

Small Business Digital Starter Checklist

A practical checklist for building a simple, trustworthy, and useful online presence for a small business.

Goal: Cover the essentials without overcomplicating your setup—from your website and business listings to security, contact methods, and regular maintenance.

1. Business Basics

- Use a clear business name and consistent branding.
- Write a short, accurate description of your products or services.
- Keep your business phone, email, and location information up to date.
- Define the main customer action you want visitors to take.

2. Website Essentials

- Use HTTPS and a domain that is easy to remember.
- Create clear Home, About, Contact, and main service or product pages.
- Make navigation simple and useful on mobile devices.
- Check that important forms, buttons, and contact links work.

3. Search and Business Listings

- Create or maintain a business profile on relevant search and map platforms.
- Use the same core business information across your website and listings.
- Add useful service descriptions and accurate business categories.
- Encourage genuine customer feedback where appropriate.

4. Content and Visibility

- Publish useful information that answers real customer questions.
- Use descriptive page titles and headings.
- Keep important pages original, accurate, and up to date.
- Link visitors to related services, resources, tools, or helpful articles.

5. Security and Access

- Use strong, unique passwords for important accounts.
- Turn on multi-factor authentication where available.
- Keep website software, plugins, and devices updated.
- Limit administrator access to people who actually need it.
- Keep backups of important website and business files.

6. Contact and Customer Experience

- Make contact information easy to find.
- Provide clear service or product information before asking for contact details.
- Check contact forms and email notifications regularly.
- Review the customer journey from a normal visitor's perspective.

7. Ongoing Maintenance

- Review important pages and links regularly.
- Remove outdated offers, broken links, and placeholder content.
- Check website performance on both mobile and desktop.

- Review analytics or search data when available to identify useful improvements.

30-Second Final Check

Essential	Done
Website loads securely	■
Contact information works	■
Business listing is accurate	■
Important pages are useful	■
Passwords and MFA reviewed	■
Backups are available	■
Mobile experience checked	■

Listovix tip: A strong digital presence is built from simple, reliable fundamentals. Keep the information accurate, make the experience useful, and review the important parts regularly.