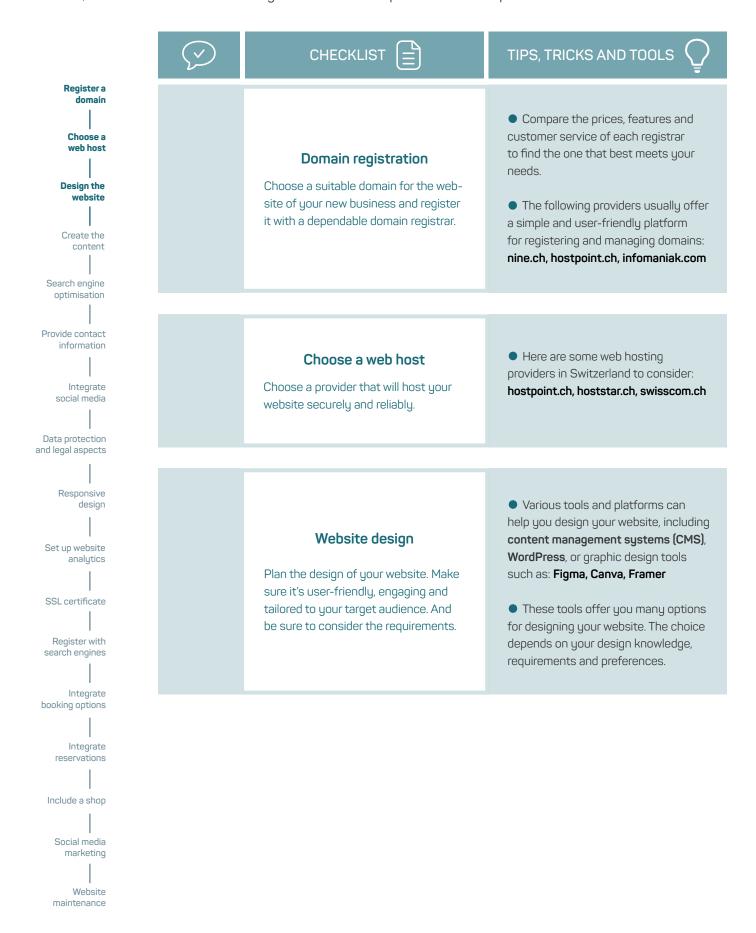
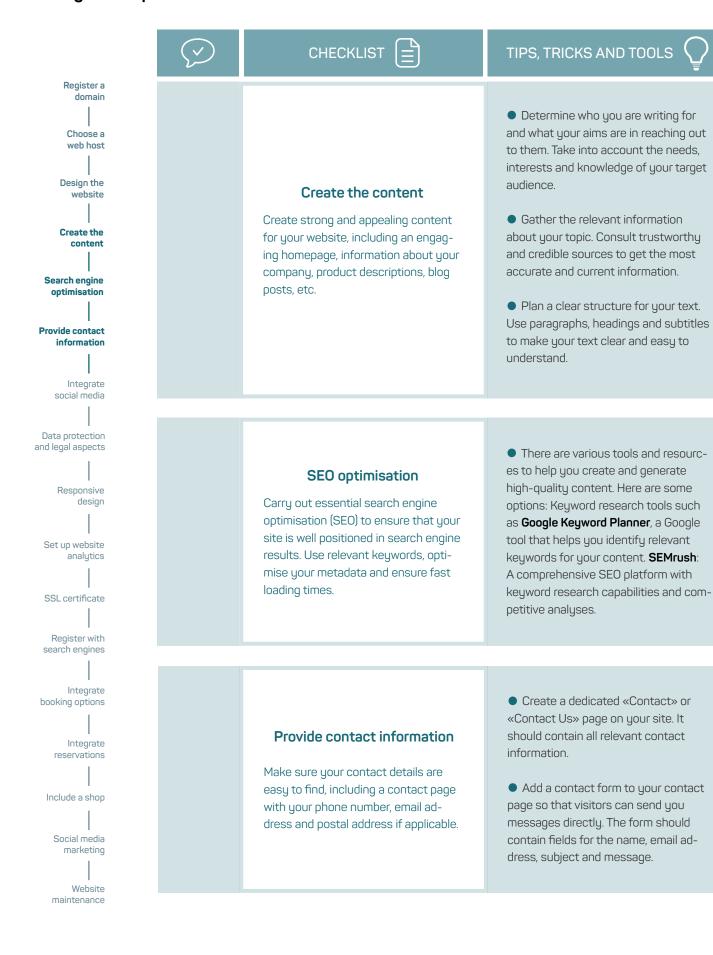


