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THREE-DAY AND SIX-DAY FORMATS

Website Launch Lab Agenda

A plain-language teaching plan that turns a business idea into a starter website, then gives participants a clear path for what comes next.

3-Day Sprint

Each session is designed for two hours. The goal is not to overwhelm participants with every possible website tool. The goal is to help them leave with a clear starter website, a practical checklist, and an honest understanding of what comes next.

Session	What happens in class	At-home action before the next session	What participants leave with
Day 1: Map the site and start the homepage	Participants choose the main goal of the website, name the audience, write the first homepage message, collect contact details, choose a simple starter layout, and begin a free starter site.	Gather useful photos, logo or business name, brand colors, service list, contact details, social links, and any reviews or examples that can make the site feel real.	A starter site, homepage draft, saved login, first list of pages, and a clear idea of what the site should help people do.
Day 2: Build pages and make the site usable	Participants build or improve Home, About, Services, Products, Contact, Photos, Portfolio, and FAQ sections as needed. The class covers menus, buttons, contact paths, plain-language writing, and quick Google Business Profile basics.	Read the site on a phone, click every button, ask one trusted person if the offer is clear, add one missing photo or proof point, and fix one confusing sentence.	A more complete starter site with working navigation, clearer pages, real business details, and a contact path people can use.
Day 3: Review, share, and choose the next step	Participants review the site on desktop and mobile, clean up text and spacing, check the contact path, learn what a custom web address, hosting, SSL, and basic site safety mean, and choose a practical next step.	Choose whether to keep the free starter site, connect a custom web address later, move to paid hosting later, or schedule extra help for polish, future Search Console setup, ads, or local visibility.	A final starter-site checklist, plain-language next-step plan, and a site that can be shared carefully or improved further.

Important plain-language note: A free starter site can be useful for learning, early sharing, and testing an idea. A custom web address usually requires a paid WordPress.com plan or separate hosting. SSL is the lock icon that helps visitors know the site is safer to visit, and it should be checked before the site is shared widely.

6-Day Website Launch Lab Plus

The longer version gives participants more lab time, more review, and more support between sessions. It is a better fit when the partner wants participants to leave with a stronger finished outcome.

Session	Teaching focus	Hands-on lab	Between-session action
Day 1: Message and setup	What the website is for, who it helps, what action visitors should take, and how to avoid vague homepage copy.	Create the starter site, save login details, draft the homepage headline, write the first intro, and choose the first page list.	Collect photos, logo or business name, brand colors, services/products, hours, contact details, and examples of work.
Day 2: Homepage lab	How a homepage should guide a visitor: offer, trust, proof, service area, contact button, and next step.	Build the homepage, add first images, create the main button, and review the page on a phone.	Ask one person what the business offers after reading the homepage, then bring back what confused them.
Day 3: Core pages	How Services, Products, About, Contact, Photos, Portfolio, and FAQ pages work together.	Create the most important pages and connect them through the menu and buttons.	Add missing details, prices or pricing guidance, contact preferences, policies, and at least one trust signal.
Day 4: Design and mobile polish	Readable spacing, simple color choices, useful photos, accessible text size, and clear page order.	Clean up headings, sections, images, buttons, mobile view, and repeated wording.	Read every page on a phone and write down three things that still feel confusing.
Day 5: Local visibility basics	Plain-language SEO, page titles, descriptions, service-area wording, and a quick Google Business Profile check.	Improve page titles, add local/service wording, check the Google Business Profile, and write a simple list of future search tasks.	Gather any missing Google Business Profile photos, services, hours, or review links.
Day 6: Final review and next-step plan	How to decide what happens after class: keep the starter site, connect a custom web address, choose hosting later, check SSL, improve search, or book extra polish.	Use the final review checklist, fix the highest-priority issues, and create a next-step plan for each participant.	Follow the next-step plan and decide whether extra support is needed for web address setup, hosting, future Search Console setup, design, print materials, ads, or local visibility.

Search Console note: Google Search Console is useful after the site has a clear address and is ready to track search visibility. It is a suggested future step, not something participants need to finish during the basic cohort.