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TRUST THE FORCE

FOR CDCS AND COMMUNITY PARTNERS

Website Launch Lab Partner One-Sheet

A practical website-building cohort for small business programs. Participants build while they learn and leave with a starter site or a clear launch plan.

Program promise

Website Launch Lab helps participants move from needing a website to having a starter website they understand. The cohort begins with a free WordPress.com path so nobody has to buy hosting during class.

Best fit

Entrepreneurs, microbusinesses, nonprofits, makers, artists, service providers, and community members who need a practical web presence.

Partner value

Clear outcomes, participant worksheets, optional follow-up paths, and plain-language instruction that fits mixed technology comfort levels.

Two delivery options

Starting at \$1,250 per cohort

Website Launch Lab Sprint

Three two-hour sessions for planning, building, reviewing, and publishing a starter website.

Starting at \$2,400 per cohort

Website Launch Lab Plus

Six two-hour sessions with extra build time, review, photos, SEO basics, local visibility, and next-step support.

Optional cohort benefits

Community partners can offer discounted add-ons when participants need a stronger finished result. These can be covered by the partner, offered as optional participant upgrades, or quoted as a group package.

Cohort rate from \$150/hour

Business consulting hour

One focused hour for an offer, website, pricing, Google visibility, content plan, or next-step decision.

Cohort rate from \$225 each

Business print starter pack

A flyer, simple business card direction, and brochure or one-sheet copy so participants can promote offline too.

Cohort rate from \$350 each

Advertising starter package

Simple ad copy, audience notes, landing-page guidance, and a first campaign checklist before spending money.

Included planning support

Workforce training path

For eligible employers, CodeForce can help connect follow-up training ideas to grant-funded workforce development options.

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 in plain language.
- How to decide whether to stay free, upgrade, or ask for launch support.

Transparent path: Participants can keep the free starter site, use a custom web address, upgrade later, or choose outside help. No tool purchase is required during class.