

# Business Starter Checklist

Everything a new business needs to look professional, get found and stay connected, in the order most businesses tackle it. Tick it off as you go.

✓ INVERSIT CAN HELP we can set this up for you

YOU + YOUR ADVISERS done with the government, your bank or accountant

## 01 Business foundations

The legal and money side. Sort these first, as other steps (like a .com.au domain) depend on them.

- |                          |                                                                                                                           |     |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------|-----|
| <input type="checkbox"/> | <b>Apply for an ABN</b><br>Free through the Australian Business Register.                                                 | YOU |
| <input type="checkbox"/> | <b>Register your business name</b><br>Through ASIC, unless you trade under your own name.                                 | YOU |
| <input type="checkbox"/> | <b>Check whether you need to register for GST</b><br>Required once turnover reaches \$75,000. Your accountant can advise. | YOU |
| <input type="checkbox"/> | <b>Open a business bank account</b><br>Keeps business and personal money separate.                                        | YOU |
| <input type="checkbox"/> | <b>Arrange insurance, licences and permits</b><br>Depends on your industry and council area.                              | YOU |

## 02 Your brand

How customers recognise you everywhere, from your website to your invoices.

- |                          |                                                                                            |            |
|--------------------------|--------------------------------------------------------------------------------------------|------------|
| <input type="checkbox"/> | <b>Logo</b><br>Custom concepts, revisions and print-ready files.                           | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Brand colours, fonts and brand kit</b><br>So everything you create looks consistent.    | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Business cards, flyers and stationery</b><br>Print-ready designs that match your brand. | ✓ INVERSIT |

## 03 Domain + email

A professional address customers trust, like hello@yourbusiness.com.au.

- |                          |                                                                                                           |            |
|--------------------------|-----------------------------------------------------------------------------------------------------------|------------|
| <input type="checkbox"/> | <b>Register your domain name</b><br>.com.au domains need an ABN or ACN.                                   | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Set up professional email</b><br>Business email accounts for you and your team, such as Microsoft 365. | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Email signature</b><br>Your logo, contact details and links in every email.                            | ✓ INVERSIT |

## 04 Website + hosting

Your home base online, the place every other channel points back to.

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|--------------------------|---------------------------------------------------------------------------------------------------------------------------|------------|
| <input type="checkbox"/> | <b>Custom website</b><br>Mobile-ready and SEO-ready, from \$1,595 + GST. Online stores from \$2,950 + GST.                | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Secure Australian hosting + SSL</b><br>Managed WordPress hosting with backups and updates, \$49.95 + GST per month.    | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Privacy policy and terms pages</b><br>We set up the pages. Your adviser can help with the wording your business needs. | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Contact form with spam protection</b><br>So enquiries reach your inbox, not your junk folder.                          | ✓ INVERSIT |

## 05 Get found online

Make sure customers can find you on Google, Maps and social media.

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|--------------------------|-------------------------------------------------------------------------------------------------------------------------------|------------|
| <input type="checkbox"/> | <b>Google Business Profile</b><br>Claimed, verified and complete, so you show on Google Maps and local results.               | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Google Search Console + Analytics</b><br>See how people find your website and what they do there.                          | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Facebook + Instagram business accounts</b><br>Set up properly in a Meta Business Portfolio, with the Meta Pixel installed. | ✓ INVERSIT |
| <input type="checkbox"/> | <b>LinkedIn Company Page</b><br>Especially useful for professional and B2B services.                                          | ✓ INVERSIT |
| <input type="checkbox"/> | <b>A simple way to ask for Google reviews</b><br>Reviews build trust and help you rank locally.                               | ✓ INVERSIT |

## 06 Tech + keeping it running

The behind-the-scenes setup that saves headaches later.

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|--------------------------|----------------------------------------------------------------------------------------------------------------------|------------|
| <input type="checkbox"/> | <b>Computers, devices and software</b><br>The right systems for how your business works.                             | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Backups and security</b><br>Protect your website, files and accounts.                                             | ✓ INVERSIT |
| <input type="checkbox"/> | <b>Keep a record of every login you own</b><br>Domain, hosting, email, Google and social accounts, all in your name. | YOU        |

## Want a hand with any of this?

Book a free consultation and we'll help you work out what you need first.

02 6610 9202

[inversit.com.au](https://www.inversit.com.au)

This checklist is general information only and isn't legal, tax or financial advice. Requirements vary by business, so check with [business.gov.au](https://business.gov.au), the ATO and your accountant or adviser.