



Business Visibility Checklist

FOR BOOKKEEPERS

ZOEWHITMAN.COM

Ready to get visible?

Hi, I'm Zoe. I've written this guide to help you get more visible with your bookkeeping practice.

If you're thinking it's time to make an impact, time to get in front of your ideal client, here's a checklist you can use to make sure you've visited everything that matters.



Why does it matter?

Being visible is important if you're going to attract your ideal client. They need to be able to find you AND they need to know from their first interaction with you, that you are the professional bookkeeper for them, and that you know their business, you know their industry, you know what matters to them.

I've put this checklist together to give you a list of what you should visit to be sure your business stands out to your ideal client, that you're consistent on your brand and your message.

I'd love to stay in touch, please come and say hi [@_zoewhitman](#)

(Re)Launch your bookkeeping business in 90 days

- > Write a long and a short version of your bio for your profile across different platforms
- > Get some great professional photos or a well taken headshot to use across platforms
- > Have an up to date website or landing page
- > Ensure your blog has fresh content using key words ideal clients will be searching for
- > Update the about page of your website
- > Update your headline and profile on LinkedIn
- > Post regular fresh content on LinkedIn which speaks to your ideal client
- > Update your Google My Business page and contact details
- > Ensure your website is visible for Google Search
- > Plan weekly content which speaks to your ideal client
- > Create a lead magnet to attract your ideal client
- > Build a mailing list and schedule a regular email or newsletter
- > Create a business Facebook page
- > Update your Instagram account
- > Post regular fresh content to Facebook and Instagram
- > Join Facebook groups where your ideal client is likely to be

Ready to (re)launch your bookkeeping business in just 90 days?

I help bookkeepers take action.
I know what it is to build a business when you're also juggling family and other commitments.

I also know how to build an award winning bookkeeping business which attracts the clients you want, and which allows you to charge what you're worth.

With careful planning, I can help you launch or relaunch your bookkeeping business in just 90 days.

Ready to take action?

[**Learn more**](#)

