

WORKSHEET 17 · CHAPTER 17 · YOUR DIGITAL PRESENCE

# Digital Presence Launch Checklist

Print, complete by hand, or use as a working review sheet.

## Instructions

Complete every item before opening. T-zero is opening day.

## Infrastructure: T-90 Days

Domain registered and hosting configured

GBP claimed and verification initiated

All social handles secured

## Pre-Launch: T-75 to T-45 Days

Coming Soon page live with email capture

Social teaser grid published

WhatsApp community/broadcast set up

## Content: T-30 to T-14 Days

Hero photography completed

Menu digitised in HTML

Schema.org JSON-LD implemented

Reservation widget integrated and tested

## Launch: T-7 Days

Full website live

GBP populated with photos/hours/menu/posts

Reservation platform accepting bookings

UGC incentive system activated