

# Small Biz Tech Survival Checklist

Don't get left behind — take these easy steps to bring your business online.

👉 Start This Week

## 1. Build Your Website (No tech skills needed!)

- ☐ Choose a website builder and create a website for your business
- ☐ Pick a design that fits your business
- ☐ Add your business name, services, and contact info

## 2. Get Found on Google

- ☐ Search for your business on [Google My Business](#) and claim it
- ☐ Add your opening hours and photos
- ☐ Ask happy customers to leave a review

## 3. Pick ONE Social Media Platform

- ☐ Choose the one your customers use most (Facebook, Instagram, etc.)
- ☐ Create a business profile
- ☐ Start posting 2–3 times per week — show your products, behind-the-scenes, or customer stories



## Goals for This Month

**Make sure you've ticked these off by the end of the month:**

- ☐ Your website is live and working
- ☐ Your Google Business profile is up-to-date
- ☐ You've posted a few times on social media
- ☐ At least one person has contacted or messaged you online
- ☐ You can see how many people visit your website (set up free tracking with Google Analytics)



## What to Focus on This Quarter (Next 3 Months)

**Now that the basics are running, aim to:**

- ☐ Add online payments or booking if needed
- ☐ Start sending email updates or offers to your customers
- ☐ Ask customers for reviews regularly and display them proudly
- ☐ Improve how people find you on Google (basic SEO)
- ☐ Write down your simple digital marketing plan (what to post, when, and where)



## Remember:

You don't need to do it all at once. Start small. Stay consistent. Let technology work for you — not against you.