

## Participant Website Planner

A practical planning worksheet for building a starter website that explains the business clearly, helps visitors take action, and gives the owner a useful launch checklist.

### 1. Website snapshot

**Business, project, or idea name:**

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**Town or service area:**

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**Best contact method for customers:**

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**Website address, if one already exists:**

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**The website should make one next step obvious.** A good starter site does not need every feature. It needs clear words, a working contact path, and enough trust for someone to take the next step.

### 2. Who the website is for

Question	Answer
Who is most likely to need this business, service, product, or program?	
What problem are they trying to solve?	
What might make them hesitate before calling, booking, buying, or visiting?	
What should they feel after reading the website?	

### 3. Main action for visitors

Call or text

Book an appointment

Request a quote

Visit a location

Buy a product

Join a class or program

Donate or volunteer

Send a contact form

**Primary button text:**

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**Backup action if they are not ready yet:**

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### 4. Homepage message builder

**Headline:** Write one clear sentence that says what is offered and who it helps.

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**Short intro:** Explain what the business does in plain language.

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**Why choose this business?** List proof, experience, local connection, approach, or values.

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## 5. Pages the starter website may need

Page	What belongs there	Needed now?
Home	Clear headline, short intro, main services, photos, trust signals, and contact button.	
About	Who runs the business, why it exists, experience, local connection, and what customers can expect.	
Services	Specific services, who each service is for, what is included, service area, starting prices when possible, and how to book or ask a question.	
Products	Main products, categories, ordering steps, pickup, delivery, shipping, payment notes, product photos, and anything customers should know before buying.	
Contact	Phone, email, form, location or service area, hours, and what to include in a request.	
Photos	Real images of the owner or team, workspace, products, service examples, events, process, before-and-after work, or anything that helps people trust the business.	
Portfolio	Finished projects, client examples, case studies, results, testimonials, and short explanations of what was done.	
FAQ	Common questions about cost, timing, location, booking, materials, delivery, or next steps.	

## 6. Content to gather before building

Logo or business name

Brand colors, fonts, or style notes

Existing brand kit, Canva files, or design examples

Phone number and email

Address, town, or service area

Business hours

3 to 8 useful photos

List of services or products

Starting prices or pricing notes

Reviews or testimonials

Social media links

Google Business Profile link

Booking, ordering, or payment links

Policies customers should know

## 7. Service or offer details

Offer name	Who it is for	What is included	Starting price or note

## 8. Trust signals

Trust signals help a visitor believe the business is real, active, and safe to contact.

Customer reviews

Photos of real work or products

Years of experience

Certifications, licenses, or training

Local partners or places served

Clear process or expectations

Before-and-after examples

Fast, clear contact information

**Best trust signal to add first:**

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## 9. Starter website map

Page or section	Main message	Photo or proof to use	Button or next step
Home			
About			
Services / Products			
Contact			

## 10. Before sharing the site

Check	Plain-language meaning	Notes
Starter site address	The free address is useful for practice, early sharing, and testing the idea.	
Custom web address	A professional address such as businessname.com usually requires a paid WordPress.com plan or separate hosting.	
Hosting	Hosting is the paid home for a more flexible site, plugins, store features, forms, or deeper control.	
SSL and site safety	The lock icon, safer browsing, login habits, updates, and backups should be checked before wide public sharing.	
Google Business Profile	For local businesses, a quick profile check helps customers find accurate hours, services, photos, and contact details.	

**Future step:** Google Search Console is helpful after the website has a clear address and is ready to track search visibility. It does not need to be finished during the basic cohort.

## 11. Between-session action list

When	Do at home	Bring back to class
After Day 1	Gather photos, brand colors, logo or business name, service or product details, contact information, hours, reviews, social links, and any existing website or Google Business Profile link.	Enough real business details to build pages instead of using placeholders.
After Day 2	Read the site on a phone, click every button and contact link, ask one trusted person what the site offers, add one real photo or example, and fix one confusing sentence.	A short list of what was clear, what was confusing, and what still needs polish.
After Day 3	Choose the next path: keep the starter site, connect a custom web address later, move to paid hosting later, update Google Business Profile, or request extra help for design, search, print materials, ads, or launch support.	A practical next-step plan that matches the business, budget, and confidence level.

## Notes

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