

LOCAL BUSINESS DIGITAL PRESENCE CHECKLIST

A practical review of how your business appears across search, maps, reviews, directories, social platforms, and the web

A local business's digital presence extends well beyond its website. Prospective customers may first encounter the business through a Google search, map result, review, directory listing, social-media page, AI-generated answer, or another third-party source. Those sources collectively influence whether the business is found, understood, trusted, and contacted.

When someone searches for your business—or for the services you provide—does the information they find accurately and consistently represent the business you want them to choose?

DISCOVER → VERIFY → CONSISTENCY → TRUST → ENGAGE → MONITOR

How to use this checklist: Check items you have verified. Leave gaps unchecked for follow-up and mark N/A where appropriate. Test important customer actions on desktop and mobile. Use the fields to record findings and assign the next review.

1 See What Customers Actually Find

Before changing anything, see the business from the customer's perspective. Search for:

- ☐ Exact business name
- ☐ Business name + city
- ☐ Business name + primary service
- ☐ Primary service + city
- ☐ Important secondary services + city
- ☐ Business phone number
- ☐ Business address, where applicable
- ☐ Owner or principal's name, where relevant
- ☐ Common variations of the business name
- ☐ Searches from both desktop and mobile where practical

Business Name: _____

Primary Service: _____

Primary Market / Service Area: _____

What appears first? _____

Does the business appear as expected? ☐ Yes ☐ Partly ☐ No

SEARCH LIKE A CUSTOMER: Do not evaluate your digital presence only by typing your exact business name into a search engine. A prospective customer who does not already know you may search for the service or solution they need, not your company name.

BUSINESS PROFILES AND INFORMATION CONSISTENCY

2 Verify Your Google Business Profile and Map Presence

For many local businesses, the Google Business Profile may be encountered before the website.

- ☐ Business name is correct.
- ☐ Primary business category accurately describes the company.
- ☐ Appropriate secondary categories are selected.
- ☐ Address or service-area settings are correct.
- ☐ Phone number is current.
- ☐ Website link is correct.
- ☐ Business hours are current.
- ☐ Holiday/special hours are maintained.
- ☐ Services or products are accurately represented where appropriate.
- ☐ Business description is current and useful.
- ☐ Logo is current.
- ☐ Cover image and photographs appropriately represent the business.
- ☐ Customer-facing attributes are accurate.
- ☐ Messages, calls, booking, or other enabled features are monitored.
- ☐ Duplicate or outdated listings have been investigated.
- ☐ Business ownership/access is controlled by appropriate people.

YOUR BUSINESS PROFILE IS PART OF YOUR STOREFRONT: Incorrect hours, an old telephone number, poor photographs, unanswered questions, or inaccurate service information can influence a customer before that person ever reaches your website.

3 Check Business Information for Consistency

A customer should not encounter different versions of the same business depending on where they look. Review important listings for:

- ☐ Business name ☐ Address
- ☐ Telephone number ☐ Website address
- ☐ Hours ☐ Service area
- ☐ Business category ☐ Primary services
- ☐ Email/contact information where published ☐ Branding/logo
- ☐ Business description where appropriate

Information	Website	Google	Facebook / Social	Major Directory	Match?
Business Name					☐
Phone					☐
Address / Area					☐
Hours					☐
Website					☐

Record the details shown on each platform; check Match when the information is consistent.

CONSISTENCY BUILDS CONFIDENCE: Conflicting telephone numbers, addresses, hours, URLs, or business descriptions create unnecessary uncertainty for both customers and digital platforms.

REVIEWS REPUTATION AND SOCIAL PRESENCE

4 Evaluate Reviews and Online Reputation

- ☐ Business knows where customers commonly leave reviews.
- ☐ Major review profiles are monitored.
- ☐ Recent reviews are being received where appropriate.
- ☐ Reviews appear to reflect genuine customer experiences.
- ☐ Positive reviews receive appropriate acknowledgment.
- ☐ Negative reviews are reviewed promptly.
- ☐ Responses remain professional.
- ☐ Responses do not disclose confidential customer information.
- ☐ Recurring complaints are examined for operational causes.
- ☐ Review trends are considered—not merely the average rating.
- ☐ Employees understand how complaints/reviews should be escalated.
- ☐ Business has a reasonable process for requesting legitimate customer feedback.

REVIEWS ARE MORE THAN MARKETING: A recurring complaint may be a business-process signal. If multiple customers identify the same issue, consider whether the underlying cause involves the process, training, communication, staffing, vendor performance, or another controllable condition.

Related ACS resources: #5 Inspection, #6 Corrective Action, and #7 Vendor Performance.

5 Review Social and Third Party Presence

Be where it makes sense—and maintain what you claim.

- ☐ Business knows which social profiles officially represent it.
- ☐ Abandoned or duplicate profiles have been identified.
- ☐ Profile names and branding are consistent.
- ☐ Contact information is current.
- ☐ Website links work.
- ☐ Business description is accurate.
- ☐ Current services are represented.
- ☐ Recent content reasonably reflects the business.
- ☐ Customer messages/comments are monitored where expected.
- ☐ Former employees or outside providers do not retain inappropriate administrative control.
- ☐ Business understands who owns/administers each important account.

YOU DO NOT NEED TO BE EVERYWHERE: A well-maintained presence on the platforms customers actually use is generally more useful than several abandoned profiles.

Priority finding: _____

Responsible person and next action: _____

CUSTOMER PATH AND ACCOUNT OWNERSHIP

6 Make Sure Customers Can Move From Discovery to Contact

Finding the business is only the beginning. Follow the prospective customer through the digital journey.

