

Launch Lab Plus Session Guide

A deeper Website Launch Lab format with a clear workflow for helping participants plan, build, review, and improve a starter website over six two-hour sessions.

Program structure

Launch Lab Plus is built for groups that need more hands-on time than a three-day sprint. Each session includes a short lesson, live demonstration, guided build time, and a review step so participants keep making visible progress.

Time block	Use
0:00-0:10	Check-in, login help, and the day's visible goal.
0:10-0:30	Plain-language lesson with one example.
0:30-0:50	Live demonstration on a sample site.
0:50-1:35	Participant build time with individual help.
1:35-1:50	Review two or three participant examples.
1:50-2:00	Save work, write next task, and confirm login details.

Outcome: by the end, each participant should have a starter website, a clear launch checklist, and a realistic understanding of domains, hosting, search, and maintenance.

Session 1: Website message and setup

Goal	Turn a business idea into a clear website direction and get every participant into a starter site.
Teach	What a website must answer: who this is for, what is offered, why it can be trusted, and what the visitor should do next.
Build	Choose the site name, create or open the starter site, confirm login access, and draft the homepage headline and intro.
Worksheet	Audience, main action, homepage message, contact details, first three services or offers.
Deliverable	A starter site exists, the owner can log in, and the homepage has a working first draft.

Session 2: Homepage build lab

Goal	Build a homepage that a visitor can understand in a few seconds.
Teach	Homepage order: headline, short intro, services, trust signal, contact path, and one clear button.
Build	Add sections, improve the opening message, replace generic images, add a button, and check the page on a phone-size screen.
Review	Ask: can a stranger tell what this business does, where it serves, and how to contact it?
Deliverable	A homepage with useful wording, at least one image or trust signal, and a working contact action.

Session 3: Services, About, and Contact

Goal	Create the pages that turn interest into contact.
Teach	Customers need specifics: what is included, who it is for, where it is offered, what it costs or how pricing starts, and how to begin.
Build	Create or improve Services, About, and Contact pages. Add phone, email, service area, hours, form, map, booking link, or request instructions where appropriate.
Trust	Add reviews, photos, years of experience, certifications, partners, examples, or a short process explanation.
Deliverable	Core pages are drafted, the menu is simple, and the visitor has a clear way to take action.

Session 4: Polish and mobile review

Goal	Make the site easier to read, use, and trust.
Teach	Good design is mostly clarity: readable text, steady spacing, real images, strong contrast, and fewer distractions.
Build	Fix oversized headings, weak buttons, missing contact details, blurry images, confusing order, empty sections, and mobile layout issues.
Review	Use the phone test: read the page out loud, click the main button, and check whether any section feels unfinished.
Deliverable	A cleaned-up site with a short list of remaining content needs.

Session 5: Search and local visibility

Goal	Help participants understand how customers find websites and local businesses online.
Teach	Plain-language SEO: page titles, service wording, location clues, useful content, reviews, photos, and Google Business Profile basics.
Build	Write clearer page titles, improve one service description, add location or service-area language, and list Google Business Profile updates.
Optional demo	Show a quick Google Business Profile check for local visibility. Mention Search Console as a future step once the site is ready to track search results.
Deliverable	A first search checklist and at least one improved page title or service section.

Session 6: Final review and next-step plan

Goal	Leave with a finished starter site or a clear path to finish.
Teach	What custom web addresses, hosting, SSL, backups, updates, forms, booking tools, e-commerce, and maintenance mean in practical terms.
Review	Run the final checklist: clarity, contact path, mobile view, trust, search basics, SSL check, and the next best action.
Plan	Choose the next path: keep the starter site, add a custom web address later, upgrade WordPress.com, move to hosted WordPress later, or request help.
Deliverable	A final site review, a next-step plan, and a prioritized action list.