



ONLINE AUDIT CHECKLIST



Claim/Update Your Business Listing on Google

<https://www.google.com/business/>

Hours are up to date

Updated pictures

Correct category selected

Description/Services Optimized

Posts scheduled



Claim/Update Your Business Listing on Yelp

[https://biz.yelp.com/?](https://biz.yelp.com/?utm_campaign=claim_business&utm_content=claim_footer_link&utm_medium=www&utm_source=footer)

[utm_campaign=claim_business&utm_content=claim_footer_link&utm_medium=www&utm_source=footer](https://biz.yelp.com/?utm_campaign=claim_business&utm_content=claim_footer_link&utm_medium=www&utm_source=footer)

Hours are up to date

Updated pictures

Correct category selected



ONLINE AUDIT CHECKLIST



Claim/Update Your Business Listing on Bing

<https://www.bingplaces.com/r>

Hours are up to date

Updated pictures

Correct category selected



Claim/Update Your Business Listing on Trip Advisor (Restaurant, Retail, Attractions)

<https://www.tripadvisor.com/Owners>

Hours are up to date

Updated pictures

Correct category selected



Website Check

SEO Review: <https://www.seooptimizer.com/>

Google Review:

<https://www.thinkwithgoogle.com/feature/testmysite/>

GoogleAnalytics

[:https://marketingplatform.google.com/about/analytics/](https://marketingplatform.google.com/about/analytics/)