



# ESSENTIAL DIGITAL BUSINESS ASSETS CHECKLIST

For each of the profiles mentioned below, you will need to acquire the following:

1. Name and/or URL of the website you will access to login
2. Username and/or email address of the account on file
3. Password for the account

It is advisable to immediately check access for all accounts to determine if the information is correct.

## COMMON ONLINE ASSETS TO ACQUIRE

- Domain Name (GoDaddy, NameCheap, etc.)
- Hosting Account (GoDaddy, Hostgator, Bluehost, etc.)
- cPanel Account
- Website Backend Login (WordPress or other CMS)
- Ecommerce Website Login (if applicable)
- Email Mailing List Service (Constant Contact, aWeber, MailChimp, etc.): Website, username and password
- Social Media Sites
  - Facebook
  - LinkedIn
  - Twitter
  - Pinterest
  - Youtube
  - Instagram
- Email Login for Branded Email Accounts (may be multiple accounts and passwords, ie. name@brandeddomain.com)
- Blog Login (if applicable)
- Google Analytics
- Google AdWords
- Currently Used Website URLs, Phone Numbers, Email Addresses
- Local Profiles: Yelp, Foursquare, TripAdvisor, Angie's List, etc.
  - Yelp
  - TripAdvisor
  - Google Business
  - Instagram
  - Foursquare
  - Bing Places
  - Facebook Places
- Dropbox or Other Online File Repository

## OTHER ADDITIONAL DIGITAL ASSETS TO ACQUIRE

- Digital Logo (.jpg or .png and editable versions such as .eps, .ai, or similar)
- Brand Color Codes & Fonts
- Business Card Template (.psd, .ai .eps or similar)
- Letterhead, Presentations, Contracts, Brochures, etc
- Product Photography or Other Media Files
- Backups for Existing Website, Blog, Mailing List, etc.