

NEW MARKET *LAUNCH* CHECKLIST

MARKETING TASKS FOR A NEW SERVICE AREA	✓
Sign a lease that meets Google verification requirements.	
Install exterior signage	
Set up utilities in the business name	
Update insurance to the new address	
Update legal documents if required	
Create or verify the Google Business Profile	
Add the address and phone number to the website	
Create tracking numbers and CRM marketing campaigns	
Apply for Local Services Ads	
Complete Advertiser Verification	
Complete Advanced Verification and respond quickly to document requests.	
Connect the Google Business Profile to LSA	
Activate Google Ads	
Train technicians to collect reviews	
Confirm calls, forms, leads, and campaigns are tracking correctly.	
