



Your Website Launch Pack

**Helping you make the most
of your new website launch!**

Brought to you by Make Me Local



Congratulations!

Your new website is live!

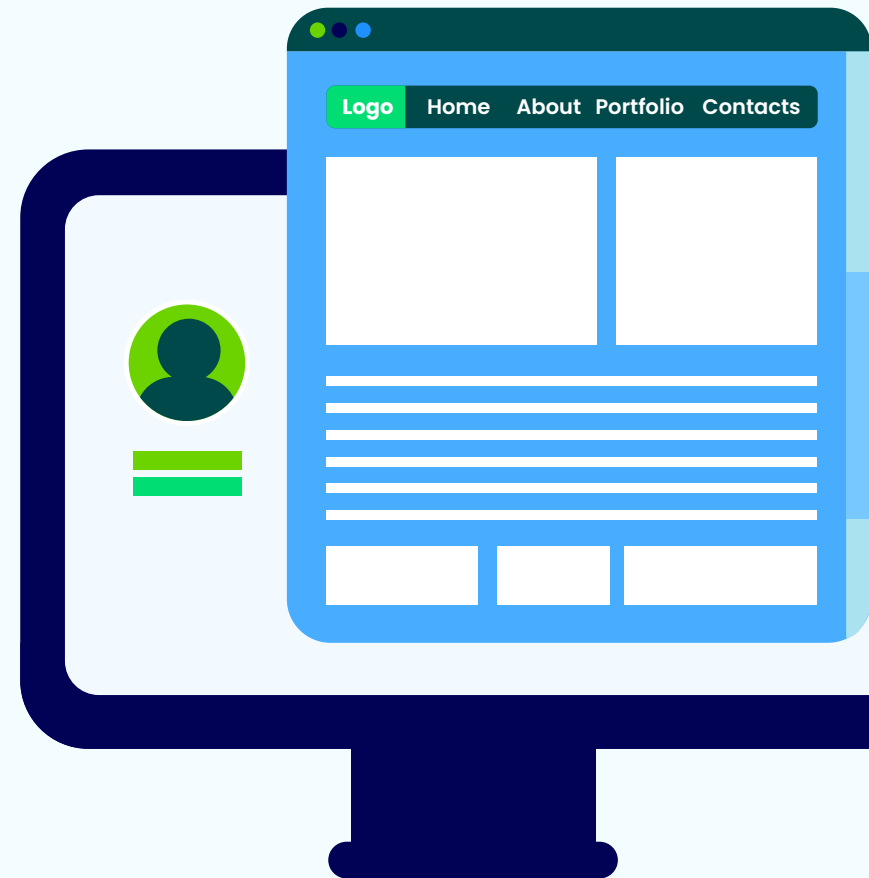
This pack is designed to help you shout about it, connect with your customers, and make the most of your investment.

Inside, you'll find:

- Ready-made email templates
- Tips to promote your business locally
- Social media sharing advice
- A handy launch checklist to keep you on track

All created with busy business owners in mind - quick, simple, and practical.

Let's get started! ➤



Email Templates:

Shout About Your Site

To help you spread the word, we've put together a few sample email templates. These are designed to make it easy for you to let your customers, clients, or contacts know that your new site is live, and encourage them to check it out, share it, or even leave you a glowing review.

Feel free to pick the one that best suits your tone of voice and tweak the wording to fit your business. You can send it out to your mailing list, loyal customers, past clients, suppliers, or even friends and family - anyone who might be interested in what you do or who could help give your website a little boost!



Template 1: We've Launched!

Subject: We've just launched our new website!

Hi **[First Name]**,

We're excited to announce that our new website is now live! It's been given a full refresh, and we'd love you to take a look:

[Insert link to website]

You'll find everything you need about our services, how to contact us, and even a few photos of what we've been working on recently.

Thanks for your continued support!

[Your Name/Business Name]

Website proudly designed by **Make Me Local**

Template 2: Check Out Our Site + Review Us

Subject: Our new site is live – we'd love your feedback!

Hi **[First Name]**,

We've just launched our new website, and we'd love you to check it out:

[Insert link]

If you've worked with us before, it would mean the world to us if you could leave us a quick Google review – it really helps other people find us!

[Insert direct review link]

Thanks so much for your support.

Warm wishes,

[Your Name/Business Name]

P.S. Huge thanks to the team at **Make Me Local** for bringing our new website to life!

Template 3: Partner/Supplier Share Request

Subject: Our new website is live – we'd love your help spreading the word

Hi **[First Name]**,

We've just launched our new website and we'd love your help getting the word out

[Insert your website link]

If you're able to include a mention in your next newsletter or tag us on social, we'd be hugely grateful.

