

DAY-BY-DAY PLAN

Three-Day Website Cohort Agenda

A practical teaching outline for helping participants turn an idea into a starter website over three focused sessions.

Day 1: Plan the site and write the homepage

- Pick the website goal: calls, bookings, sales, referrals, or credibility.
- Identify the audience and the one action visitors should take.
- Draft the homepage headline, short intro, service list, and contact section.
- Collect logo, photos, address/service area, phone, email, and social links.
- Create a free WordPress.com starter site.

Day 2: Build the core pages

- Build Home, About, Services, and Contact.
- Add navigation, buttons, service sections, images, and contact paths.
- Check mobile view and make text readable.
- Add trust signals: real photos, reviews, experience, location, partner logos, or examples.

Day 3: Publish and choose what comes next

- Review each site for clarity, contact flow, and mobile layout.
- Publish the starter site or create a final checklist.
- Explain website addresses, paid upgrades, hosting, website security, search basics, and Google Business Profile.
- Choose the next step: stay free, upgrade later, book a review, or finish the site with help.

Suggested class rhythm: explain, demonstrate, practice, then review. Keep every session hands-on.