Business Profile Pro

Franchise Location Launch Checklist

For new franchise owners opening a location

Franchisor approval

- [ ] Get the brand standards and approved logos/colors
- [ ] Find out what your franchisor allows for local pages, domains and ads
- [ ] Submit page drafts for written approval before anything goes live

Local presence

- [ ] Google Business Profile for your exact address (per franchisor rules)
- [ ] Name, address and phone identical on every listing
- [ ] Hours, service area and holiday hours confirmed

Lead handling

- [ ] Decide who answers web leads and calls, and how fast
- [ ] Forms and calls land in one CRM pipeline
- [ ] Missed-call text-back only with A2P 10DLC registration

Opening

- [ ] Grand-opening date and offer approved by franchisor
- [ ] Ask early customers for honest reviews
- [ ] Track every lead source from day one