

TO DO LIST - For Social Media / Website / Blog

FACEBOOK:



<input type="checkbox"/>	Set up Account or Enhance the Account that is there
<input type="checkbox"/>	Set up Business Page / Timeline Cover and Profile Information
<input type="checkbox"/>	FB URL – need to set up for the business page
<input type="checkbox"/>	Create Timeline Cover and optimize your business profile (match to LinkedIn)
<input type="checkbox"/>	Create Facebook URL and link to your other networks – get likes – recommendations

LINKEDIN:



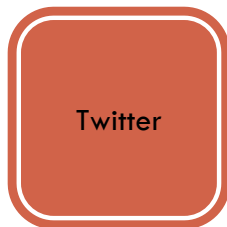
<input type="checkbox"/>	Profile Picture / Upload – Can Use Business Logo – but recommend personal photo
<input type="checkbox"/>	Profile needs editing and optimizing Headline needs to be done
<input type="checkbox"/>	What are your specialties? What would people type in to find someone like you?
<input type="checkbox"/>	Summary – answer three questions – look below and education / awards / likes etc.
<input type="checkbox"/>	LinkedIn URL – set up to match your other sites

GOOGLE:



<input type="checkbox"/>	Set up Google + Profile
<input type="checkbox"/>	4 Verifications – Email, Bs location & address, website, domain ownership
<input type="checkbox"/>	Set up Author sure account - where u link content u publish on a domain to Google +
<input type="checkbox"/>	Add Google Analytics Code to website
<input type="checkbox"/>	Set up networks inside Google + - finish fine tuning & Optimizing

TWITTER



<input type="checkbox"/>	Setup Twitter Account / Optimize existing account
<input type="checkbox"/>	Add pictures, background, branding info – add links to your profile and description
<input type="checkbox"/>	Set up twitter so when you post from your blog or buffer app it will also tweet for u
<input type="checkbox"/>	Utilize the info from your LinkedIn profile for your twitter account
<input type="checkbox"/>	

YOU TUBE



<input type="checkbox"/>	Set up or optimize existing You Tube Account
<input type="checkbox"/>	Add your links – create your unique You Tube Channel
<input type="checkbox"/>	Sync with your Google + Account
<input type="checkbox"/>	Set up your You Tube email so when you are out and about you can upload video
<input type="checkbox"/>	Build this network – subscribe to other YouTube accounts
<input type="checkbox"/>	

Additional Networks Needed?

<input type="checkbox"/>	Pinterest – Virtual Pinboard – very popular – can set up for Business
<input type="checkbox"/>	Brandify – free service for (3) accounts – Paid Version for unlimited links
<input type="checkbox"/>	Brandify – service to assist small businesses improve their online brand
<input type="checkbox"/>	About.me – Bio site – free – another great tool for people to learn about you
<input type="checkbox"/>	Vizify – Tool for showing the best of you online – connects Social Media Content
<input type="checkbox"/>	Four Square – get more customer walking thru your door – let people know your likes
<input type="checkbox"/>	Buffer App – Free resource / tool to share any page you are reading
<input type="checkbox"/>	Buffer App works with posting as well and will post for you to FB, LinkedIn, Twitter
<input type="checkbox"/>	Email Marketing – Constant Contact – also has event marketing and registration
<input type="checkbox"/>	Survey and Social Media Marketing along with Email


Website / Wordpress

<input type="checkbox"/>	Wordpress Blog – type of site – Realtor – Small Business – Service oriented – Non Profit
<input type="checkbox"/>	Purchase Template? Cost to be reimbursed
<input type="checkbox"/>	Need Hosting? Annual Cost is \$120 thru Host Gator
<input type="checkbox"/>	Need Domain Name? Annual Cost - \$10 thru Name Cheap – domain included in the hosting price
<input type="checkbox"/>	Purpose of site – goal – what do you want to attain with this site besides location info
<input type="checkbox"/>	Set up your posts to be the most effective – purchase SEO Blog Kahuna – will show you demo
<input type="checkbox"/>	Get information – need all items, pictures, text, links, whatever is needed for site
<input type="checkbox"/>	Set up email for site – “request a call” form – contact form – email list capture etc.
<input type="checkbox"/>	Every site is different – will install all “Free” applicable (small apps) as needed
<input type="checkbox"/>	Visit www.judysbusinessblog.com or www.judymusgrove.com or www.socialwebmediaexpert.com
<input type="checkbox"/>	These are samples of the types of apps I have installed – see what you like etc.
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

Submitting your site to the major search engines:

Explanation: This is part of the Search Engine Optimization – by submitting your site to the major search engines you will be accomplishing: The driving of relevant, credible links and traffic from other sites back to your own website. When these links come from websites with high credibility, your own site gains credibility in the eyes of the search engines. Submitting your website to as many credible online properties as possible will increase your site’s search engine credibility – improving your rankings on search engines.

Search Engine Submissions:

	Google – Google Places - http://www.google.com/business/placesforbusiness/ - Mail Verified
	Google Mobile - http://www.google.com/business/placesforbusiness/
	Google Maps
	Bing - www.bingplaces.com – Phone Verified
	Yahoo - www.listings.local.yahoo.com – Phone Verified
	Facebook - https://www.facebook.com
	CitySearch - Mobile App Available – Powered by CityGrid – “See Below” Need to Email
	Twitter - http://www.twitter.com
	YP.com – Yellow pages - http://listings.yellowpages.com/
	Merchant Circle - http://www.merchantcircle.com -
	Foursquare - http://www.foursquare.com
	Navteq - http://here.com/primeplaces/
	Data Team - http://www.gps-data-team.com/listingstep1.php
	InfoUSA - http://www.expressupdateusa.com - Phone Verified
	Localeze – http://www.localeze.com
	Acxiom – http://www.databyacxiom.com/presence-management.html
	YouTube – http://www.youtube.com
NEW	MapQuest - https://listings.mapquest.com/apps/listing - Newly Added 7/17/13
NEW	Patch – AOL’s Local Business Directory - http://www.patch.com/ - Newly Added 7/17/2013
NEW	Super Media - http://www.supermedia.com/business-directory-listing/ - Newly Added 7/17/2013

3 main steps you must do on a monthly basis:

- Research where your business should be listed and the more active places your site is listed, the more likely it is to be found
 - Listing on highly credible sites like “Google Places” is more important than listing on thousands of less relevant or credible sites.
- Submit your business listing to each individual online property
 - Make sure your information is complete and accurate – some listings have a fee some are free
 - Make sure you complete the “Verification Process”
- Monitor Monthly
 - Delete those listings that are no longer good
 - Submit new properties
 - Verify accuracy and completeness of your business information
 - Resubmit corrected information if incorrect info is found



– Add a business to CitySearch (now known as CityGrid). **UPDATED 6/24/13:** This link no longer works. Apparently you can add a business for free by emailing them directly. Their email address is: myaccount@citygridmedia.com

All you have to give them is [your business name, address, and phone number] , web address, and category and they'll add it manually for you. It takes them 3-5 days to create the listing and then 2 weeks before it's searchable on their website.