

1 LINKEDIN

- ☐ Professional headshot *Not a selfie. Not a logo.*
- ☐ Headline: what you do + who you serve
- ☐ About section in your own voice
- ☐ Featured section linked to website/pitch deck
- ☐ Updated experience reflecting current venture
- ☐ Post, comment or connect at least once a week

2 META & TIKTOK

- ☐ Choose ONE platform to start— *Go where your customer already is.*
- ☐ Set up a Business Page — *Not a personal profile.*
- ☐ Post consistently (3x/week beats 10 then nothing)
- ☐ Use Meta Business Suite to manage FB + Instagram
- ☐ Try Reels/short video for organic reach

3 GOOGLE BUSINESS PROFILE

- ☐ Claim & verify at business.google.com— *Free*
- ☐ Pin location accurately on the map
- ☐ Fill every field: hours, phone, website, categories
- ☐ Add photos (interior, exterior, products, team)
- ☐ Respond to every review — positive and negative

4 BRAND REPUTATION

- ☐ Google your name and business name today
- ☐ Set up Google Alerts (alerts.google.com)— *Free, 3 minutes*
- ☐ Respond to reviews within 48 hours
- ☐ Audit & clean up old/inactive social accounts

5 WEBSITE & SEO

- ☐ Mobile-friendly and fast-loading
- ☐ Every page answers a real customer question
- ☐ NAP consistent everywhere (Name, Address, Phone)
- ☐ Content updated regularly
- ☐ Google Analytics 4 installed & monitored monthly

6 ANALYTICS (FREE TOOLS)

- ☐ Google Analytics 4— analytics.google.com
- ☐ Google Search Console— search.google.com/search-console
- ☐ Meta Business Suite Insights— business.facebook.com
- ☐ Google Business Profile Insights— business.google.com

SCAN FOR ALL RESOURCES & TOOLS



alynmedia.com/resources

FREE TOOLS MENTIONED TONIGHT

- **LinkedIn**
linkedin.com
- **Meta Business Suite**
business.facebook.com
- **Canva**
canva.com
- **Google Business Profile**
business.google.com
- **Google Alerts**
alerts.google.com
- **Google Analytics 4**
analytics.google.com
- **Google Search Console**
search.google.com/search-console
- **Google PageSpeed Insights**
pagespeed.web.dev
- **Google Mobile-Friendly Test**
search.google.com/test/mobile-friendly
- **Later (scheduling)**
later.com
- **Buffer (scheduling)**
buffer.com

YOUR 48-HOUR ACTION

Google yourself right now
Set up a Google Alert for your business name
Update your LinkedIn headline tonight

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