

Branch Launch Checklist

The one list to run every time a new branch opens — so nothing depends on someone remembering.

Every fix in this pack is designed to be duplicated, not rebuilt from scratch. This is the master checklist that ties them together — run it top to bottom for every new branch, and the other downloads in this pack are the detail behind each step.

Before you open the doors

- [] Schema and trust-signal templates ready to duplicate — see the Branch Schema Template Kit
- [] Branch page architecture already decided, not improvised — see the Branch Page Architecture Decision Guide
- [] Listing data (name, address, phone, hours, services) formatted to the standard spec — see the Listing Data Format Template

Launch day

- [] Every directory claimed — see the New Branch Directory Claim Checklist
- [] Schema and trust signals live before the branch's first review lands
- [] Branch page checked for duplicate or thin content — see the Pre-Launch Content Checklist
- [] Branch page checked against brand standard — see the Pre-Launch Brand Consistency Checklist

First month

- [] NAP consistency confirmed across core directories — see the Branch NAP Launch Check
- [] Branch added to your group vs. branch reporting structure — see the Group vs Branch Reporting Template

The whole point of this system: branch fifty should launch exactly as cleanly as branch one, because nothing here had to be rebuilt from zero.