

## My Website's Live... Now What - Checklist

- Set up a blog and start writing
- Add good quality images to the website
- Include strings of text with keywords
- Work on SEO, or employ someone to work on SEO
- Add the business and site to online directories
- Ask local businesses to link to your website
- Sign up to, and configure, Google Business
- Set up a mailing list and newsletters
- Create a Facebook page and write posts
- Offer advice to customers such as "how to" guides
- Provide answers by including a FAQs page
- Supply helpful information about your product
- Display your certifications and qualifications
- Share information about your team members
- Show who your customers are
- Include testimonials and feature a happy client
- Feed your website to keep it live