

CLASS WORKSHEET

Participant Website Planner

A fill-in worksheet participants can use before and during the cohort to gather the content needed for a useful starter website.

Business basics

Business or project name:

Best phone/email/contact method:

Town, service area, or location:

Website goal

The main action I want visitors to take is:

The people I most want to reach are:

Homepage message

One sentence explaining what I do:

Three services or offers I want listed:

Trust signals

- Photos I can use:
- Reviews or testimonials:
- Experience, certifications, grants, partner logos, or examples:
- Social links or Google Business Profile:

After-class decision

After class I want to: keep the free site / buy a custom web address / upgrade WordPress.com / use separate website hosting / ask for help.