

Digital Presence Checklist

For Las Vegas Small Business Owners | brrh.lv

Phase 1: Audit

- Search "[Your Business Name] Las Vegas" on Google. Screenshot the results.
- Open your website on your phone. Tap every link. Note what's broken.
- Go to google.com/business. Confirm your address, phone, and hours are correct.
- Read your 10 most recent Google reviews. Write down the top 3 complaints.

Phase 2: Fix the Foundation

- Log into Google Business Profile. Upload 5 new photos taken this month.
- Update your business hours, including holiday exceptions.
- Add your phone number to the top of every page on your website.
- Write a one-sentence reply to every unanswered review (positive and negative).
- Add one button to your homepage: "Call Now," "Book Online," or "Get a Quote."

Phase 3: Get Found Locally

- Search your business on Yelp, Yellow Pages, and Facebook. Claim each listing.
- Compare your name, address, and phone on each site. Fix any that don't match exactly.
- Add "Las Vegas," "Henderson," or your neighborhood name to your homepage title and About page.
- After every completed job, send this text: "Thanks for choosing us! If you have 30 seconds, a Google review helps us a lot: [link]"

Phase 4: Build Authority

- Write one blog post answering a question customers ask you every week.
- Ask your best customer if you can share their story. Post it with a photo.
- Join 2 local Facebook groups (neighborhood, business networking). Introduce yourself.
- Take a photo of your team at work. Post it to Google Business Profile and Instagram.

Pro Tip

Each phase builds on the last. Complete Phase 1 before moving to Phase 2. Every box you check makes you easier to find.

Created by Bryan Rivera | brrh.lv

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