



Digital Check Sheet 1 - Audit and Update

It is important that your business maintains and presents accurate and consistent information for potential customers both now, and in the future. By maintaining your visibility in multiple platforms you can help your customers discover your business and inspire bookings, enquiries and sales.

Audit. Where are you now?

Create a list of all the places that you know your business is online. Do you have access to manage the information for your business.

Medium / site	Do you have access / login?
Your own Website	
Google My Business	www.google.com/business/
Facebook Business Page	www.facebook.com
Instagram Business Page	www.instagram.com
TripAdvisor	www.tripadvisor.co.nz
newzealand.com	register.newzealand.com/en/home/
Google Analytics	analytics.google.com/analytics/academy/
centralotagonz.com	www.centralotagonz.com Send updates to tourism@codc.govt.nz
LinkedIn	www.linkedin.com
Youtube Channel	www.youtube.com

Update. First Priorities

Check and update information about your business on all key online platforms. We encourage you to learn more about them using the tutorials and guides available.

1. Google My Business - www.google.com/business

Check and/or claim your listing. Make sure the details are accurate and up to date. Tutorials and support information can be found here:
skillshop.exceedlms.com/student/path/3382-google-my-business-basics

2. Facebook for Business

Check and update the area's you may not check regularly i.e. business details, hours, description etc. Facebook have a number of resources and guides that can help your business make the most of your page
www.facebook.com/business

3. Instagram

Share pictures and videos of your location, team and happy customers to engage your audience. A strong visual feed can reflect your uniqueness and help differentiate your business. For some tips and tricks check out
business.instagram.com/getting-started

4. Tourism New Zealand - newzealand.com

Tourism New Zealand's consumer facing website is a key site for tourism businesses providing accommodation, activities, attractions or tours and allows you to present your business together with offers and deals.

To register and update your listing access
register.newzealand.com/en/home/
www.newzealand.com/int/utilities/operator-help/

5. Tripadvisor

Check and update the area's you may not check regularly i.e. business details, hours, description etc. www.tripadvisor.co.nz/Owners

6. Other websites and apps

Where else do you hold listings? On industry websites, online booking sites, local and regional sites – check them and ensure they too are up to date.

