

BUSINESS STARTUP CHECKLIST



12.00
Meeting with Dave
to control grade.

10.45
Mon, August 2018

- AMER
- ESTRE
- CARAN

Don't forget to order
26 Eggs, flour, cream
10 bags of Brown Sugar
+ whole Milk
0.6 carton of Milk
1 Pod Chutney
1/2 cup of Milk
1/2 cup of Milk

- MIXED FRUITS

bronnies, apaske,
short cake, cheesecake
(strawberry/strawberry), choco.
+ extra vanilla

Total: \$70.00

BUSINESS STARTUP LIST

Running your own business website, regardless of whether it's an ecommerce site or just an online presence for your brand, can be a challenge. Over 100,000+ businesses trust InMotion Hosting as their business website's home! We've operated successfully for the past 15 years and don't plan on stopping our growth! Customers stay with us because we are just as invested as they are in their success. One of our core values is that we thrill our customers, and we plan on doing that by providing useful tools for your success. Throughout those 15 years, we've gathered a checklist of processes that, if followed, help keep you and your business website fresh, relevant and optimized. One such tool is a comprehensive business checklist.

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INFRASTRUCTURE

DOMAIN NAME

- ☐ Is it easy to spell?
- ☐ Is it short?
- ☐ Is it available as a domain? [Check here.](#)

WEB HOSTING

- ☐ **Business Hosting** - Basic websites, start-ups, and small businesses!
- ☐ **VPS Hosting** - High-Growth Business websites with root access!
- ☐ **Dedicated Servers** - Enterprise level, high traffic, and root access!

EMAIL

- ☐ [Create Email Account](#)
- ☐ [Email Forwarding](#)

LINKS

- ☐ Click all sections of website that lead to another page
- ☐ [Use LinkChecker Chrome Browser extension](#)

IDENTIFICATION



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JOURNEY



NAVIGATION TITLES ARE STANDARD

SINGLE LINE NAV BAR

LOGO IS LINKED TO HOMEPAGE

CLICK EVERY LINK TO MAKE SURE IT NAVIGATES TO THE PROPER PAGE

SEARCH BAR

CONTENT & SEO

SEARCH ENGINE OPTIMIZATION (SEO)

- ☐ List 5 keywords you are optimizing for
 - [Google Trends](#)
 - [Keyword Research](#)
 - What will your MAIN keyword be?
- ☐ If you had to choose 2 keywords what would they be?
- ☐ Does your Meta Tag for the website include your keyword?
- ☐ Do the images on your page include any of your keywords in the ALT tag?

RESPONSIVE

- ☐ [Are you Mobile Friendly?](#)

SITEMAP

- ☐ ["I'm over here Google!"](#)

CONTENT & SEO

(CONT.)

CONTENT SPEED

- ☐ [Site Speed Test](#)
- ☐ Site Navigation & Orientation
Final check that your sub-pages are working
- ☐ Site Functionality
Final check that all links work, all pictures populate, etc
- ☐ Site Support & FAQ
Do your FAQs answer industry concerns?
- ☐ Site Errors
Check for 404 and broken links
- ☐ Site Keeping Visitors Informed
Is your blog set up?
- ☐ Site Consistency
Does your logo, content, pages, and styles all follow the same style guide?

GOOGLE SEARCH CONSOLE

- ☐ Submit your sitemap to Google Console

CONTENT & SEO

(CONT.)

SOCIAL MEDIA

We suggest you choose to optimize one, but register the names on all social media for the future)

- ☐ Facebook
- ☐ Pinterest
- ☐ Instagram
- ☐ Twitter
- ☐ FourSquare
- ☐ Yelp
- ☐ YP
- ☐ Google +

OUTREACH

- ☐ List 10 Friends to email/text/Call
- ☐ List 10 Family members to email/text/call
- ☐ List 10 Acquaintances to email/text/call
- ☐ Share your website on Facebook
- ☐ Share your website on LinkedIn
- ☐ [Advertise with Free Credits](#)

BONUS

BEYOND THE BASICS

ARE YOU OFFERING A LOCAL SERVICE?

- ☐ [Let your local Press know](#)


REVIEWS


- ☐ Allow reviews for your products
- ☐ Create a testimonial page
- ☐ Find a review plugin that works for your website
- ☐ Use merchant review tool - YOTPO

LINKS, LINKS, LINKS

- ☐ [Find backlinks and opportunities](#)
- ☐ Find keywords of competitors
[SEM Rush](#)
- ☐ [Find Your Competitor's Keywords](#)
- ☐ [Google Trends](#)
How well is your keyword trending?
- ☐ [Look for More Business Tools](#)
- ☐ [Google Analytics](#)



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