

90-Day Pre-Launch Digital Checklist

Complete these steps before you open — so your digital presence is working for you on day one.

1 WEBSITE & DOMAIN

WEEKS 1–2 · Do first

- Purchase your domain name
- Choose & set up web hosting
- Install WordPress (or your CMS)
- Install SSL certificate (https://)
- Set up Google Analytics 4
- Connect Google Search Console
- Submit XML sitemap to Search Console
- Verify robots.txt allows AI crawlers

2 CORE WEBSITE PAGES

WEEKS 2–4 · Build the tree

- Homepage — business name, description, CTA
- About page — name, location, founding date, team
- One service page per service offered
- Location/Contact page — NAP in plain HTML
- FAQ page — 6–8 questions with schema
- Blog post: behind-the-scenes / what to expect
- Find & publish 1 unanswered question in your niche
- Internal links between all pages

3 GOOGLE BUSINESS PROFILE

WEEKS 1–2 · Do immediately

- Create GBP listing
- Set status to "Opening soon" with open date
- Business name — exact match to website
- Primary category — most specific accurate match
- Add secondary categories for each service
- Write business description (factual, 750 chars)
- Add phone number, website URL, service area
- Upload logo + 5 photos minimum

4 DIRECTORY LISTINGS

WEEKS 2–3 · NAP consistency

- Bing Places — import from GBP
- BBB — claim or create free listing
- Yelp — claim before auto-listing is indexed
- Apple Maps — Apple Business Connect
- NAP identical across all platforms
- Website URL added to every directory profile
- Verify phone number connects on every listing
- Check hours match GBP exactly

5 SCHEMA MARKUP

WEEKS 3–5 · Entity signals

- Organization schema on homepage
- LocalBusiness schema on homepage
- sameAs links to all social profiles in schema
- Service schema on each service page
- FAQPage schema on FAQ & service pages
- Article schema on blog posts (with author name)
- Validate all schema: search.google.com/test/rich-results
- Check schema in page source (Ctrl+U)

6 SOCIAL PROFILES

WEEKS 2–4 · Entity corroboration

- LinkedIn Company Page — complete About section
- Facebook Business Page — category, hours, URL
- YouTube Brand Channel — description + website
- X (Twitter) — bio, location, website field
- Business name identical across all profiles
- Website URL consistent across all profiles
- Set up 1 recurring post per week minimum
- Profile photos: same logo across all platforms

7 PRE-LAUNCH OUTREACH

WEEKS 6–8 · Fill the room early

- Post in local Facebook community groups
- Post on Nextdoor with opening announcement
- Notify local press — send opening release
- Email former colleagues / industry contacts
- Contact complementary local businesses
- Add email capture to website ("Coming soon")
- Start building email list before opening day
- Plan opening day social post in advance

8 OPENING DAY & AFTER

OPENING DAY · Flip the switch

- Switch GBP from "Opening soon" to "Open"
- Update GBP hours to reflect actual hours
- Publish opening day post on all social channels
- Ask first 5 customers for a Google review
- Send review link directly via text/email
- Publish first Google Post (What's New)
- Check Search Console for crawl activity
- Schedule first content session within 2 weeks

Not sure where to start? Tampa Web Technologies offers a free assessment that covers your specific gaps and priorities. Request yours at tampawebtech.com/contact/