



Digital Presence Checklist

Is your business actually findable, trustworthy, and reachable online? Check what you already have — whatever stays unchecked is your to-do list.

Company or contact name: _____ **Your email:** _____

01 / YOUR WEBSITE

- ☐ You own your domain name (not rented through a website builder)
- ☐ Business email on your own domain (you@yourbusiness.com)
- ☐ The site loads fast and works well on phones
- ☐ Every page has a clear next step (call, book, buy)
- ☐ Contact info is visible without scrolling or hunting

02 / GOOGLE PRESENCE

- ☐ Google Business Profile claimed and verified
- ☐ Hours, address, and phone are accurate everywhere they appear
- ☐ Real photos of your business, updated in the last 6 months
- ☐ You respond to reviews — including the bad ones

03 / BEYOND SOCIAL MEDIA

- ☐ Your website — not a social profile — is your home base
- ☐ Customers can find and contact you without any single platform
- ☐ Your product or service catalog lives on a page you own
- ☐ Every social profile links back to your website

04 / TRUST & CONTENT

- ☐ An About page that says who you are, in plain language
- ☐ Testimonials or examples of real work
- ☐ Privacy notice published
- ☐ No outdated prices, hours, or promotions anywhere

05 / MEASURE & MAINTAIN

- ☐ Analytics installed — and you actually look at it monthly
- ☐ Contact forms tested: submissions really reach your inbox
- ☐ The site is backed up and its software kept updated
- ☐ You know what you can update yourself, and who to call for the rest

How many did you check? Whatever's missing is exactly where we come in.

www.draconbit.com/en/digital-presence/ · contact@draconbit.com