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Domain Change Master Checklist

Use this checklist as a way to evaluate areas where you may need to update your business website address. As a reminder, your URL will be moving from www.shop.com/{yoursitename} to www.MarketAmerica.com/{yoursitename} on 9/22. Please note that you may not necessarily have all of these assets, and you may also have created custom ones not listed here. We ask that you remove reference to SHOP.COM everywhere it may be represented.

Immediate Actions

- ☐ Save this checklist to keep track of your updates
- ☐ Share this information with your team (if applicable)
- ☐ Bookmark the new website domain (www.marketamerica.com/{yoursitename}) in your web browser.
- ☐ Change any Market America contacts in your address book from @shop.com to @marketamerica.com

Websites & Online Presence

Personal Websites

- ☐ Redirect any Custom domains (change forwarding from your shop.com portal address to your www.marketamerica.com/{yoursitename}) on or as close to 9/22 as possible
- ☐ Personal business website (3rd party website, not a website provided by MA)
- ☐ Blogs
- ☐ Landing pages
- ☐ Contact pages (Various online areas where you may have your website in your contact details)
- ☐ Resource pages
- ☐ Portfolio websites

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UnFranchise Business Tools

- ☐ Any personalized websites (Oasis Digital Marketing Sites through maWebCenters)
- ☐ Site Builder links in your UnFranchise Marketing App (*Assets within the UnFranchise Marketing App will already be updated and redirected to the appropriate links)
- ☐ Shopping links
- ☐ Product links
- ☐ APN (Affiliate Publisher Network) links will be deprecated

Social Media Profiles

Facebook

- ☐ Personal Profile About section
- ☐ Business Page
- ☐ Profile Images / Cover photos
- ☐ Action Buttons
- ☐ Featured Links
- ☐ Pinned Posts
- ☐ Facebook Groups you manage (personal, public, GMTSS, etc.)

Instagram

- ☐ Bio
- ☐ Link in Bio
- ☐ Story Highlights
- ☐ Pinned Posts

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TikTok

- ☐ Bio
- ☐ Website Link

LinkedIn

- ☐ Profile
- ☐ Business Page (if applicable)
- ☐ Featured Section
- ☐ Contact Information

X (Twitter)

- ☐ Bio
- ☐ Website field
- ☐ Pinned Tweet

YouTube

- ☐ Channel Description
- ☐ Banner Links
- ☐ Video Descriptions
- ☐ End Screens
- ☐ Shorts
- ☐ Playlists related to SHOP.COM

Pinterest

- ☐ Profile
- ☐ Website
- ☐ Pins

Other Platforms

- ☐ Threads
- ☐ Snapchat
- ☐ Reddit profile

Messaging Apps

- ☐ WhatsApp Business Profile
- ☐ WeChat profile
- ☐ LINE profile
- ☐ Telegram profile
- ☐ Messenger automated replies

Email

Email Signature

- ☐ Primary email signature
- ☐ Mobile email signature
- ☐ Alternate signatures

Email Marketing

- ☐ Customer newsletters
- ☐ Automated campaigns
- ☐ Welcome emails
- ☐ Follow-up sequences
- ☐ Promotional emails

CRM Templates

- ☐ Saved email templates
- ☐ Auto responses
- ☐ Sales follow-up templates

Link Management

- ☐ Linktree
- ☐ Beacons
- ☐ Campsite
- ☐ Link in Bio tools
- ☐ Bit.ly links
- ☐ TinyURL
- ☐ Rebrandly
- ☐ Short.io
- ☐ QR Code services

Documents (corporate-approved materials will be updated by the company)

- ☐ PowerPoint presentations
- ☐ PDFs
- ☐ Business Plans
- ☐ Training Guides
- ☐ Prospect Packets
- ☐ Product Information Sheets
- ☐ Flyers (digital)
- ☐ Downloadable resources

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- ☐ eBooks
 - ☐ Checklists
 - ☐ Worksheets
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Videos & Media (corporate-approved assets will be updated)

- ☐ YouTube videos
 - ☐ Video descriptions
 - ☐ End screens
 - ☐ Intro/outro graphics
 - ☐ Webinar recordings
 - ☐ Training videos
 - ☐ Facebook videos
 - ☐ Instagram videos
 - ☐ TikTok videos
 - ☐ Vimeo videos
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Audio & Podcasts

- ☐ Podcast descriptions
- ☐ Podcast websites
- ☐ Episode notes



Signs & Displays

- ☐ Vehicle graphics
- ☐ Window decals
- ☐ Event banners
- ☐ Trade show displays
- ☐ Tablecloths
- ☐ Pop-up displays
- ☐ Posters



Printed Materials

- ☐ Business Cards
- ☐ Letterhead
- ☐ Envelopes
- ☐ Thank-you cards
- ☐ Appointment cards
- ☐ Flyers
- ☐ Brochures
- ☐ Catalog inserts
- ☐ Postcards
- ☐ Rack cards
- ☐ Door hangers
- ☐ Sales folders
- ☐ Product sheets

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QR Codes

Check every QR Code you have created.

- ☐ Business Cards
 - ☐ Flyers & Sales Aids
 - ☐ Posters & Signs
 - ☐ Table Displays
 - ☐ Presentation Slides
 - ☐ Email Signature
 - ☐ Social Media Graphics
 - ☐ Scan every QR Code after updating.
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Advertising

- ☐ Google Ads
 - ☐ Facebook Ads
 - ☐ Instagram Ads
 - ☐ LinkedIn Ads
 - ☐ YouTube Ads
 - ☐ Bing Ads
 - ☐ Display Ads
 - ☐ Sponsored Posts
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Third-Party Listings

- ☐ Google Business Profile
- ☐ Yelp

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- ☐ Bing Places
 - ☐ Apple Business Connect
 - ☐ Local directories
 - ☐ Chamber of Commerce listings
 - ☐ Professional association profiles
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Networking & Lead Generation

- ☐ Calendly
 - ☐ Event registration pages
 - ☐ Webinar registration
 - ☐ Booking links
 - ☐ Referral pages (Alignable, etc.)
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Automation & Technology

- ☐ CRM links
- ☐ Chatbot welcome messages
- ☐ Automated text messages
- ☐ AI assistants
- ☐ Zapier automations
- ☐ Online Forms and autoresponses
- ☐ Lead magnets (eBooks, flyers, PDFs, audio/video links)
- ☐ Download pages / eBooks

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Team Resources

If you train or mentor others:

- ☐ Team websites
- ☐ Shared presentations
- ☐ Team documents
- ☐ Team onboarding materials
- ☐ Shared folders
- ☐ Resource libraries