BIG TECH DETOX
Checklist

☐ Social Media Buttons

These are typically included in a theme or as a widget. Sometimes it is a manually added piece of code. Can you find where the social media button settings are, and remove them? Check your footer settings, as that is often where you'll find the buttons. Don't forget to inspect product pages and blog posts if applicable, as this is a prime spot to place social sharing buttons.

☐ Who is Hosting Your Site

There are several big-tech hosting companies that rely on Amazon, Microsoft, Google, Godaddy, Shopify, Squarespace, Wix, and a handful of others. If any of these names sound familiar, it is time to seek an alternative website hosting company.

☐ Where is Your Site Hosted

Your website might be hosted in a different country. If you'd prefer your site to be hosted here in the US, check with a DNS tool like; DNSCHECKER.ORG to find out.

☐ Big Tech Analytics

Google Analytics is on at least half of the websites in the world. Do you know if it is operating on your website? There are alternatives that give you privacy focused analytics and don't feed the beast information about your traffic. This can also include Google Tag Manager, an easy access way to add many snippets of code.

☐ Verification Codes

Facebook, Pinterest, and Google all have verification codes that can be installed on a website. Usually this is a manual process, but sometimes it can be 'almost automated' and easy. These verification codes may do more than what's written on the box. Check your settings or source code to remove them. Sometimes these verification codes can be installed at the domain level and may require DNS modifications to remove (not difficult, but may be intimidating at first).

☐ How is Your Site Made

There are big tech platforms such as Wix, Shopify, Squarespace, and many 'easy page builder' ways to make a website that often trap small business owners into an expensive DO IT YOURSELF enigma. These platforms drain your wallet each month while making you do the work yourself. Consider WordPress on a 'big-tech-free' hosting company. WordPress is very isolated from big-tech-interference while being a very easy-to-use product.

☐ Domain Registration

Where is your domain registered? Big tech advertisers like GoDaddy, Google, Wix and others make it seem like you have to be in their 'walled garden', but you don't. Create an account on EPIK. COM and transfer your domains away from big-tech to a privacy focused domain registrar. Be careful of your domain settings and email during this process. Epik Domains also comes with domain privacy by default so people are not able to spam you by checking out who owns the domain.

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☐ **SSL Certificate**

This is almost universal at this point, but just in case: Your website should be encrypted to limit the possibility of nefarious actors and big-tech snooping on the traffic of your website. SSL is the green LOCK icon that appears next to your website name in the address bar. It indicates that traffic is safe and encrypted. MOST hosting companies are now giving this away by default, but if you've been on the web for many years, you may not be being taken care of.

☐ **Create a Gab Listing for Your Business**

If you already started a Gab profile as an individual, start a new one for your business. Remember to include a link to your website in the bio section, and join the larger business groups to meet excellent people. Interact, find your people.

☐ **Open Graph / Social Sharing**

There are 'website sharing settings' that feed info to big-tech about how to display your site when shared on social media. Twitter is the most common of these 'social graph' or 'open graph' codes that you may see. It may be difficult to remove, but it is something to limit where possible.

☐ **Google Business Profile**

To be 100% big tech free means making sacrifices, and that means closing down your Google Business Profile. Many businesses depend on it for traffic, but if you've ignored it thus far, or are ready to cut the cord, you must mark your business as closed, or at least make efforts to inform visitors to this listing that you are avoiding big-tech interactions.

☐ **Use Brave Search or Other Google Alternative**

Be the change you seek by starting to use Brave Search or other growing alternative search engine. Brave search is really good, and continues to get better.

☐ **Google Fonts**

Many website builders use Google Fonts. This silly method of diversifying fonts is making calls to Google's server, and may then lead to them being able to judge traffic and content on your site. Load local fonts. After all, fonts are the least of your concerns when building a business online.

BE PROUD OF YOUR STATUS

Include your big-tech-free status as a badge of honor on your website.

You can work towards being big-tech-free using this checklist...
If you need a helping hand, please contact us to get started:

dan@americanwebcreations.com
gab.com/AmericanWebCreations

YOUR LOGO HERE! 100% BIG TECH FREE

CERTIFIED RE-PLATFORMED