30-Day Post-Launch Plan

A calm month. You are looking for confusion and fixing it. You are not chasing a score.

Launch day

- [ ] The address opens with the lock icon (https)
- [ ] The homepage, contact page, and one inner page work on your phone
- [ ] Search Console has the site, and you submitted your sitemap
- [ ] Your Google Business Profile link, if you have one, points at this site

Days 1 to 7

Use the site the way a customer would. Call the number. Send the form. Read every heading out loud.

- [ ] Fix any wrong hour, broken link, or sentence that made you pause
- [ ] Ask two or three happy customers for a review, and make the request easy
- [ ] Write down the questions people still ask you in person

Days 8 to 14

- [ ] Add one real photo you did not have on launch day
- [ ] Turn one repeated question into a short answer on the site
- [ ] Check the contact form still arrives

Days 15 to 21

Open Search Console. Look at which pages Google has seen. Do not panic about a quiet first week. Fix anything marked as a coverage problem you understand, such as a page blocked by accident.

- [ ] Pages you care about are not accidentally left out of the sitemap
- [ ] Titles still match the page the person lands on

Days 22 to 30

- [ ] Read the homepage again and cut one confusing sentence
- [ ] Confirm the main action is still the first thing on a phone
- [ ] Note one improvement for next month, then stop

The one improvement I will make next month:

More on reviews, in plain language: zacharyhutton.online/articles/get-more-google-reviews-the-right-way