



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
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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
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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