

New Business Marketing Checklist

A Practical Guide for Local Businesses

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How to Use This Checklist

This checklist is designed for new and small businesses seeking a clear starting point for online marketing.

It focuses on practical steps that support visibility, credibility, and consistency across digital platforms.

You can work through this checklist at your own pace. Not every item needs to be completed at once.

Step 1: Business Foundations

These items help ensure your business information is clear and consistent.

- ☐ Business name is used consistently online

Ensure the same name appears on your website, listings, and profiles.

- ☐ Domain name is registered

Your domain should closely match your business name.

- ☐ Professional email address is set up using the business domain

Use an email address that matches your domain.

- ☐ Website clearly explains services

Visitors should understand what you offer within seconds.

- ☐ Contact information is easy to find

Phone number, address, and email should be visible.

Step 2: Local Visibility Essentials

These items help customers find your business in local search results.

- ☐ Google Business Profile is claimed

This profile helps your business appear in local search results on Google.

- ☐ Business address and hours are accurate

Incorrect information can confuse customers.

- ☐ Primary business category is selected

Choose the category that best represents your main service.

- ☐ Photos are uploaded

Images help customers understand your business.

- ☐ Service areas are defined

List the cities or regions you serve.

Step 3: Website Basics

These items help ensure your website is clear, functional, and accessible.

- ☐ Website works on mobile devices

Most visitors access websites using phones or tablets.

- ☐ Pages load quickly

Slow websites can cause visitors to leave.

- ☐ Clear service pages exist

Each main service should have its own page.

- ☐ Contact forms work properly

Test forms to ensure messages are received.

- ☐ Accessibility basics are followed

Content should be usable for all visitors.

Step 4: Search Visibility Basics

These items help search engines understand your business and services.

- ☐ Each service has a dedicated page

Avoid listing all services on a single page.

- ☐ Page titles describe services clearly

Titles should reflect what each page is about.

- ☐ Location is mentioned naturally

Include your city or service area where appropriate.

- ☐ Images include descriptions

Image descriptions support accessibility and search.

- ☐ Content answers common customer questions

Helpful content improves clarity and trust.

Step 5: Marketing Consistency

These items help build trust through clear and consistent messaging.

- ☐ Business information matches across platforms

Details should be consistent wherever your business appears.

- ☐ Branding is consistent

Logos, colors, and messaging should align.

- ☐ Messaging is clear and simple

Avoid overly technical or confusing language.

- ☐ Reviews are monitored

Responding to reviews shows engagement and professionalism.

- ☐ Customers know how to contact the business

Calls to action should be clear and visible.

Notes

Use this space to track progress, write reminders, or note next steps.

Checklist Review

Date Reviewed: _____

Reviewed By: _____

Disclaimer

This checklist is provided for educational purposes only and offers general guidance for small business marketing.