

# Website Cohort Partner One-Sheet

A three-day practical website cohort where participants build a starter site, understand their choices, and leave knowing what to do next.

## Program promise

Participants leave with a working starter website or a clear plan for finishing one. The cohort uses a free WordPress.com site during class, so nobody is required to buy hosting to participate.

### Best for

Small businesses, startups, nonprofits, makers, artists, service providers, and community program participants who need a practical web presence.

### Format

Three sessions, ideally 2 to 3 hours each.  
Can be taught in person, online, or both, with worksheets and take-home resources.

## What participants learn

- How to explain what they do clearly online.
- How to build Home, About, Services, and Contact pages.
- How to choose images, calls to action, and trust signals.
- What domains, hosting, SSL, SEO, and Google Business Profile mean.
- How to decide whether to stay free, upgrade, or ask for launch support.

## What the partner receives

- Clear class structure and day-by-day agenda.
- Participant worksheets and website checklists.
- Plain-language explanation of optional tools and referral links.
- Optional office hours or website review sessions after class.

**No required purchases:** Participants can start free and decide later whether they want a paid website plan, domain, or hosting.