

Checklist

How to Improve Your Digital Footprint

How Visible Is Your Business?

New privacy compliance rules are shaping how you can serve ads and content to your customers. These changes will affect your social media accounts, emails, your website and more. How can you prepare your business to stay ahead of the curve?



Follow this QR code to get more details for each step with additional resources to help you complete this exercise.

<https://bit.ly/3yIf79q>



1. Create (and Update) Your Google Business Profile

Create this free profile to increase your visibility across Google services. Information from your Google Business Profile may appear in Google Search, Google Maps, and Google Shopping.



2. Audit Your Overall Visibility

Ensure your information is accurate and visible wherever your business appears online. Even if you don't plan to use a particular platform often or at all, it's important for your profiles to point back to the platforms you are using regularly, like your website or Facebook page.



3. Set Up Google Analytics 4

Google Analytics is a free tool that connects to your website to measure customer activity. Google Analytics 4 (GA4 for short) is the latest version of this tool and will be completely replacing all current versions on July 1, 2023. Old information will NOT be migrated into the new GA4 property, so the sooner you set this up, the more traffic history you will have on your website.



4. Capture Customer Information

Prepare for the deprecation of the cookie and other important changes by collecting email addresses of customers already interacting with your brand. When designing your display advertising campaign, think about the Most Wanted Action (MWA) you want your customer to take. Once you have this goal, you can design an effective ad with a corresponding Call-to-Action (CTA) and the marketing copy for the landing page (Click-Through URL or CTURL).



**Questions?
Ask us!**

<https://bit.ly/3LnK7OB>