

Pre-Launch Content Checklist

Checked once, on the new page, before it goes live — not a recurring audit of a growing network.

Duplicate or thin branch pages are a real, well-documented SEO risk — and the easiest way to end up with them is copying the last branch's page and swapping the town name. This checklist runs once, on each new page, before it launches — catch it at the source, and you never need to audit the whole existing network for it.

- [] At least 2-3 sentences of content are genuinely unique to this branch — not just the town name changed
- [] Real local detail included: the actual team, the actual office, specific local knowledge — not generic filler
- [] Page title and meta description are unique to this branch, not a template with one word swapped
- [] Run a quick search for a distinctive sentence from the new page in quotes — confirm it doesn't already appear on another branch page
- [] Photos are genuinely of this branch/team, not a stock or shared image used across multiple branch pages

This takes ten minutes per new branch page — a fixed, small cost, done once, instead of an open-ended audit that gets skipped as the network grows.