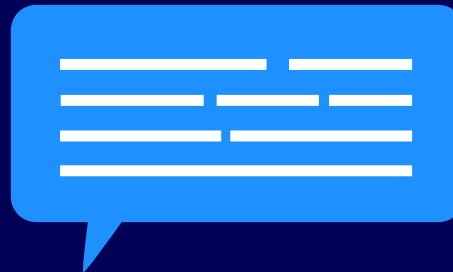
Thanks so much for your continued support!

[Your Name/Business Name]

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Website Promotion Tips: Get Found Locally

Your new website is live, now it's time to get it seen! Here are some easy ways to help more local people find and trust your business online:



**1**

Ask for Google Reviews (and reply to them!)

Great reviews build trust and help you show up more in local searches.

- Send a friendly message to happy customers asking for a review
- Make it easy by sending your direct Google review link
- Always reply to reviews, it shows you value feedback

More information can be found in our blog about **How to Get and Respond to Google Reviews**

2

Get Mentions & Backlinks from Partners

If you work with suppliers, trade associations, awarding bodies, local organisations or networks, ask them to:

- Mention your business in their next email newsletter or blog
- Include a link to your new website (this helps with SEO!)
- Tag you if they post about you on social media

A simple message like “We’ve just launched our new website – would you be happy to give it a shout-out?” can go a long way!

3

Keep Your Google Business Profile Fresh

Google Business Profile is often the first thing people see when they search for your business.

- Add new photos (your logo, examples of your work, team photos)
- Post updates (offers, blog posts, seasonal messages)
- Keep your opening hours and contact details accurate

Find out more in [our guide to setting up a Google Business Profile](#)

4

Share in Local Facebook Groups or Forums

Many communities have active local groups online, and it's a great way to get your name out there.

- Introduce your business and link to your new site
- Share useful tips or updates (not just salesy posts!)
- Be friendly and helpful – people notice and remember

5

Update Your Online Listings

Make sure your new website is listed (and linked!) on key online directories:

- Google Business Profile
- Yell, Checkatrade, Trustpilot, Houzz (if relevant)
- Trade associations

Consistency matters: double-check that your business name, address and phone number (NAP) are exactly the same across all listings.

6

Add Your Website Everywhere

Small updates that make a big difference:

- Update your **email signature** with your new site link
- Add the link to your **social media bios**
- Update any printed materials like business cards, flyers, signage

7

Send a Quick Email to Your Network

Let your contacts know you've launched! A short message with your new website link helps spread the word, you'll find email templates included in this pack to make it even easier.

8

Ask for Word-of-Mouth Referrals

Don't be afraid to ask happy customers to:

- Tell their friends or neighbours
- Tag your business online
- Leave a review and mention your new site

Sometimes a gentle nudge is all it takes!

9

Keep Posting Regularly

Consistency helps. Even a quick update once a month on your:

- Google Business Profile
- Facebook or Instagram
- Blog (if you have one)

...keeps your business visible and active in the eyes of Google **and** potential customers.

Social Sharing Tips

Quick wins to help you reach more people online

Social media is a powerful way to get the word out, especially when you involve your network. Here's how to make the most of your launch post and keep the momentum going:





Tag, Tag, Tag

- Tag any suppliers, partners or clients mentioned in your post
- Tag your team or colleagues if they're featured on the website
- Tag **@MakeMeLocal** (so we can reshare your post!)



Ask Your Team to Engage

- Get your team to like, comment and share your post
- Ask them to post it on their own accounts too
- The more engagement it gets early on, the more people will see it





Use Hashtags

Use a mix of hashtags to increase reach:

- ▶ Local ones like
`#YourTownNameBusiness` or
`#SupportLocal`
- ▶ Industry-related tags like
`#ElectricianUK`, `#GardenDesign`,
`#HairSalon`
- ▶ Don't overdo it - 3 to 5 is perfect



Share It More Than Once

- ▶ Don't be shy, share your launch again a few days later
- ▶ Try it in a different format (e.g. Instagram Story, LinkedIn post, Facebook Reel)
- ▶ People don't always see things the first time!





Add It to Your Email Signature & Bios

- Update your email footer with a link to the new site
- Add it to your Instagram/Facebook/LinkedIn bio
- Mention it in your next newsletter if you have one



Bonus Tip: Keep It Going

- Post again when you hit a milestone (e.g. first 5-star review!)
- Share customer feedback, new photos, or projects featured on your site
- Keep showing people you're active and proud of your work!



Not sure what to post?

Our Make Me Social team has your back.

