

# *Digital Spring Cleaning Checklist*



## Google Business Profile

- Business name, address, phone number, and website are correct
- Hours are current, including holidays and seasonal changes
- Business category still accurately reflects what you do
- Photos are up to date
- The business description is filled in and current
- Unanswered questions in the Q&A section have been addressed

## Directory Listings and Citations

- Top listings appear when you search your business name
- Name, address, and phone number are identical across all platforms
- Duplicate listings have been identified, and removal is requested
- Any outdated location, number, or website URL has been corrected
- Business is listed on Apple Maps, Bing Places, and Yelp at a minimum

## Social Media Profiles

- Bio, contact info, and website link are current on every platform
- Cover photos and profile images are on-brand and up to date
- Pinned posts are still relevant
- Inactive profiles still look presentable
- Linked website URLs are working correctly

## Customer Reviews

- Recent reviews on Google, Yelp, and other platforms have been read
- All unanswered reviews, positive and negative, have a response

- Spam or guideline-violating reviews have been flagged
- Recurring feedback themes have been noted

## Website Content and SEO Basics

- Homepage, about page, and services pages accurately reflect your business
- Broken links and error pages have been identified and fixed
- The contact form is working, and submissions are coming through
- Page titles and meta descriptions are descriptive and relevant
- Site loads well on mobile
- Older blog posts or resources don't reference outdated information