Business Profile Pro

Small Business Website Launch Checklist

For local businesses launching or replacing a website

Before you build

- [ ] Domain you own, in your name, with login saved
- [ ] Logo, brand colors and 5-10 real photos
- [ ] Your top 3 services and who they are for

On the site

- [ ] Phone number tap-to-call on mobile
- [ ] One clear call to action on every page
- [ ] Hours, service area and address that match Google
- [ ] Privacy notice and contact form that lands in a CRM

After launch

- [ ] Google Business Profile claimed and verified
- [ ] Instant reply to every form lead
- [ ] Ask happy customers for honest reviews
- [ ] Check the site on your own phone once a month