New Business Digital Launch Checklist:

5 Steps to Opening

Use this checklist to ensure your business is visible, professional, and bank-ready.

1. **Domain Registration:** Secure your website address (e.g. yourbusiness.com) immediately. Ensure it is locked with 2-Factor Authentication (2FA). We recommend purchasing via **Namecheap.com**.
2. **Professional Business Email:** Sign up for Google Workspace to create your name@yourbusiness.com account.
    - **Note:** During setup, Google will ask to connect to your domain provider (e.g. Namecheap). Follow the **"Automatic Setup"** prompts to authorize Google to configure your email records. For security and privacy, this step must be completed by the business owner to ensure you maintain "Super Admin" control over your company's data and billing.
3. **Google Business Profile (GBP):** Create or claim your business listing on Google. If prompted, choose **Video Verification** and complete a "Walkthrough Video" (showing your street sign and your key in the door) to get your map pin verified.
4. **Website Foundation:** Launch a comprehensive 5-page site or a high-impact landing page. **Crucial:** Ensure your Business Name, Address, and Phone number (NAP) match your lease documents exactly to avoid fraud flags or GPS errors.
5. **Grand Opening Countdown:** Once your digital foundation is set, share the news on social media (e.g., "Opening June 2026") to build local neighborhood hype and capture early leads.

Ready to get started? If you are a new tenant and need expert guidance with a Website Foundation, I can help.
Go to creative-crescendo.com

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