

Your Digital Launch Checklist

Northern California | 20 useful checks from first idea to first inquiry

Mark each item as you prepare to launch. Skip only what truly does not fit your business.

This covers digital setup. Confirm formation, licenses, taxes, and industry requirements separately.

01 Decide

- ☐ Write the main offer in one sentence.
- ☐ Name the customer and real service area.
- ☐ Choose one primary customer action.
- ☐ Confirm public name and contact details.
- ☐ Assign an owner for each new inquiry.

02 Own

- ☐ Control the domain and renewal account.
- ☐ Set up and test business email.
- ☐ Turn on multi-factor authentication.
- ☐ Record owners, billing, and recovery access.
- ☐ Use only visuals and copy you can publish.

03 Publish

- ☐ State offer, service area, and next step.
- ☐ Test the site on a real phone.
- ☐ Test forms, calls, bookings, and email.
- ☐ Show accurate people, work, and process.
- ☐ Publish an appropriate privacy notice.

04 Respond

- ☐ Claim a Google profile if eligible.
- ☐ Keep key listings and profiles accurate.
- ☐ Log source, owner, next action, outcome.
- ☐ Verify basic search and action tracking.
- ☐ Review first-month questions and gaps.

YOUR FIRST PRIORITY

Which unfinished item would most affect a customer's ability to understand or reach you?

Owner: _____

Target date: _____

START SMALL. TEST THE PATH. IMPROVE FROM REAL QUESTIONS.

Full guide, eligibility notes, and current source links:

markiviadigital.com/insights/northern-california-new-business-digital-checklist