

CHECKLIST

For Online Market Readiness



Complete this list with a yes, no, or n/a (not applicable).

_____ My business complies with the Tourism Assurance Plan (TAP).

_____ I have optimized my free business listing(s) on NewfoundlandLabrador.com.

_____ I have seasonally relevant travel offers listed on NewfoundlandLabrador.com.

_____ I engage with my regional Destination Management Organization (DMO). This includes keeping them up to date on any new products, renovations, etc. at my business.

_____ I have a mobile-friendly website that is up to date with current photos, all of my travel offers/packages, and contact information.

_____ I have a professional business email address.

_____ I have claimed my Google My Business listing.

_____ I have claimed my Trip Advisor listing.

_____ I have a dedicated and active Facebook business page.

_____ I have a dedicated and active Instagram business page.

_____ I respond to reviews on my Google Business Listing, TripAdvisor, and Facebook page.

_____ All of my contact information and hours of operation are up to date on my Google Business Listing, TripAdvisor, and Facebook page.