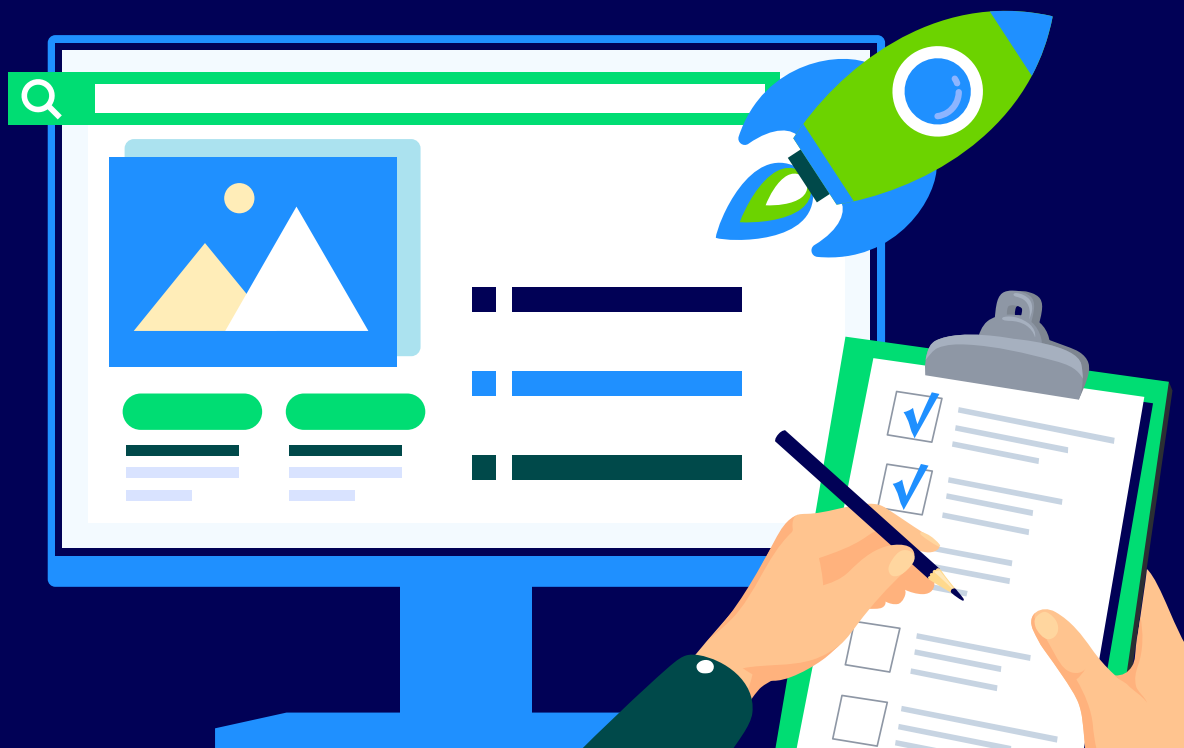
Drop us a message and we'll happily
create a scroll-stopping social
strategy with you.



Launch Checklist

A simple list to help you get the word out and make your new website work harder from day one.

Tick off as you go ...



Spread the Word on Social

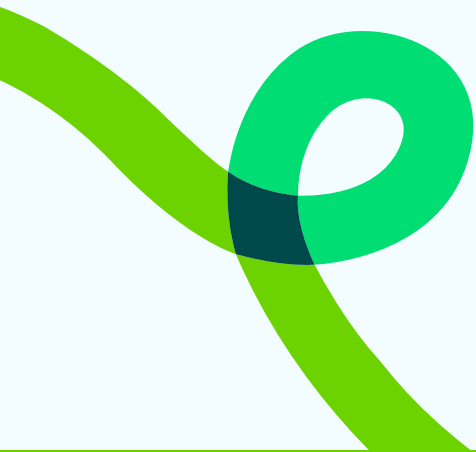
- ☐ Post about your new website on Facebook, Instagram, LinkedIn, etc.
- ☐ Tag [@MakeMeLocal](#) and any partners, suppliers, or team members
- ☐ Use a few local or industry hashtags (3–5 is plenty!)
- ☐ Ask your team to like, comment, and share the post

Update Your Email Signature

- ☐ Add a clickable link to your new website

Tell Your Network

- ☐ Email key customers, clients, and contacts to share your news
- ☐ Use one of the ready-to-go templates we've included
- ☐ Ask any partners or suppliers to give your launch a shout-out in their newsletters or socials



Get Those Reviews In

- ☐ Ask 3–5 happy customers to leave a Google review
- ☐ Send them your direct review link to make it easy
- ☐ Respond to any new reviews quickly and kindly

Update Your Online Profiles

- ☐ Add your new website link to:
 - Google Business Profile
 - Social media bios
 - Any trade directories or listings

Bonus Tips

- ☐ Share the website again a few days later (not everyone sees it first time!)
- ☐ Post about it in local Facebook groups or forums
- ☐ Keep photos and updates coming on Google and social — stay active!



Need a hand with any of this?

**Just give us a shout,
we're here to help you get
the most out of your website!**

Our team at **Make Me Local** (and **Make Me Social**)
are always happy to help.

