

Launch Lab Plus Workbook

A guided workbook for planning, building, reviewing, and improving a starter website during the six-session Website Launch Lab Plus cohort.

Session 1 worksheet: website direction

Prompt	Answer
What does the business, project, or idea offer?	
Who is the best customer, visitor, student, client, or supporter?	
What problem does the website help them solve?	
What should the visitor do first?	

Homepage headline draft:

Short homepage intro:

Session 2 worksheet: homepage sections

Section	What to write or add
Opening	One clear headline, one short paragraph, and one button.
Main offers	Three services, products, classes, or reasons to contact the business.
Trust	Review, photo, local connection, experience, certification, partner, or example.
Contact	Phone, email, form, booking link, hours, or visit instructions.

Session 3 worksheet: core pages

Page	What the visitor needs to know	Draft notes
Services / Products	What is offered, who it is for, what is included, and how to begin.	
About	Who is behind the business, why it exists, and why the visitor can trust it.	
Contact	Best contact method, response expectations, location or service area, and what to include.	
FAQ	Common questions about pricing, timing, location, process, materials, or next steps.	

Session 4 worksheet: polish review

The text is readable on a phone.

The main button is easy to see.

The menu is simple.

Photos look real and useful.

The homepage is not too long or too empty.

There is no placeholder text.

The contact information is correct.

The site feels local, active, and trustworthy.

Session 5 worksheet: search and Google

Item	Decision or notes
Main service words customers would search for	
Town, neighborhood, region, or service area	
Google Business Profile status	
Photos or reviews to add	
One page title to improve	

Session 6 worksheet: next-step plan

Choice	When it makes sense	My decision
Stay free for now	The site is still being practiced, tested, or drafted.	
Add a custom web address	The website is ready to share publicly. This usually requires a paid WordPress.com plan or separate hosting.	
Upgrade WordPress.com	The owner wants simple paid features without managing hosting.	
Move to hosted WordPress	The website needs plugins, store features, booking, memberships, or more control.	
Ask for help	The site needs design, launch, search, forms, hosting, or advertising support.	

Final action list
