



marketing kangaroo

Online Properties Access Checklist

Domain

This is your URL. You should have access to it or know who manages it. Closely associated with this is DNS management. Your DNS lets the internet know how to get to your address. Whether you, or someone else, manages your DNS you should still be able to access.

You should know:

- URL link to access your domain
- User Name/Password
- Who else has access

Website Access

To edit your website content or access its dashboard, you'll need to have access. Depending on your setup you may have several ways to access the admin area of your website.

For self-hosted sites (Wordpress, Concrete5) you should know:

- Contact info for your web hosting company
- User Name/Password
- FTP access for uploading files
- Website dashboard access – URL, User Name, Password
- Who else has access

For cloud-hosted sites (Wordpress.com, Wix, Squarespace, BigCommerce, Shopify) you should know:

- URL link to access Dashboard
- User Name/Password
- Who else has access

Google Properties

Google offers a number of free tools that are designed to work together to help your website get found on the web. You need a Google account to use these tools. Depending on when, or if, they've been set up for you, you may not have access to them. Ideally the Google account should be set up by the owner who then grants access to others like your marketing director or website developer.

You should know:

- Which Google properties you're using (Analytics, Search Console, Ads, Google Business)
- URL links to each Google property
- Confirm you're the owner
- If you are not the owner, find out who is
- Transfer all properties to your Google account AS THE OWNER

NOTE: If none of these properties is being used by your business, identify the ones you should be using, claim them and set up for use.

Social Media Accounts

Facebook, Instagram, Twitter and LinkedIn are great ways to engage with your audience and extend the reach of your brand – especially if you're providing a product or service to consumers.

For each social media platform, you should know:

- URL link to each account
- User Name/Password
- Social Media platform handle
- Who else has access

Other Online Listings and Marketing Tools

Depending on your business, you may have listings on sites like Yelp, TripAdvisor or Apple Maps. Claim these listings so you can be in control of your presence in these places.

You may also use tools to manage your email marketing like MailChimp or Constant Contact. Others like to use tools to manage their social media like Buffer or Hootsuite. Make a list.

For each you should know:

- URL link to each account
- User Name/Password
- Social Media platform handle
- Who else has access