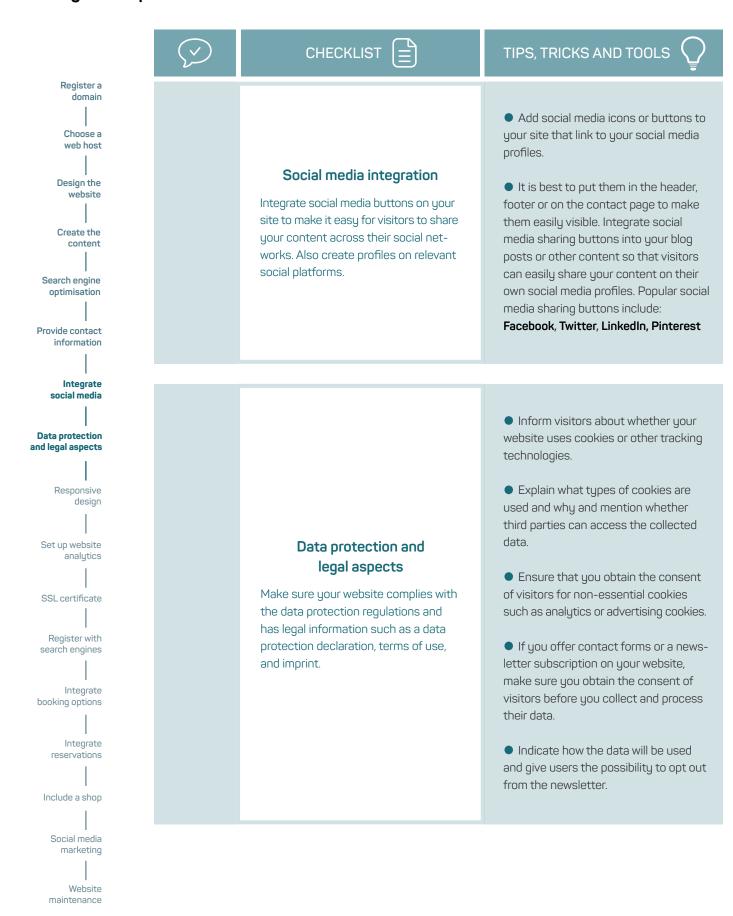
A web presence checklist helps you ensure that all important aspects are taken into account when creating and publishing a website. Make sure you don't forget any important steps or tasks. There are many details to consider, from domain and web hosting to content development and SEO optimisation.



