

# Launch Lab Plus Final Review Checklist

A final review checklist for deciding whether a starter website is ready to share and what support would make the next step easier.

## 1. Visitor clarity

Check	Ready?	Notes
The homepage explains what the business does in the first few seconds.		
The best visitor or customer is easy to understand.		
The main service, product, class, or offer is easy to find.		
The site has one obvious next step: call, book, buy, visit, join, or request help.		

## 2. Trust and proof

Check	Ready?	Notes
Photos, examples, reviews, experience, partners, certifications, or local details are visible.		
Contact details match social profiles, flyers, email signatures, and Google Business Profile.		
The site does not contain placeholder text, empty sections, broken images, or unfinished pages.		
The business location or service area is clear when location matters.		

### 3. Mobile and usability

Text is large enough to read on a phone.

Buttons are easy to tap.

The menu is short and clear.

Images are not blurry or stretched.

The contact path works.

The page does not feel crowded.

The site loads reasonably fast.

Nothing important is hidden or cut off.

### 4. Search and local visibility

Search item	Done?	Next step
Homepage title uses clear service and business wording.		
Services page uses words customers would actually search.		
Town, region, or service area appears naturally where relevant.		
Google Business Profile needs are listed.		
Search Console is listed as a future visibility step when the site has a clear address and is ready to track search results.		

## 5. Choose the next move

Option	Best fit	Decision
Keep improving the free starter site	The idea is still being tested or the content is not ready yet.	
Add a custom web address	The site is ready for business cards, flyers, Google, and social media.	
Upgrade the website platform	The site needs features that are not available on the free plan.	
Move to hosted WordPress	The site needs plugins, booking, payments, e-commerce, advanced SEO, or deeper control.	
Book help	The owner wants a cleaner launch, stronger design, safer hosting setup, or better visibility.	

## 6. Helpful CodeForce follow-up options

**From \$150/hour**

### Business consulting hour

Clarify offer, pricing, website direction, content, Google visibility, or next steps.

**From \$225 each**

### Business print package

Flyer, brochure or one-sheet copy, and business card direction that match the website.

**From \$375**

### Launch support

Domain, hosting, SSL, final website review, and safe publish guidance.

**From \$350 each**

### Advertising and Google help

Landing page review, Google Business Profile, Search Console, starter ad copy, or campaign planning.

## Final notes

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