BASEM SHAABAN CONSULTING

Digital Footprint Checklist for Your Business

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This checklist reviews your business's online presence across eight areas and 43 items. It takes about 20 minutes. Tick every item you have actually done, then calculate your score at the end.

1 The Five-Minute Test

Start with what your customer actually sees. Open the browser on your phone, not your computer.

- [ ] I search my business name on Google, and my pages and Maps listing appear on the first page
- [ ] I search my service plus my city (for example "dental clinic Erbil") and see whether my business or my competitors appear
- [ ] I ask an AI assistant about my business and compare its answer with the facts
- [ ] I search for my business on Google Maps and confirm the location or service area is correct
- [ ] I search my phone number and see where it appears and with what information

2 Your Unified Identity

Inconsistency across platforms confuses customers and search engines. Keep your name and details identical everywhere.

- [ ] My business name is written the same way on every platform
- [ ] My username (@) is the same or very similar on Facebook, Instagram and YouTube
- [ ] My logo and cover image are consistent
- [ ] My phone number and WhatsApp number are consistent
- [ ] My address or service area and working hours match everywhere
- [ ] My business description is one clear sentence: what we offer, for whom, and where

3 Google Business Profile

This is often the first thing a local customer sees. Keep it current and complete.

- [ ] The profile is verified and linked to a business email address
- [ ] The primary business category is correct
- [ ] The services list is clearly written
- [ ] Working hours are up to date, including holidays
- [ ] Real, recent photos of the business
- [ ] Phone number and a website or WhatsApp link are added
- [ ] I post an update on the profile at least once a month

4 Reviews and Reputation

Your customers' reviews speak for you when you are not in the room.

- [ ] I ask every customer for a review after the service, without pressure or incentives
- [ ] I have a ready, direct link for writing a review to send to customers
- [ ] I reply to every review
- [ ] I answer negative reviews calmly and offer a solution
- [ ] I check new reviews once a week

5 Your Website and Pages

Your website is the storefront you own; social platforms are rented.

- [ ] I have a website or landing page under my business name
- [ ] It loads fast and displays properly on a phone
- [ ] Each main service has its own page or section
- [ ] I state a price range or explain how customers learn the price
- [ ] Frequently asked questions with clear answers
- [ ] A contact or WhatsApp button is visible on every page

6 Inbound Content

The idea: answer your customers' questions before they ask, so they find you instead of you chasing them.

- [ ] I have a list of the ten questions customers ask most
- [ ] I answer them with a video, a post or an article
- [ ] I keep a fixed publishing schedule, weekly or twice a month
- [ ] Every piece of content ends with a clear call to action: call, message, book
- [ ] I reuse one piece of content on more than one platform

7 WhatsApp Business

This is where a visit becomes a conversation, and a conversation becomes a customer.

- [ ] My WhatsApp Business account has a complete profile: name, description, hours and location
- [ ] I have a greeting message and an away message
- [ ] I have quick replies for frequently asked questions
- [ ] I have a catalog of my services or products
- [ ] I set a target response time and stick to it

8 AI Readiness

No one can guarantee your business appears in AI answers. But clear, consistent, public information improves your chances.

- [ ] My key information is written as plain text, not only inside images
- [ ] My name, phone and services match everywhere
- [ ] My business is listed in trusted directories, websites or partnerships
- [ ] I ask an AI assistant about my business every month and correct anything that contradicts the facts

Your Score and Next Step

Count the items you ticked out of 43. The bands are a rough guide, not an official standard.

Items done	Rating	What to do first
0 to 15	Weak footprint	Start with areas 2 and 3
16 to 30	Moderate footprint	Fill the gaps; focus on reviews and content
31 to 43	Strong footprint	Keep it consistent and track results monthly

Pick the area where you did the fewest items and complete one item from it today. Then review the checklist again after 30 days.

If you would like to review your result with a specialist and build a plan tailored to your business, message us on WhatsApp, Facebook or Instagram:

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