

Practice Acquisition: Website/Google Asset Checklist

#	Website	X	Notes
1	Acquire license for website theme		If the website has a theme, make sure you have the license transferred or purchase one
2	Acquire a license for commercial plugins used on the website		
3	Acquire a license for stock images that are being used on the website		
4	Hosting company credentials		To manage the hosting account
5	Website credentials		To manage the website
6	Website backup copy		If possible, try to get a copy of the website.
7	Add your name/office's name		Review the website so it's branded for you and not the previous dentist or owner.
8	Update website service listings		Remove services that you don't perform, and add any missing ones that you do perform.
9	Check contact form email		Make sure forms on the site are sending emails to your email address.

We recommend that you create a Google account for the office so all the services below can be managed with one account (Items 1-7)

#	Assets	X	Notes
1	Transfer ownership of domain name		
2	Take an inventory of and transfer ownership of social sites: (Facebook, Twitter, etc.)		You will need a FB and Twitter account respectively to make these transfers.
3	Transfer ownership of Google My Business account		
4	Become an Admin on Google Analytics		
5	Secure ownership of Google Search Console www and non-www versions of site.		
6	Email account transfer		Are you taking over the existing email accounts?
7	Transfer over NAP service		(Name, Address, Phone #) such as Moz Local.
8	Transfer Bing Webmaster account		You will need a free Microsoft account.
9	Discuss review system if applicable		Does the office have a review system/vendor in place?