Business Visibility *Checklist!*

flower shop network.com
Your marketing partner!

_____ **Create an Official Business Profile including the following**

    NAME - Official Business Name
    ADDRESS - Complete Address including City and State Abbreviation
    PHONE - Local Telephone Number
    OFFICIAL WEBSITE URL - If you have multiple websites choose the one that is
                    E-commerce with orders you receive at 100%

_____ **Create a spreadsheet to track all claimed listing information including the following**

    Username
    Password
    Business Category
    Description
    Keywords
    Renewal dates if listing required a fee
    Amount of fee
    Date correct information appeared live on listing

_____ **Check NAP and website url consistency in the following places**

    _____ Business Cards
    _____ Delivery Vehicle
    _____ Statements
    _____ Quote Forms
    _____ Email Marketing
    _____ Email Footers (include a link to your website)
    _____ Secretary of State office (make sure DBA is listed and NAP Info correct)
    _____ City Business License (make sure DBA is listed and NAP info correct)
    _____ Print Media

_____ **Check NAP and Website URL consistency on all Social Media Profiles**

_____ **Check Business Visibility quickly using the following sites**

    _____ Getlisted.org
    _____ Yext.com
    _____ Universal Business Listing

Your marketing partner!

_____ **Claim and verify NAP info and website url on all of the following**
Listed in order of importance

_____ Website
_____ Google Place Pages
_____ Bing Local
_____ Yelp
_____ Super Pages
_____ City Search
_____ Yellow Pages
_____ Info Group
_____ Yahoo Local
_____ Insider Pages
_____ Niche Industry websites like *Flower Shop Network* or *Wedding and Party Network*
_____ White Pages
_____ Map Quest
_____ Local.com
_____ Foursquare
_____ Best Of The Web

_____ Schedule another audit in 6 months _____

Find this and more marketing resources online at FSNf2f.com!