

Know exactly when you're ready to launch.

PHASE 1: THE FOUNDATION

Legal. Technical. Locked in.

- ✓ **Business Name & Entity:** LLC or sole proprietorship registered and confirmed.
- ✓ **Domain Name Secured:** Purchased through a trusted registrar.
- ✓ **Hosting Connected:** Server configured and DNS properly pointed.
- ✓ **SSL Certificate Active:** HTTPS security fully enabled.

PHASE 2: BRAND IDENTITY

Credible, cohesive, and polished.

- ✓ **Logo & Favicon:** Primary logo uploaded plus browser icon.
- ✓ **Color Palette Set:** Primary and accent brand colors applied.
- ✓ **Typography Styles:** Readable headline and body fonts selected.
- ✓ **Essential Pages Drafted:** Home, About, Services, and Contact page written.

PHASE 3: LAUNCH SYSTEMS

Built to convert and follow up.

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|--|---|
| ✓ Mobile Responsive: Tested across phones and tablets. | ✓ Basic SEO Completed: Meta titles, descriptions, and image alt text added. |
| ✓ Forms & Automations: Leads route correctly to inbox or CRM. | ✓ Analytics Installed: Google Analytics and tracking pixels active. |
| ✓ Welcome Sequence: First email automatically sends upon signup. | ✓ Legal Footer Added: Privacy Policy, Terms, and Disclaimer linked and accessible. |

LAUNCH STATUS

If every box is checked, you're not guessing.

You're cleared for launch.