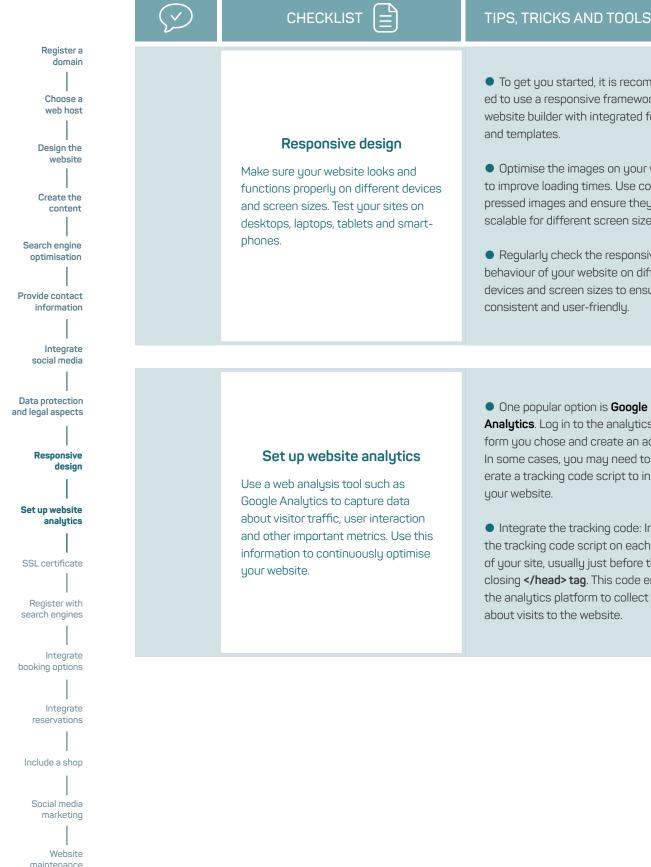






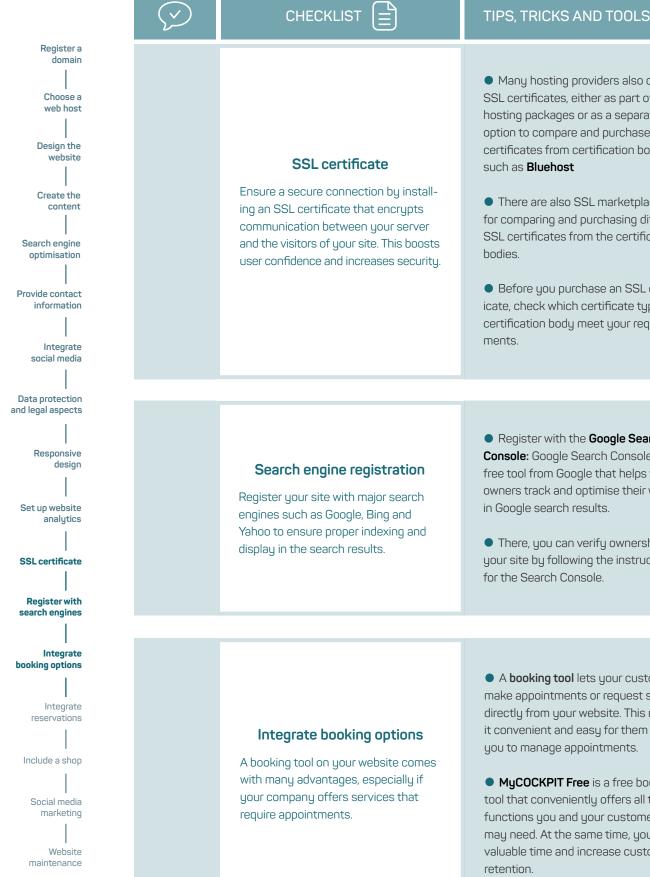






- To get you started, it is recommended to use a responsive framework or website builder with integrated features
- Optimise the images on your website to improve loading times. Use compressed images and ensure they are scalable for different screen sizes.
- Regularly check the responsive behaviour of your website on different devices and screen sizes to ensure it is consistent and user-friendly.
- One popular option is Google Analytics. Log in to the analytics platform you chose and create an account. In some cases, you may need to generate a tracking code script to insert in your website.
- Integrate the tracking code: Insert the tracking code script on each page of your site, usually just before the closing </head> tag. This code enables the analytics platform to collect data about visits to the website.





- Many hosting providers also offer SSL certificates, either as part of their hosting packages or as a separate option to compare and purchase SSL certificates from certification bodies such as **Bluehost**
- There are also SSL marketplaces for comparing and purchasing different SSL certificates from the certification
- Before you purchase an SSL certificate, check which certificate type and certification body meet your require-
- Register with the Google Search Console: Google Search Console is a free tool from Google that helps website owners track and optimise their website in Google search results.
- There, you can verify ownership of your site by following the instructions for the Search Console.
- A booking tool lets your customers make appointments or request services directly from your website. This makes it convenient and easy for them and for you to manage appointments.
- MyCOCKPIT Free is a free booking tool that conveniently offers all the functions you and your customers may need. At the same time, you save valuable time and increase customer





CHECKLIST =

TIPS, TRICKS AND TOOLS



Integrate reservations

A reservations tool lets guests make online reservations conveniently and without having to call or send emails. This reduces the effort for both sides and makes scheduling easier.

- A reservations tool gives guests the flexibility of choosing their preferred appointment time and indicating specific requirements or preferences. This improves the customer experience and allows the restaurant to respond to individual needs.
- MyLOCALINA Free, a free restaurant reservations solution, gives you full control over reservations and guest data, which you can view or modify from anywhere.

Include a shop

By including a shop on your website, you offer customers continuous access to your products or services. This means you are no longer bound to the opening hours of a physical store and can sell your products online and reach customers from different regions.

- By selling online, you can increase your sales and access new revenue streams
- With MyCOMMERCE Free, a free online solution, you can design your customisable online shop and easily integrate it into WordPress, Weebly, Wix, MyWEBSITE, Facebook, Instagram and other platforms.

Social media marketing

Create profiles on social media platforms and use them to promote your site, share content and connect with your target audience.

- Social media platforms have an enormous reach, with billions of users worldwide. Through targeted **social media marketing**, you can reach your target audience and present your brand, products and services to a wider audience. Advertising takes a lot of time, and it thus makes sense to hire a professional service.
- With MyCAMPAIGNS, you can advertise where your customers spend their time online, namely on Google,
 Facebook, Instagram and on Switzerland's leading news channels. Through the optimal display of ads, we ensure a maximum number of potential new customers.

Register with search engines

Integrate booking options

Integrate reservations

Include a shop

Social media marketing

Website



