

Phase 1 – Internet Presence Audit - Checklist v17

Purpose:

To provide the client with a general understanding of where their company’s digital presence is, on the Internet, at a given date and time from a predefined location

Client: _____

Date: _____

PHASE 1 – TASK 1: SETUP CLIENT INFRASTRUCTURE

Start Time: _____

End Time: _____

- Add Client in **CMS** [<https://7thpowerinc.com/client-intake-form.aspx>]
- Move Client in **CMS** to “0_Pro prospective Clients”
- Create Client Folder in **Dropbox** in “0_Pro prospective Clients”

PHASE 1 – TASK 2: SCRAPE REPORT DATA

Start Time: _____

End Time: _____

P1 Report: Snag-it to Dropbox Folder:

Verify Website Ownership (who.godaddy.com) (1)

- 1-GoDaddy WHOIS _____

Verify Official Company Information [<https://secure.dor.wa.gov/gteunauth/>] (1)

- 2-Department of Revenue _____
- 2-Secretary of State _____
- 2-State Business License _____

Verify Branding Online Presence and Ranking (3)

Grade/Position

- | | | |
|---|-------|-----------|
| <input type="checkbox"/> 3.1-Google Branding Search | | |
| ○ Owner | _____ | ____/____ |
| ○ Business | _____ | ____/____ |
| <input type="checkbox"/> 3.2-Bing Branding Search | | |
| ○ Owner | _____ | ____/____ |
| ○ Business | _____ | ____/____ |
| <input type="checkbox"/> 3.3-Yahoo Branding Search | | |
| ○ Owner | _____ | ____/____ |
| ○ Business | _____ | ____/____ |
| <input type="checkbox"/> 3.4-DuckDuckGo Branding Search | | |
| ○ Owner | _____ | ____/____ |
| ○ Business | _____ | ____/____ |

Verify Google SERP (google.com) (3)

- | | |
|---|-----------|
| <input type="checkbox"/> 4.1-Google Trade Search _____ | ____/____ |
| <input type="checkbox"/> 4.2-Google Trade Search #1 GEO _____ | ____/____ |
| <input type="checkbox"/> 4.3-Google Trade Search #2 GEO _____ | ____/____ |

Verify Relevant Website Page Shots (client website) (3)

- 5.1-Website Home Page (Landing Page) _____
- 5.2-Services/Products OR About Us Page _____
- 5.3-Contact Us Page OR Fill-in Form _____

Verify Google Analytics on Company Website (client website)

- UA(#)- _____ - _____

Verify Local Company Information (moz.com/local) (2)

- 6.1-Missing _____
- 6.2-Incorrect _____
- 6.3-Correct _____

Social Media Vanity Search (namechk.com) (1) [OPEN (+) or TAKEN (-)]

- 7-Name Check _____
Facebook _____ YouTube _____ Twitter _____ Instagram _____ Pinterest _____ Yelp _____

PHASE 1 – TASK 3: VERIFY REPORT

Start Time: _____ End Time: _____

EDIT AND SAVE PNGs

Website Ownership (godaddy.com) (1)

- 1-SPOTLIGHT & MAGNIFY REGISTRANT

Verify Official Company Information (1)

- 2-State Business License

Verify Branding Online Presence and Ranking For Business (1)

- 3.1-Google Branding Search
- 3.2-Bing Branding Search
- 3.3-Yahoo Branding Search
- 3.4-DuckDuckGo Branding Search

Verify Branding Online Presence and Ranking For Owner (1)

- 3.1-Google Branding Search
- 3.2-Bing Branding Search
- 3.3-Yahoo Branding Search
- 3.4-DuckDuckGo Branding Search

Verify Google SERP (3)

- 4.1-Google Trade Search
- 4.2-Google Trade Search #1 GEO
- 4.3-Google Trade Search #2 GEO

Verify Relevant Website Page Shots (3)

- 5.1-Website Home Page (Landing Page)
- 5.2-Services/Products OR About Us Page
- 5.3-Contact Us Page OR Fill-in Form
- Double check: Phone Number, and UA#

Verify Local Company Information (moz.com/local) (2)

- 6.1-Missing _____
- 6.2-Incorrect _____
- 6.3-Correct _____

Social Media Vanity Search (namechk.com) (1)

- 7-Name Check

PHASE 1 – TASK 4: ASSEMBLE REPORT

Start Time: _____

End Time: _____

CMS/GENERAL DATA:

- Create CMS DATA SHEET from current Word Data Template
NOTE: The CMS DATA SHEET's name should be the date of compilation
- Enter Data into requested fields
- !!! VERIFY ALL DATA IS CORRECT BEFORE MOVING ON!!!**
- VERIFY ALL DROPBOX DATA**

Running Report:

- In P1Report generator, verify Client Name, Data File, and DROPBOX folder
- Verify usage of current P1 Report Template V. _____
- Run Generator

Review:

- Verify ALL data in report, and page numbers
- Print off and verify Grammar, Spacing, and Page setup
- Reprint Report, and Bind.