



DIGITAL HEALTH CHECKLIST

SOCIAL MEDIA

- Have an Active Facebook Account
- Have at least One Other Social Media Account (Instagram, Twitter, or YouTube)
- Reply Daily or Weekly to Comments
- Post Photo Daily or Weekly
- Complete All Additional Information
- Invite New Commenters to Like Page
- Re-Share Third Party Content Daily or Weekly
- Link to Social on Your Website
- Link to Social on Third Party Apps

WEBSITE

- Built in Last Five Year's
- Updated Monthly
- Works on Mobile
- Has an Embedded Map
- Has an Embedded Video
- Has a Photo Gallery
- Backlinks in Place to Relevant Content
- Crosslinks in Place to Relevant Content
- Metadata Filled In
- Images have Alt Tags
- Images are Linked
- Website is Secure
- Website is Fast

THIRD PARTY APPS

- Sign Up for Google My Business
- Sign Up for TripAdvisor
- Post Professional Photos on My Business
- Post Professional Photos on TripAdvisor
- Reply to Reviews on My Business
- Reply to Reviews on TripAdvisor
- Complete all Fields on My Business
- Complete all Fields on TripAdvisor
- Consider Expedia, Booking.com, AirBnB for Listing
- Encourage Visitors to Leave Reviews