

# Pioneer Vision Consulting

Your Comprehensive Business Launch Checklist

## Phase 1: Foundations & Branding

- ☐ **Finalize Business Name:** Ensure it's unique, memorable, and available.
- ☐ **Design Your Logo:** Create a professional logo that reflects your brand identity.
- ☐ **Establish Brand Guidelines:** Define your color palette, fonts, and brand voice.
- ☐ **Secure Legal Structure:** Register your business (e.g., LLC, Sole Proprietorship).
- ☐ **Obtain Necessary Licenses & Permits:** Check federal, state, and local requirements.
- ☐ **Register Domain Name:** Secure a primary domain and consider common variations.

## Phase 2: Digital Presence & Online Assets

### Website

- ☐ Finalize website design and layout.
- ☐ Write and proofread all core pages (Home, About, Services, Contact).
- ☐ Implement on-page SEO basics (title tags, meta descriptions, alt text).
- ☐ Test all contact forms, checkout processes, and links.
- ☐ Ensure website is mobile-responsive and loads quickly.
- ☐ Install analytics (e.g., Google Analytics 4).
- ☐ Create a Privacy Policy and Terms of Service page.

### Google Business Profile

- ☐ Create and fully complete your profile.
- ☐ Verify your business location or service area.
- ☐ Upload high-quality photos and your logo.
- ☐ Write a compelling, keyword-rich business description.

### Social Media

- ☐ Secure usernames on all relevant platforms.
- ☐ Complete profiles with consistent branding and a link to your website.
- ☐ Prepare 3-5 "launch week" posts for each platform.

### Email

- ☐ Set up a professional email address (e.g., contact@yourdomain.com).
- ☐ Choose an email marketing platform.
- ☐ Create a welcome email automation for new subscribers.

## Phase 3: Marketing & Content

- ☐ **Identify Target Audience:** Create detailed customer personas.
- ☐ **Define Unique Value Proposition (UVP):** Clearly state what makes you different.
- ☐ **Plan Launch Content:** Outline blog posts, videos, or case studies to publish during launch.
- ☐ **Draft Launch Announcements:** Prepare emails and social media posts to announce your launch.
- ☐ **Develop a Simple Promotion Strategy:** How will you drive traffic on day one?
- ☐ **Prepare a Press Kit (Optional):** Include your logo, business description, and founder headshots.

## Phase 4: Final Review & Launch

- ☐ **Proofread Everything:** One final check of all website copy, emails, and social posts.
- ☐ **Cross-Browser & Device Testing:** Ensure your website looks great on all devices.
- ☐ **Backup Your Website:** Perform a full backup before making final changes.
- ☐ **Schedule Launch Announcements:** Use scheduling tools for social media and email.
- ☐ **Define Success Metrics:** How will you measure a successful launch? (e.g., visitors, leads, sales).
- ☐ **GO LIVE:** Publish your website and send your announcements!
- ☐ **Monitor & Engage:** Watch your analytics and respond to all comments and inquiries promptly.