Brand Identity

Name

☐ Choose a business name

☐ Check for similarly names businesses

☐ Check business registries and trademark databases

Logo

☐ Create or commission logo design

☐ Create variants for different situations:

- black and white
- small sizes
- light backgrounds
- dark backgrounds

☐ Get vector files (`.eps` or `.svg`)

Colour Palette

☐ Define colour palette of:

- 2-3 primary colours
- 2-4 secondary colours

☐ Record colour values in:

- Hex (e.g. `#35ABED`)
- RGB (e.g. `53, 171, 237`)
- CMYK (e.g. `78, 28, 0, 7`)

Fonts

☐ Select primary font

☐ If necessary, select secondary font for body text

☐ Ensure fonts are free for commercial use, if not buy a license

Brand Guidelines

☐ Create brand guidelines document to refer with all information on:

- Logo
- Colour Palette
- Fonts
- Imagery style
- Tone of voice

Website

Domain Name

☐ Choose your domain name

☐ Check registrars for availability and best prices

Website Builder

☐ Decide on DIY or paid outsourcing route

DIY Route

☐ Select a website building platform ([info on options here](#))

☐ Pick a good quality template and references

☐ Review some YouTube tutorials for your chosen builder

☐ Customise your template using your branding

Outsource

☐ Write a brief of what you want, include a list of pages and functionality, and style references

As **easy as** ordering a Friday night **takeaway**

☐ Get a list of 4-5 freelancers (e.g. from recommendations, directory listings, hiring platforms like Fiverr or Upwork)

☐ Ask for quotes and a timeline for delivery

☐ Select your chosen freelancer

Website Content

☐ Create essential website content

    ☐ Homepage

    ☐ Services / Product Pages

    ☐ About Us

    ☐ Contact Us

    ☐ Policies

        ☐ Privacy Policy (including Cookies)

        ☐ Terms Conditions (if needed)

☐ Create any relevant additional content

    ☐ Blog

    ☐ FAQ

    ☐ Testimonials & Reviews

    ☐ Portfolio / Case Studies

    ☐ Careers page

    ☐ Calendar / Events

Search Engine Optimisation

☐ Research and use relevant keywords

☐ Add meta tags and image descriptions

☐ Test mobile and desktop responsiveness

☐ Use free SEO auditing tools

☐ Check 'Core Web Vitals'

Privacy

☐ Create a privacy policy, including Cookie Policy

☐ Implement Cookie Banner or Consent Management Platform

If using CMP, ensure it is a part of Google's CMP Partner Program

Social Media

Social Media Profiles

☐ Research which social media platforms are most relevant for your business.

☐ Select platforms to start with, we suggest no more than 2 or 3

☐ Create profiles with consistent usernames

☐ Upload high quality profile and banner images

☐ Write bio pointing back to your website

Directories

☐ Research industry specific and/or local directories

☐ If you meet the eligibility requirements, create Google Business Profile

☐ Create profiles with:

- Comprehensive contact and business information like opening hours

- Upload high quality photos of premises, staff, products, completed projects, etc

☐ Encourage and respond to customer reviews

Content Plan

☐ Keep list of where critical information is posted

☐ Schedule regular time to check and respond to reviews and communication from customers

☐ Create content schedule for regular posting

- Make sure it is a schedule that you can realistically and consistently follow
- Include re-cycling and re-posting old content within your schedule

Analytics Software

Website Analytics

☐ Install website analytics software such as Google Analytics

☐ Review introductory tutorials on YouTube for basics of your platform

☐ Track visitor behaviour and key page metrics

Tag Manager

☐ Install Google Tag Manager

- Most website builders (including WordPress) have a plugin or integration

Conversion Tracking

☐ Create list of key actions on your website that should be tracked:

☐ Create triggers for each key action to track

☐ Add conversion event tags for each marketing platform you're planning to use

There are consultant/outsourcing services who can do this all for you.

Reward Yourself!

Congratulations! That was a lot to do, but it will set you up for success in the future.

☐ Pick a reward for yourself, some options include:

- 🍰 Slice of cake
- 🍺 🍷 Adult beverage
- 📚 Good book
- 🌳 Walk in the park

Digital Gurus

Now that you're set up to market your business online, why not sign up for a free account with Digital Gurus and see how we can help supercharge your business!

Our goal is to make it easy for small businesses to market themselves online.

Find Out More ⧉