

BUSINESS ONLINE HEALTH CHECKLIST



Google Business Profile



- Create a Google Business Profile
- Ensure business name, address, website and contact details are correct
- Add high-quality photos and business logo
- Regularly update business hours, services, and promotions
- Encourage customers to leave reviews and respond to them regularly



Bing Business Listing



- Claim an existing Bing listing or add a new one
- Complete the same steps as your Google Business Profile



Facebook



- Ensure your 'About' section shows your business email address, phone number, address & opening hours
- Add the areas you service, if a mobile business
- Regularly post business related content
- Business story and clear images



Instagram



- Ensure your bio contains contact information & a clickable link to your website
- Pin posts showing opening hours or current promotions



Australian Tourism Data Warehouse (ATDW)



- Register your business on ATDW
- Update information & add any events / special promotions to your business listing
- Book a free one-on-one optimisation session [here](#)



Online Directories & Reviews



- List business on relevant directories (e.g. TripAdvisor and [True Local](#))
- Ensure all contact details are up to date
- Write a compelling and informative description of your business
- Monitor and respond to customer reviews (ideally within 24 hours)