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Cheat Sheet

# Your COVID-19 Digital Marketing Checklist

**1. Review your website on a laptop and mobile device.** Walk a mile in your visitor's shoes and determine if your site answers all of their questions, both COVID related and not. Improve what you can.

**2. Increase your organic (free) social media posts** on Facebook and Instagram dramatically. Share photos from previous seasons, what you're doing to improve safety, and make sure people know you're open for business within the confines of the current policies.

**3. Improve your Local SEO.** Log into Google My Business and claim your business there if you haven't already. Once claimed, optimize your listing with photos, videos, descriptions, hours, and more.  
<https://www.google.com/business/>



**Need help? Contact us today!**