



The Five-Step Digital Presence Checklist

From the webinar "You've Already Been Googled." Your search result is your first interview — this page turns the session into boxes you can check. Print it. Put it on the desk.

1 Google your name once a month

You should never be surprised by your own search results. Calendar it.

- ☐ Set a recurring monthly reminder
- ☐ Search your name + your club or city
- ☐ Read page one the way a stranger would

2 Fix your LinkedIn with the five fixes

It's where GMs, boards, and search firms actually look. One focused weekend.

- ☐ **Headline:** what you deliver, at what scale — not just your title. 220 characters; spend them like they're expensive.
- ☐ **Photo & banner:** daylight photo taken this year; banner shows your courts, your team, a packed event
- ☐ **About:** first person, ten sentences, the story you'd tell at a conference. If you'd say it out loud, you wrote it right.
- ☐ **Featured:** press, milestones, awards, event photos — proof beats claims
- ☐ **Activity:** a perfect profile with zero activity reads as abandoned

3 One bio, one photo, consistent everywhere

Club site, LinkedIn, association listings, event pages — same story every place your name appears.

- ☐ Update your club website bio
- ☐ Match association listings and event pages to your LinkedIn

4 One honest post a week — fifteen minutes

Capture, draft, post, reply. 52 proofs a year that you're active and building something.

- ☐ **Capture:** three words in your phone when something happens
- ☐ **Draft:** six to ten sentences, told like you'd tell a friend
- ☐ **Post:** Tuesday–Thursday mornings; done beats optimal
- ☐ **Reply:** answer every single comment

5 Collect proof

Recommendations, reviews, kind words from members and parents. Ask right after a win — people say yes.

- ☐ Request one LinkedIn recommendation this month
- ☐ Save screenshots of kind words as they arrive — that's Featured material

Questions about your own situation? Connect with **Evan Dechtman** on LinkedIn and tell him what you fixed first.