

OTHER Reviewed 2 May 2026

# Online Presence Checklist

A practical checklist for deciding what your business needs online, from minimum credibility signals to more advanced growth channels.

Use this checklist to review whether your online presence supports the way customers actually find and assess your business.

Start with the minimum credibility layer. Then add more advanced channels only where they fit your audience, stage and capacity.

01

## Minimum credibility layer

Start here before thinking about active marketing.

- Define the audience**, including who buys and who researches before getting in touch
- Register a domain** that clearly connects to the business name
- Set up a domain email address**, such as hello@yourbusiness.co.uk
- Create or refresh a basic website**, even if it is only a digital business card
- Make the homepage answer who, what and for whom** within a few seconds
- Make the next step obvious**, such as enquiry, booking or phone call
- Check the site on a phone**, not only on desktop

02

## Basic website essentials

Use this for a simple but credible website.

- Business name and clear positioning** on the first screen
- Services or offer page** written in plain English
- Audience fit**, explaining who the business is for
- About section**, especially for professional and trust-based services
- Contact details** visible and current
- Privacy policy and website terms** where appropriate
- Fast loading pages** without oversized media
- No stale dates**, abandoned blogs or old offers

A small current site is better than a large neglected one.

03

## Google Business Profile and reviews

Prioritise this if local search, maps or visible reviews matter.

- Claim or create the Google Business Profile**
- Choose accurate categories** rather than vague ones
- Add website, phone, email and opening hours**
- Add service area or address** if relevant
- Upload suitable photos** where the business benefits from visual proof
- Ask happy customers for reviews** at the right moment
- Respond professionally to reviews** where appropriate

04

## Channel choice

Not every business needs every channel. Pick based on audience and capacity.

- LinkedIn** if you sell B2B, professional services, consulting or expertise
- Instagram or TikTok** if the offer is visual, consumer-facing or lifestyle-led
- Facebook** if local community, older demographics or local groups matter
- YouTube** if useful educational content can work for years
- Industry directories or third-party mentions** where buyers use them
- Avoid thin profiles** on platforms you cannot maintain

05

## Advanced growth layer

Add these only when the basics work and growth is the constraint.

- Create service pages** for the specific things people search for
- Publish useful content** answering real customer questions
- Track search visibility** for the business name and core services
- Build third-party credibility** through directories, mentions, podcasts or articles
- Review AI search visibility** where prospects may use ChatGPT, Perplexity or AI overviews
- Measure enquiries and conversion**, not only traffic

Advanced marketing only makes sense when you can maintain it and measure whether it helps.

06

## Quarterly review

Use this to stop online assets becoming stale.

- Check every contact route** still works
- Check service wording** still matches the business
- Remove old offers, old dates and abandoned announcements**
- Check mobile layout and page speed**
- Check profile links** from website to social platforms and back again
- Review whether the chosen channels still fit the audience**

## How to use this checklist

Do not treat every item as mandatory. A referral-led professional service, a local trades business and a visual consumer brand will have different priorities.

The aim is to remove doubt when someone searches for you, then invest only in the channels that can realistically help the business grow.

### BEFORE USING

This checklist is a practical planning prompt, not marketing advice for every business. Use judgement based on your audience and stage.