

The 2026 World Cup Local Business

MARKETING CHECKLIST

A practical guide for Lawrence and Kansas City small businesses to prepare, attract visitors, and turn global attention into long-term local customers. Use this checklist to get ready early and stand out during one of the biggest events in the world.

**Kansas City
Guide to the
World Cup
2026**

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Playbook**

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Google + Local SEO Foundations

- Update your Google Business Profile (hours, services, photos, categories).
- Start requesting consistent customer reviews.
- Add keywords related to soccer, World Cup, and tourism to your website.
- Create location-focused pages and blog content.
- Ensure your business is listed in local directories and tourism sites.

Website Optimization

- Test your site speed and improve load time.
- Make sure your website is fully mobile-friendly.
- Add clear calls to action like booking, ordering, or directions.
- Highlight events, specials, and visitor-friendly services.
- Create a landing page for World Cup promotions.

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Social Media Strategy

- Start posting preparation and behind-the-scenes content now.
- Use local and event hashtags.
- Share your story and community connection.
- Collaborate with local creators and influencers.
- Encourage user-generated content from visitors.

Experiences + Partnerships

- Plan viewing parties or themed promotions.
- Create limited-time products or offers.
- Partner with other local businesses for cross-promotion.
- Connect with hotels and tourism groups.
- Train your staff to welcome and engage visitors.

GRAPHIC DESIGN + WEBSITE DESIGN + BRAND STRATEGY

Design That Moves
Your Business *Forward*



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