

New Business Website Checklist

Best for: Newly registered companies getting ready for outreach, referrals, and ads.
Use it for: The minimum public site that makes a new company look real.

How to use this

Print it, mark it up, and keep it beside the build. The goal is not to become a web strategist. The goal is to stop small missing decisions from eating the launch day.

Trust basics

Business name, offer, market, contact, founder/team context.

Real email on the same domain if possible.

Social links and proof, even if proof is early.

Offer basics

First package or service.

Who it is for and who it is not for.

What happens after inquiry.

Launch basics

Sitemap, robots, metadata, analytics, and tested forms.

Mobile view checked before announcement.

Search Console sitemap submitted after launch.

Next step

If you want the site done with you instead of by you, book a free intro call at niyalo.com. Bring this worksheet and we can tell you quickly whether a one-day Sprint fits.

30-minute action plan

Do this before you hand the project to anyone. The point is not to finish the whole website. The point is to remove the decisions that slow the website down.

Priority	Decision or task	Owner	Due
1	Trust basics: Business name, offer, market, contact, founder/team context.		
2	Trust basics: Real email on the same domain if possible.		
3	Offer basics: First package or service.		
4	Offer basics: Who it is for and who it is not for.		
5	Launch basics: Sitemap, robots, metadata, analytics, and tested forms.		
6	Launch basics: Mobile view checked before announcement.		

What usually breaks the launch

- [] No single decision-maker.

- [] Missing assets scattered across chat threads.

- [] A CTA that changes halfway through the build.

- [] A first version trying to behave like a six-month roadmap.
