

Branding & Website

CHECK LIST

BRANDING

- DESIGN YOUR LOGO
- PICK YOUR BRAND COLOURS
- DEFINE YOUR POSITIONING
- DECIDE WHERE YOU WANT TO MARKET YOUR WEBSITE
(SOCIAL MEDIA, REVIEW WEBSITES, GOOGLE MY BUSINESS, ETC.)

WEBSITE

- SET UP THE TECHNICAL PARTS OF YOUR WEBSITE
(HOSTING, EMAIL, FORMS, ETC.)
- PLACE CONTENT ON YOUR WEBSITE
(BLOG, MENU, OPENING HOURS, RESERVATION SYSTEM, ETC.)
- MAKE YOUR WEBSITE MOBILE FRIENDLY

REVIEWS

- SCHEDULE TIME TO RESPOND TO REVIEWS