

New Trades Business Checklist

Your Professional Logo



- Helps your business look professional and memorable from day one.
- Makes your business easier to recognise across your pages.

Your Business Website



- Shows customers you're a real, trustworthy business.
- Clearly show your services and how customers can contact you.

Your Branded Email



- Look professional and increase customer confidence.
- Keeps communication consistent and easier for customers to recognise.

Your Google Business Profile



- Helps you appear in local searches when customers look for your trade.
- Quickly provides important info like contact details, reviews and photos.

Your Social Media Pages



- Gives customers another place to find you and check your services.
- Helps your business look active, approachable, and easy to contact.

Your Customer Reviews



- One of the strongest trust signals for new customers.
- Positive reviews can improve visibility and set you apart from competitors.