results from the search engines (do not include ads unless they are from the business itself). If say, a Yelp review is among the top five, document the review and whether it was positive or negative; if it is their website, document business website; etc.

Google Results

1. _____
2. _____
3. _____
4. _____
5. _____

Bing Results

1. _____
2. _____
3. _____
4. _____
5. _____

Yahoo Results

1. _____
2. _____
3. _____
4. _____
5. _____

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Step 2

Using results from search engines and browsing through website and/or social media accounts, assign scores 1 to 5 (where 1 is lacking or weak and 5 is strong) for each category based on your research.

If needed, modify search criteria (for example: flowers by design, Yelp, West Lafayette, Indiana) and/or go to social media site and search there for business (remember to include city and state!). Add up scores and note on TOTAL row (at the bottom).

Table A. Business Website

Business Website	Score	Notes
1. Appears on first page of search engine results		
2. Website content is up-to-date		
3. Website is mobile friendly (use mobile device)		
4. Service/product description is clear		
5. Contact information is easy to find and useful		
6. Aesthetics (looks modern, no broken links, loads fast)		
7. User-friendly, easy to navigate		
8. Links to social media accounts are visible		
9. Most information is within 2-clicks		
10. E-Commerce capability (shopping cart, accept payments)		
11. Business address is accurate (type on Google Maps)		
12. Business address & hours of operation match social media		
13. Newsletter sign up form, available & easy to find		
TOTAL		

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Table B. Social Media (SM)

Business Social Media	Score	Notes
1. Facebook Page (make sure it is not a profile!)		
2. Twitter		
3. LinkedIn		
4. Instagram (use mobile device)		
5. Pinterest		
6. Snapchat (use mobile device)		
7. YouTube channel		
8. Other (specify):		
9. SM accounts appear on first page of search results		
10. Posts are no more than 1-month old		
11. Business uses own #hashtag		
12. Interaction with customers is timely, responsive		
TOTAL		

Table C. Location-based services/reviews

Location-based/reviews	Score	Notes
1. Yelp		
2. Foursquare		
3. Google Maps		
4. TripAdvisor		
5. Zomato		
6. Other (specify):		
7. Reviews are outdated (more than 6 months old)		
8. Responses to reviews/comments timely, professional		
TOTAL		