

# Your Digital Footprint



Before you start planning or changing your digital marketing strategy, it is useful to analyze the online presence, or "digital footprint", you and your company already have. Seeing all of this information in one place can help you make decisions about where you will eventually want to focus your digital marketing efforts.

## STEP 1

Search the internet for your company name if you already have one. If you don't yet have a company, search for yourself to understand where you appear online. Is information about you and your company easy to find? Is the information that comes up professional? Does it align with or support your brand? Note any changes you need to make in the type of information that is available about you or your company.

## STEP 2

Complete this inventory of the platforms through which you are, you think you should be, or you think you shouldn't be communicating. Based on your research, where will you find your customers? Think about whether each platform can help you reach your goals. Don't hesitate to be frank about what does and does not matter. You don't want to spend time on a platform that won't pay off in terms of driving customers toward your product or service. Don't forget to update this inventory as you learn more about your customers and clarify your digital marketing goals.

SITE	IMPORTANT TO MY BUSINESS	HAVE NOT YET USING EFFECTIVELY	HAVE & USING EFFECTIVELY	NEED TO ESTABLISH & OPTIMIZE
	Y/N	Y/N	Y/N	Y/N
Company website				
Blog				
Facebook page				
Instagram				
TikTok				
LinkedIn				
YouTube				
Google business Profile				
Yelp				

Now that you have accessed your digital footprint, it is time for you to get to work on optimizing your online presence. If you need help in this process, schedule a free consultation with us today. We will help you craft a strategy to show up and get seen by your customers.

If you are the DIY-type, we can help you also. We have an online membership that walks you step by step on everything from creating designs, setting up social media, getting clients online, planning your next launch, etc.

We look forward to helping you be The Boss in your industry.

