

The Complete Digital Asset Ownership Checklist

Ready to escape the digital hostage situation? Use this checklist to audit your business's ownership of critical digital assets. Tick each item you currently own and have admin access to, then make a plan to reclaim the rest!



Google Ecosystem

01

- ☐ Google Business Profile (owned via Business Manager, not someone else's account)
- ☐ Google Ads account (under business email, not just agency MCC access)
- ☐ Google Search Console (admin access)
- ☐ Google Analytics (GA4) (admin access, linked to business Gmail/Workspace)
- ☐ Google Tag Manager (admin access)
- ☐ Google Marketing Platform



Website & Hosting

02

- ☐ Domain Name (registered under business's account with registrar)
- ☐ Website CMS (WordPress, Shopify, etc. with full admin access)
- ☐ Web Hosting Account (cPanel, Cloudflare, or other DNS control panel)
- ☐ Website Backups (accessible and stored securely)
- ☐ FTP/SFTP access credentials (for direct server access)



Social Media

03

- ☐ Facebook Business Manager (owned by business with admin access)
- ☐ Meta Ad Account (under business's BM, not a shared one)
- ☐ Instagram Account (linked to BM, business email for recovery)
- ☐ LinkedIn Company Page (admin access via business email)
- ☐ TikTok Business Account (business-owned)
- ☐ Pinterest Business Account (if applicable)
- ☐ YouTube Channel (linked to brand Google account)
- ☐ LinkedIn Business Manager



Email Marketing & CRM

04

- ☐ Email Marketing Platform (Mailchimp, Klaviyo, etc. with admin access)
- ☐ Customer Email Lists (exported and backed up quarterly)
- ☐ CRM System (HubSpot, Zoho, etc. with admin access)
- ☐ Establish objectives and avenues for skill enhancement.
- ☐ Automation Workflows (documented and accessible)



Creative Assets

05

- ☐ Logo Files (multiple formats: .ai, .eps, .svg, .png, .jpg)
- ☐ Brand Guidelines (colour palette, fonts, voice/tone document)
- ☐ Professional Photos & Videos (stored in business-owned cloud)
- ☐ Design Files (Canva, Figma, Adobe account access)
- ☐ Content Calendar (accessible to business, not just agency)



Third-Party Tools

06

- ☐ Project Management Tools (Trello, Asana, etc.)
- ☐ Scheduling Tools (Calendly, Acuity - admin access)
- ☐ Chat/Support Systems (LiveChat, Intercom, etc.)



Legal & Compliance

07

- ☐ Privacy Policy & Terms of Use (stored and accessible)
- ☐ Cookie Consent Tool (account access)
- ☐ Font, Image & Music Licenses (documented and stored)
- ☐ GDPR/Privacy Compliance Documentation



Security & Recovery

08

- ☐ Multi-factor Authentication (enabled on all accounts)
- ☐ Password Manager (business subscription, not individual)
- ☐ Account Recovery Options (updated to business emails/phones)
- ☐ Employee Access Documentation (who has access to what)

What's Next?

If you've ticked everything, congratulations! You're in complete control of your digital presence.

Missing some ticks? Don't worry - here's what to do next:

1. Prioritise the most critical items (Google accounts, website, domain)
2. Contact current service providers for access transfer
3. Document all credentials in a secure location
4. Implement a digital asset ownership policy

Need Help?

Drowning in digital asset confusion? The Pixite team can help you audit and reclaim control of your online presence. Let's make sure YOUR business assets stay in YOUR hands.

Contact us at info@pixite.com.au to start your digital asset ownership journey today.

Remember: Your business data is too valuable to be held hostage. Take control now!