- ☐ Search result leads to the correct website.
- ☐ Map listing provides correct directions or service-area information.
- ☐ Telephone number works.
- ☐ Mobile users can tap to call where appropriate.
- ☐ Website contact form works.
- ☐ Email/contact links work.
- ☐ Social profile links lead to current accounts.
- ☐ Quote/request/booking links work.
- ☐ Important downloads open correctly.
- ☐ Customer knows what to do next.

The Digital Customer Path

SEARCH → FIND → VERIFY → TRUST → CONTACT

Where could a prospective customer encounter friction or confusion?

What happens if the customer chooses the easiest competitor instead?

7 Protect Ownership and Access

- ☐ Business controls its domain registration.
- ☐ Appropriate people control Google Business Profile access.
- ☐ Social-media administrative access is known.
- ☐ Directory/listing credentials are documented where practical.
- ☐ Analytics/Search Console access is controlled.
- ☐ Former employees/providers have been removed where appropriate.
- ☐ More than one authorized person has recovery access to critical accounts where appropriate.
- ☐ Recovery email addresses and phone numbers are current.
- ☐ Multi-factor authentication is enabled where available and appropriate.
- ☐ Passwords are not unnecessarily shared among multiple users.
- ☐ Business understands which accounts belong to the company versus an outside provider.

YOUR DIGITAL PRESENCE IS A BUSINESS ASSET: A company should not discover during an employee departure, vendor dispute, ownership transition, or emergency that nobody knows who controls its domain, business listing, social accounts, or other critical digital properties.

MONITORING MAINTENANCE AND QUICK REVIEW

8 Monitor and Maintain the Digital Presence

- ☐ Business information is reviewed periodically.
- ☐ Google Business Profile is checked periodically.
- ☐ Reviews are monitored.
- ☐ Important links are tested.
- ☐ Website and social contact information are kept current.
- ☐ New duplicate or incorrect listings are investigated.
- ☐ Photos/content are refreshed when appropriate.
- ☐ Services and business descriptions are updated when offerings change.
- ☐ Search visibility is reviewed periodically.
- ☐ Website analytics are reviewed.
- ☐ Important account-access information is maintained.
- ☐ A responsible person owns the review process.

Digital Presence Owner: _____

Review Frequency: _____

Next Review Date: _____

Local Digital Presence Quick Review

- ☐ Customers can find us when searching our business name.
- ☐ Customers can find us when searching for our primary service.
- ☐ Google Business Profile information is accurate.
- ☐ Website and major listings show consistent information.
- ☐ Business hours are current.
- ☐ Telephone numbers and website links work.
- ☐ Reviews are monitored.
- ☐ Recurring review complaints are investigated.
- ☐ Important social profiles are current.
- ☐ Abandoned/duplicate profiles have been addressed where practical.
- ☐ Customers have an obvious path from discovery to contact.
- ☐ Business controls critical digital accounts.
- ☐ Recovery information is current.
- ☐ Former personnel do not retain unnecessary access.
- ☐ Analytics/search performance are reviewed where available.
- ☐ Someone is responsible for maintaining the digital presence.

Reviewed by and date: _____

Most important correction: _____

QUESTIONS AND THE ACS DIGITAL PRESENCE CYCLE

Five Questions Worth Asking

1. What does someone who has never heard of our business find when searching for the service we provide?

That is more revealing than searching only for the company name.

2. Does the information found across the web consistently describe the same business?

Customers should not have to determine which phone number, address, hours, or website is correct.

3. What do our reviews tell us about the actual customer experience?

Look beyond the star rating for recurring themes.

4. Can a prospective customer easily move from finding us to contacting us?

Visibility without a functioning customer path has limited value.

5. Who controls our important digital accounts and what happens if that person or provider is suddenly unavailable?

This may expose a significant business-continuity risk.

The ACS Digital Presence Cycle

DISCOVER → VERIFY → CONSISTENCY → TRUST → ENGAGE → MONITOR

Discover — See what customers actually find.

Verify — Confirm important information is accurate.

Consistency — Align core business information across important platforms.

Trust — Strengthen credibility through accurate information, legitimate reviews, and professional representation.

Engage — Make it easy for customers to take the next step.

Monitor — Maintain listings, reputation, access, and performance over time.

YOUR DIGITAL PRESENCE IS NOT JUST YOUR WEBSITE: It is the combined impression customers form everywhere they encounter your business online.

How Resources 8 and 9 Work Together

Small Business Website Essentials Checklist (#8) reviews the business's owned website—content, usability, trust, conversion, technical fundamentals, measurement, and maintenance.

Local Business Digital Presence Checklist (#9) reviews how the business appears across the broader online ecosystem—search, maps, listings, reviews, social platforms, consistency, reputation, account ownership, and customer discovery.

WEBSITE + SEARCH + MAPS + LISTINGS + REVIEWS + SOCIAL + REPUTATION = DIGITAL PRESENCE

Want an Independent Look at Your Digital Presence

ACS offers eligible businesses one Complimentary Web & Digital Presence Introductory Assessment. We review the business's current digital presence and identify practical areas that may deserve attention.

There is no fee, no obligation, and no requirement to purchase an ACS service.

Request your assessment: 336.338.3454 | info@acsllc-nc.com | acsllc-nc.com

EXPECTATIONS DEFINED. PERFORMANCE MEASURED. RESULTS MANAGED.