

VISIBILITY AUDIT & TRACKING

Social Media Presence Checklist for Local Business

Business Name: _____

Month/Year: _____

| PLATFORM | ACTIVE | NAP SYNC* | POST FREQUENCY | TOP GOAL / NOTES |
|----------------------------|--------|-----------|----------------|------------------------------|
| Google Maps | | | Weekly Updates | <i>Respond to reviews...</i> |
| Facebook | | | 3x Weekly | <i>Community groups...</i> |
| Instagram | | | Daily Stories | <i>Visual showcase...</i> |
| Yelp / Nextdoor | | | As Needed | <i>Local reputation...</i> |
| LinkedIn | | | 1x Weekly | <i>B2B Networking...</i> |
| TikTok | | | 2x Weekly | <i>Behind the scenes...</i> |

*NAP Sync: Name, Address, and Phone Number match exactly across all platforms.