BITLINKS TECH

Business Starter Roadmap

The essential steps to launch, structure and grow your business with a clear digital strategy.

1. **Define your offer and audience**
   Write one sentence on what you sell, who it is for and why they should choose you.

2. **Register your business and brand**
   Secure your business name, domain and social handles so your brand is consistent everywhere.

3. **Build a fast, mobile-friendly website**
   Clear services pages, contact options and trust signals. This is your 24/7 salesperson.

4. **Set up Google Business Profile**
   Add accurate hours, photos and services so local customers can find and call you.

5. **Plan your content**
   Answer your customers' top questions with helpful pages and blog posts.

6. **Start with one marketing channel**
   Pick SEO, social media or Google Ads and do it well before adding more.

7. **Capture and follow up leads**
   Use forms, WhatsApp and email so no enquiry is lost, and reply within one business day.

8. **Measure and improve monthly**
   Track visitors, leads and sales in Google Analytics and adjust what is not working.