

361°

BRAND & WEB

Launch-Ready

The web-presence pre-launch kit – the difference between “is this real?” and “take my money.”

Un degré au-delà / One degree beyond

361tech.tech

Before you tell the world about your product or brand, run this. A credible **web presence** is the difference between “is this real?” and “take my money.”

FOUNDATIONS

- Own your domain** a real domain, not a free subdomain. It signals you're serious.
- HTTPS everywhere** no exceptions. The padlock is table stakes.
- One coherent brand** same logo, colours, and two fonts across site and socials. Consistency reads as trust.
- A clear one-liner** what you do, for whom, in a sentence – above the fold and in every bio.

THE SITE

- Homepage answers 3 questions** what is it, who's it for, what do I do next?
- A single, obvious call to action** one primary action per page. Don't make people choose.
- Real contact route** email or form that actually reaches you.
- Fast on mobile** most visitors are on a phone. Test it on one.
- A resources / content section** give value before you ask for anything. Own it on your domain for SEO.

LEGAL & TRUST

- Legal notice published** company details where the law (and trust) expects them.
- Privacy policy** GDPR-aware if you touch EU visitors. Name your real data processors.
- Terms of use** set the rules of engagement up front.
- Host vs CDN/DNS, stated correctly** your hosting provider and your DNS/CDN are different – say which is which.

SOCIAL PRESENCE

- Same handle everywhere** claim it across platforms even if you won't post yet.
- Profile = mini landing page** clear bio, link, branded image. The 1200×630 share image matters.
- Pick the platforms your audience uses** two done well beats six half-done.

A content angle, not just posts a point of view people can follow.

THE CREDIBILITY TEST

Show your site to someone who's never heard of you for 10 seconds, then hide it. If they can't say what you do and who it's for, fix that **before** you launch anything else.

Tip • A web presence is never “done” – it compounds. Ship a credible v1, then improve one degree at a time.