

Digital Visibility Checklist

FOR TOURISM BUSINESSES

PLATFORMS

Check the platforms where your business is already listed:

- ☐  DiscoverPuertoRico.com
- ☐  Puerto Rico Tourism Company
- ☐  Google Business Profile
- ☐  Tripadvisor
- ☐  Yelp
- ☐  Apple Maps
- ☐   Social Media
- ☐    OTAs

PROFILE QUALITY

Is your information complete?
For each platform, verify:

- ☐  Correct business name
- ☐  Accurate map location
- ☐  Updated phone number
- ☐  Correct business hours
- ☐  High-quality photos
- ☐  Clear service description
- ☐  Booking or contact link provided
- ☐  Reviews responded to
- ☐  Correct category

ACTION PLAN

Your next step:

 Platform I need to improve first:

 What I am going to update:

 Date I will do it: