E EMPIRE BUILDER ACADEMY

MODULE 04

BUILD YOUR WEBSITE

10 lessons with step-by-step instructions, copy-and-paste AI prompts, exercises, a worksheet, an action checklist, and a knowledge check.

THE ONLINE ENTREPRENEUR BLUEPRINT

From Zero to Your First Online Business

04

BUILD SMART. LAUNCH FAST. SCALE WITH AI.

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MODULE 4: BUILD YOUR WEBSITE

MODULE OVERVIEW: Your website is your 24/7 storefront. It's the one online space you control, unlike social media platforms that can change their rules overnight. In this module you'll choose a platform, connect your domain and hosting, use AI to plan and write your site, design a homepage that converts visitors into leads, build service and product pages, add contact forms and lead capture, apply basic SEO, and publish with confidence. Each lesson includes a hands-on build exercise so you finish the module with a live site or a ready-to-publish draft.

In this module:

- Lesson 4.1: Choosing a Website Platform
- Lesson 4.2: Understanding Domains and Hosting
- Lesson 4.3: Building a Website With AI
- Lesson 4.4: Designing Professional Homepages
- Lesson 4.5: Creating Service Pages
- Lesson 4.6: Creating Product Pages
- Lesson 4.7: Contact Forms
- Lesson 4.8: Lead Generation
- Lesson 4.9: Basic SEO
- Lesson 4.10: Publishing a Website

LESSON 4.1

Choosing a Website Platform

The Big Idea

A **website platform** is the software you use to build and manage your site. For beginners, the best platform is the one that lets you publish a professional site quickly, edit it without a developer, and supports what you need to sell. You can always migrate later.

The Main Platform Types

All-in-one website builders (e.g., Squarespace, Wix, Webflow, Hostinger Website Builder, GoDaddy Website Builder). Hosting, templates, security, and editing are bundled. Drag-and-drop editing. Best for: service businesses, portfolios, and simple stores. Trade-off: less flexibility and you're tied to the platform.

WordPress (self-hosted, from WordPress.org). Free open-source software you install on a hosting account. Massive flexibility with themes and plugins. Best for: content-heavy sites, blogs, and those wanting full control. Trade-off: you handle updates, security, backups, and plugin conflicts (or pay someone to).

E-commerce platforms (e.g., Shopify, Squarespace Commerce, WooCommerce on WordPress, BigCommerce). Built around products, inventory, checkout, and shipping. Best for: online stores (Module 7).

Creator/course platforms (e.g., Kajabi, Podia, Teachable, Gumroad, Stan, Payhip). Built for digital products, courses, and memberships, often with simple website pages included.

Link-in-bio and landing page tools (e.g., Carrd, simple landing page builders). Fast, cheap, single-page sites. Great for testing an idea before building a full site.

Decision Guide

If you mainly…	Consider starting with…
Sell services and want bookings/leads	An all-in-one builder
Want to test an idea this week	A single landing page tool
Sell physical products	An e-commerce platform
Sell digital downloads or courses	A creator platform or e-commerce platform with digital delivery
Plan to publish lots of articles and want full control	WordPress

What to Compare

- **Total monthly cost** including add-ons, apps, and transaction fees.
- **Templates** that fit your industry.

- **Ease of editing** on desktop and mobile.
- **Built-in features:** forms, booking, email capture, blog, store, SEO settings.
- **Integrations** with your email marketing, payment, and scheduling tools.
- **Ownership and export:** can you export your content if you leave?
- **Support** quality and documentation.

Most platforms offer free trials. Build a test page on your top two choices before paying.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical mobile car-detailing business needs a homepage, a services page with packages, an online booking calendar, and reviews. The owner trials two all-in-one builders, finds one has a simpler built-in booking tool, and chooses it. She skips WordPress for now because she doesn't want to manage plugins and updates.

AI Prompt: Choose My Platform

COPY-AND-PASTE AI PROMPT

```
Help me choose a website platform. My business: [DESCRIPTION].
I need to: [e.g., take bookings, sell 10 products, collect emails,
publish a blog]. My technical comfort: [LOW/MEDIUM/HIGH].
Monthly budget: [AMOUNT].
Compare 3-4 suitable platform types in a table (features, ease of
use, typical cost structure, limitations). Recommend one for a
beginner and explain how to confirm current pricing on official sites.
```

> **BUILD EXERCISE 4.1:** Start free trials on your top two platforms. Build the same simple test page (headline, paragraph, button) on each. Record which felt easier on your worksheet, then commit to one.

LESSON 4.2

Understanding Domains and Hosting

The Big Idea

Think of your website as a house. The **domain** is the street address (yourbusiness.com). **Hosting** is the land the house sits on: the server space that stores your site's files and delivers them to visitors. **DNS** (Domain Name System) is the map that tells browsers which server your domain points to.

How the Pieces Connect

1. You register a domain at a **registrar** (Module 2, Lesson 2.6).
2. You host your site on a **platform or hosting provider.**
3. You **connect** them by updating DNS records at your registrar (often an A record and/or CNAME record), or by changing your domain's nameservers to your host. Your platform will give exact instructions.
4. Your **email** may also use DNS records (MX records). Be careful not to delete email records when connecting your website.

Hosting Options

- **Included hosting:** All-in-one builders and e-commerce platforms include hosting. Simplest option.
- **Shared hosting:** Your site shares a server with others. Common for WordPress beginners. Low cost.
- **Managed WordPress hosting:** Host handles updates, backups, and speed for WordPress sites. Moderate cost.
- **VPS/cloud hosting:** More control and power, more technical. Usually unnecessary for beginners.

SSL Certificates (HTTPS)

An SSL/TLS certificate encrypts data between visitors and your site and shows "https://" and a padlock in browsers. Most modern platforms and hosts provide it free. **Make sure it's active** before launching; browsers may warn visitors about sites without it, especially those with forms.

Common DNS Records (Plain-English Glossary)

Record	What it does
A record	Points your domain to a server's IP address
CNAME	Points one name (like www) to another name
MX	Routes your email to your email provider
TXT	Verifies ownership and holds email security settings (SPF, DMARC)

Record	What it does
Nameservers	Decide which company manages all your DNS records

DNS changes can take anywhere from a few minutes to around 48 hours to fully update across the internet ("propagation").

Step-by-Step: Connect Your Domain

1. In your website platform, find "Domains" or "Connect a domain."
2. Choose "connect a domain I already own."
3. Follow the instructions to add the listed DNS records at your registrar (or change nameservers).
4. Take a screenshot of your existing DNS records before changing anything, especially email records.
5. Wait for verification; most platforms show a status indicator.
6. Confirm both yourbusiness.com and www.yourbusiness.com load your site with HTTPS.

AI Prompt: Help Me Connect My Domain

COPY-AND-PASTE AI PROMPT

I registered my domain at [REGISTRAR] and built my site on [PLATFORM]. My email is hosted with [EMAIL PROVIDER]. The platform asks me to add these records: [PASTE INSTRUCTIONS].
My current DNS records are: [PASTE OR DESCRIBE].
Explain step by step what I need to add or change, which existing records I must NOT delete (to keep email working), and how to check that it worked. Suggest I confirm with each provider's help docs.

BUILD EXERCISE 4.2: Screenshot your current DNS settings and save them. Connect your domain to your platform (or write the exact steps you'll follow if you're not ready to connect yet).

LESSON 4.3

Building a Website With AI

The Big Idea

AI can help you plan your site structure, write your copy, suggest layouts, generate placeholder images, and even produce code. Many website builders now include built-in AI site generators. The fastest path for most beginners: **use AI to plan and write; use your platform's templates to design; use your own judgment to edit.**

The AI Website Build Process

1. **Brief:** Give AI your Business Brief (from Module 3) and your goals.
2. **Sitemap:** Ask AI to propose your pages and navigation.
3. **Page outlines:** For each page, generate a section-by-section outline.
4. **Copy:** Generate drafts for each section, then edit for accuracy and voice.
5. **Design:** Choose a template, apply your brand colors and fonts, and replace placeholder text.
6. **Images:** Use your own photos where possible (they build trust). Use stock photos or AI-generated images thoughtfully for backgrounds or concepts. Don't use AI images that could mislead (e.g., fake "team photos" or fake "customer" photos).
7. **Review:** Check every claim, price, and link.

The Starter Sitemap for Most Small Businesses

- **Home:** who you help, how, and what to do next.
- **Services or Shop:** what you offer.
- **About:** who you are and why you do this.
- **Contact:** how to reach you or book.
- **Legal pages:** Privacy Policy, Terms, and (for stores) Refund/Shipping Policy.
- **Optional:** FAQ, Blog/Resources, Portfolio/Work.

> **NOTE:** If you collect personal information (even just emails), you generally need a privacy policy, and some states have specific privacy laws. Many platforms offer templates; consider having an attorney review your policies, especially if you collect sensitive data.

AI Prompt: Plan My Website

COPY-AND-PASTE AI PROMPT

Using the Business Brief below, plan a website for my business.
Provide:
1. A sitemap (pages and navigation menu)
2. The main goal of each page
3. A section-by-section outline for the homepage and services page
4. The primary call to action across the site
5. Which pages need trust elements (photos, credentials, policies)
Keep it simple enough for a beginner to build in a weekend.

Business Brief: [PASTE]

AI Prompt: Write a Full Page Draft

COPY-AND-PASTE AI PROMPT

Write website copy for my [PAGE NAME] page following this outline:
[PASTE OUTLINE]
Audience: [TARGET CUSTOMER]. Voice: [VOICE].
Rules: clear over clever, short paragraphs, specific benefits,
no exaggerated claims, no invented testimonials or statistics.
Mark places where I should add a real photo, real credential, or
real review with [ADD: ...]. Provide 3 headline options.

AI Prompt: Generate a Simple Landing Page (Code)

COPY-AND-PASTE AI PROMPT

Write a single-file HTML page with embedded CSS (no frameworks)
for a landing page for [BUSINESS]. Sections: hero with headline,
subheadline and button; 3 benefits; how it works (3 steps); FAQ
(4 questions); final call to action; footer with business name and
links to Privacy Policy. Colors: [COLORS]. Font: a system font stack.
Make it mobile-responsive and accessible (alt text placeholders,
good contrast, semantic headings). Use placeholder text I can edit.

BUILD EXERCISE 4.3: Run the "Plan My Website" prompt. Write your final sitemap on your worksheet and pick a template on your chosen platform that fits it.

LESSON 4.4

Designing Professional Homepages

The Big Idea

Many visitors decide within seconds whether to stay on a page. Your homepage must quickly answer three questions: **What is this? Is it for me? What do I do next?**

The High-Clarity Homepage Structure

1. **Hero section (top of page):** clear headline (what you do and for whom), short subheadline (the main benefit), primary button ("Book a Free Call," "Get a Quote," "Shop Now"), and a relevant image.
2. **Problem section:** show you understand the customer's situation in their words.
3. **Solution / services overview:** your 2–4 main offers with short descriptions and links.
4. **How it works:** 3 simple steps to get started.
5. **Trust builders:** real reviews (only genuine ones), credentials, photos of you or your work, guarantees you actually honor, "as seen in" only if true.
6. **About preview:** a short personal intro with a photo.
7. **FAQ:** answer the top objections.
8. **Final call to action:** repeat your main button.
9. **Footer:** contact info, service area, links to policies, social links.

Headline Formulas

- **[Result] for [Audience]** — "Spotless Homes for Busy Families in Columbus"
- **[Service] Without [Pain]** — "Bookkeeping Without the Monthly Panic"
- **We Help [Audience] [Achieve Result]** — "We Help Local Restaurants Fill More Tables Online"

Design Principles for a Premium Look

- **Whitespace:** give elements room to breathe.
- **Hierarchy:** one clear headline, smaller subheadline, obvious button.
- **Limited palette:** 1–2 brand colors plus neutrals; use the accent color for buttons.
- **Two fonts max:** one for headings, one for body text.
- **Consistent buttons:** same style and color everywhere.
- **Real photos** beat generic stock whenever possible.
- **Mobile first:** many visitors will see your site on a phone. Check every section on mobile.
- **Accessibility:** sufficient color contrast, descriptive link text, alt text on images, readable font sizes.

EXAMPLE (HYPOTHETICAL): A hypothetical dog-walking business homepage: Headline "Happy, Tired Dogs While You're at Work." Subheadline "Reliable midday walks for dogs in [Neighborhood], with photo updates after every walk." Button "Book a Meet-and-Greet." Below: three steps (book a free meet-and-greet, choose your schedule, get photo updates), pricing overview, a real photo of the owner with her own dog, a FAQ about keys and safety, and a final button.

AI Prompt: Write My Homepage

COPY-AND-PASTE AI PROMPT

Write homepage copy for [BUSINESS], serving [AUDIENCE] in [LOCATION/ online]. Main offer: [OFFER]. Primary call to action: [CTA]. Follow this structure: hero (5 headline options + subheadline + button text), problem section, services overview, how it works (3 steps), trust section placeholders, short about preview, FAQ (5 questions), final CTA. Use the customer's language: [PASTE QUOTES FROM YOUR RESEARCH]. No hype, no invented proof.

AI Prompt: Five-Second Test Review

COPY-AND-PASTE AI PROMPT

Here is my homepage text from top to bottom: [PASTE]
Pretend you're a first-time visitor who is [TARGET CUSTOMER] and only reads the top section for five seconds. Answer: What does this business do? Is it for me? What should I do next? Then list the top 5 changes that would make the page clearer.

BUILD EXERCISE 4.4: Build your homepage using the nine-section structure. Then ask two people (ideally in your target audience) to look at it for five seconds and tell you what you do. Record their answers on your worksheet.

LESSON 4.5

Creating Service Pages

The Big Idea

A service page helps a potential customer understand exactly what they get, decide if it's right for them, and take the next step. Vague service pages create endless back-and-forth emails. Clear ones pre-qualify leads.

One Page or Many?

- **One services page** works when you offer 2–4 related services.
- **Separate pages per service** are better when services are distinct, when you want each to rank in search for different keywords, or when each needs detailed explanation.

The Service Page Structure

1. **Headline:** the service and the outcome.
2. **Who it's for (and who it's not for).**
3. **The problem it solves.**
4. **What's included:** specific deliverables, timeline, and process.
5. **Packages or pricing:** exact prices, starting prices, or "request a quote" (Module 6 covers pricing strategy).
6. **Process:** step-by-step what happens after they reach out.
7. **Proof:** real examples of your work, genuine reviews, credentials.
8. **FAQ:** turnaround time, revisions, payment, cancellations.
9. **Call to action.**

Package Presentation Example

Package (hypothetical)	Best for	Includes
Starter	New businesses	One-page website, 2 revisions, mobile setup
Standard	Growing businesses	Up to 5 pages, contact form, basic SEO setup
Premium	Established businesses	Up to 10 pages, booking integration, 30 days of edits

Packages make choosing easier and let customers self-select.

AI Prompt: Write a Service Page

COPY-AND-PASTE AI PROMPT

Write a service page for [SERVICE] offered by [BUSINESS] to [AUDIENCE]. Include: headline + subheadline, who it's for / not for, the problem, what's included (bullets), [3] packages with names and inclusions (I'll add prices: [PRICES or "use placeholders"]), a 4-step process, a 6-question FAQ, and a call to action to [CTA]. Mark [ADD PROOF] where I should insert real examples or reviews.

AI Prompt: Clarify My Deliverables

COPY-AND-PASTE AI PROMPT

I offer [SERVICE]. Here's how I'd describe what clients get: [DESCRIBE]. Turn this into a clear, specific list of deliverables, timelines, and limits (e.g., number of revisions, response times) so customers know exactly what to expect. Then list questions I should answer to avoid scope creep.

> **BUILD EXERCISE 4.5:** Write and publish (or draft) your service page with at least one package, a process section, and an FAQ.

LESSON 4.6

Creating Product Pages

The Big Idea

A product page must do the job of a salesperson in a store: show the product clearly, answer questions, address doubts, and make buying easy. (Module 7 goes deeper into online stores.)

Essential Elements of a Product Page

1. **Product name** that's clear and searchable.
2. **High-quality images:** multiple angles, scale, in use. For digital products, show previews/mockups that accurately represent what's included.
3. **Price** and any options (size, color, format).
4. **Benefit-focused description:** what it does for the buyer.
5. **Specifications:** dimensions, materials, file formats, compatibility.
6. **What's included.**
7. **Shipping and delivery information** (or instant download details).
8. **Return/refund policy** link.
9. **Genuine reviews** (only real ones).
10. **Clear "Add to Cart" / "Buy Now" button.**

Description Formula: Hook, Benefits, Details, Reassurance

- **Hook:** one sentence about the outcome or feeling.
- **Benefits:** 3–5 bullets about how it helps.
- **Details:** specs and what's included.
- **Reassurance:** delivery, policy, support.

> **EXAMPLE (HYPOTHETICAL):** A hypothetical digital wedding-planner template. Hook: "Plan your wedding in one organized place, without juggling ten different apps." Benefits: budget tracker, guest list with RSVP status, vendor contacts, timeline. Details: Google Sheets file, 8 tabs, instant access after purchase. Reassurance: setup video included; contact support for help accessing your file.

AI Prompt: Write a Product Page

COPY-AND-PASTE AI PROMPT

Write a product page for: [PRODUCT NAME AND DESCRIPTION]. Audience: [WHO]. Price: [PRICE]. Format/specs: [DETAILS]. Use: a hook sentence, 5 benefit bullets, a "What's included" list, a specs list, delivery/shipping info: [INFO], and a short reassurance paragraph referencing my policy: [POLICY]. Also write an SEO title (under 60 characters) and meta description (under 155 characters). Do not exaggerate or claim results I can't prove.

BUILD EXERCISE 4.6: If you sell products, create one complete product page. If you sell services, create a "productized" service page for one fixed-scope, fixed-price offer.

LESSON 4.7

Contact Forms

The Big Idea

Contact forms turn interested visitors into conversations. A good form is short, clear, and sets expectations about what happens next.

Contact Form Best Practices

- **Ask only what you need.** Name, email, and message may be enough. Each extra field can reduce submissions.
- **Use qualifying questions sparingly.** For services, one or two helpful questions (budget range, timeline, service needed) can save time.
- **Set expectations:** "We reply within one business day."
- **Confirmation message:** show a thank-you message or page and send an automatic confirmation email.
- **Spam protection:** enable your platform's spam filter or CAPTCHA.
- **Privacy:** link to your privacy policy near the form. Add a consent checkbox if you'll add them to marketing emails.
- **Test it:** submit the form yourself and confirm you receive the notification.

Alternatives and Additions

- **Booking calendars** (e.g., Calendly, Acuity, or built-in tools) let people schedule directly.
- **Click-to-call and click-to-text** buttons for local businesses.
- **Quote request forms** with service-specific questions.

AI Prompt: Design My Contact Form

COPY-AND-PASTE AI PROMPT

```
Design a contact/quote form for [BUSINESS] that offers [SERVICES].
Suggest the minimum fields needed, 1-2 optional qualifying questions,
the helper text under each field, the button text, the on-screen
thank-you message, and an automatic confirmation email (under 100
words) that sets expectations for when I'll reply.
```

BUILD EXERCISE 4.7: Add a contact form to your site, write your thank-you message and confirmation email, and test it from your phone and computer.

LESSON 4.8

Lead Generation

The Big Idea

Most visitors aren't ready to buy on their first visit. **Lead generation** means capturing contact information (usually email) from interested visitors so you can follow up with helpful information and offers over time, with their permission.

The Lead Magnet

A **lead magnet** is a free, useful resource offered in exchange for an email address. Good lead magnets are:

- **Specific:** solves one small problem quickly.
- **Relevant:** connected to what you sell.
- **Quick to consume:** a checklist, template, short guide, quiz, or mini video.
- **Valuable:** genuinely helpful on its own.

Examples (hypothetical): a "Move-Out Cleaning Checklist" for a cleaning business; a "5-Day Meal Prep Template" for a nutrition coach; a "Website Launch Checklist" for a web designer.

Where to Place Lead Capture

- Homepage section below the hero or near the bottom.
- End of blog posts.
- A dedicated landing page (for social media links).
- A gentle pop-up or slide-in (use sparingly; make it easy to close).

Connecting to Email Marketing

Connect your form to an email marketing tool (many have free starter plans) so subscribers automatically receive the lead magnet and a short welcome sequence (Module 8). Follow CAN-SPAM rules for marketing emails and only add people who opted in.

AI Prompt: Brainstorm Lead Magnets

COPY-AND-PASTE AI PROMPT

```
I sell [OFFER] to [AUDIENCE]. Their biggest early-stage problems are:
[PROBLEMS]. Suggest 10 lead magnet ideas (checklists, templates,
quizzes, mini-guides). For each: title, format, what's inside, and
how it naturally leads to my paid offer. Rank the top 3 by
ease of creation and relevance.
```

AI Prompt: Write My Opt-In Section

COPY-AND-PASTE AI PROMPT

Write an email opt-in section for my lead magnet "[TITLE]" for [AUDIENCE]. Include: a headline, 3 bullet points about what's inside, the button text, a privacy reassurance line, and the thank-you page message. Then write the delivery email that sends the download link. Keep it honest and concise.

BUILD EXERCISE 4.8: Create one simple lead magnet (a one- or two-page checklist is fine), add an opt-in form to your homepage, and test that the delivery email arrives.

LESSON 4.9

Basic SEO

The Big Idea

Search Engine Optimization (SEO) helps your pages show up when people search on Google and other search engines. SEO results usually build over months, not days, and no one can guarantee rankings. But basic on-page SEO is simple and worth doing from the start. (Module 5 covers SEO strategy more deeply.)

The On-Page SEO Basics

1. **Keyword focus:** choose one main search phrase per page (e.g., "dog walker in Plano TX").
2. **Title tag:** include the keyword, under about 60 characters. This is the clickable headline in search results.
3. **Meta description:** a compelling summary under about 155 characters. It may influence clicks, though search engines sometimes rewrite it.
4. **H1 heading:** one clear main heading per page, ideally including the keyword naturally.
5. **URL slug:** short and descriptive (/dog-walking-plano).
6. **Content:** genuinely answer what the searcher wants. Write for people first.
7. **Images:** descriptive file names and alt text; compress images for speed.
8. **Internal links:** link related pages together.
9. **Mobile-friendly and fast:** check with Google's PageSpeed Insights.
10. **Local signals (local businesses):** name, address/service area, and phone consistent across your site and listings; a Google Business Profile (Module 5).

Technical Basics Checklist

- HTTPS active.
- XML sitemap (most platforms generate one automatically).
- Submit your site to **Google Search Console** (free) to monitor indexing and search performance.
- Set your site to be visible to search engines (some platforms hide sites during trials or "coming soon" mode).

AI Prompt: SEO for One Page

COPY-AND-PASTE AI PROMPT

My page is about [TOPIC/SERVICE] for [AUDIENCE] in [LOCATION/online].
Suggest:
- 1 primary keyword and 5 related phrases a real customer might search
- An SEO title (under 60 characters)
- A meta description (under 155 characters)
- An H1 heading
- A URL slug
- 5 questions the page should answer to be genuinely helpful
Note that I should check real search data in Google Search Console or keyword tools rather than relying on your guesses.

AI Prompt: Write Alt Text

COPY-AND-PASTE AI PROMPT

Write concise, descriptive alt text (under 125 characters) for each of these images on my [BUSINESS] website. Describe what's actually in the image for someone using a screen reader; include a keyword only if it fits naturally.
Images: [DESCRIBE EACH IMAGE]

BUILD EXERCISE 4.9: Complete the SEO table on your worksheet for your homepage and main service/product page, then enter the titles, descriptions, and alt text in your platform's SEO settings.

LESSON 4.10

Publishing a Website

The Big Idea

Publishing isn't the finish line; it's the starting line. A simple, accurate, working site that's live this week is more valuable than a perfect site that's still in draft next month. Use a checklist so you don't launch with broken links or missing information.

The Pre-Launch Checklist

Content

- [ ] Every page proofread (use AI to spot errors, then read aloud yourself)
- [ ] Prices, policies, contact information, and service area are correct
- [ ] No placeholder text ("Lorem ipsum," "[ADD PROOF]") remains
- [ ] No unverified claims, fake reviews, or invented statistics

Function

- [ ] All buttons and links work
- [ ] Contact form and email opt-in tested; notifications received
- [ ] Checkout tested (if selling), including a test or low-cost real purchase and refund
- [ ] Booking calendar tested (if used)

Design and accessibility

- [ ] Checked on mobile, tablet, and desktop
- [ ] Images load quickly and have alt text
- [ ] Text is readable with good contrast

Technical

- [ ] Domain connected; HTTPS active on both www and non-www
- [ ] Favicon added
- [ ] Site visible to search engines
- [ ] Google Search Console set up and sitemap submitted
- [ ] Analytics installed (e.g., the platform's built-in analytics or Google Analytics)

Legal and trust

- [ ] Privacy policy published and linked in the footer
- [ ] Terms, refund, and shipping policies (as applicable)
- [ ] Cookie consent banner if your tools and audience require it

- [ ] Business contact information visible

After Launch

1. Announce your site to your network and on social media.
2. Add the URL to your email signature, social profiles, and Google Business Profile.
3. Watch analytics weekly: which pages get visits, where people leave.
4. Collect feedback from early visitors and customers.
5. Schedule a monthly website improvement session.

AI Prompt: Pre-Launch Proofread

COPY-AND-PASTE AI PROMPT

```
Proofread this website page copy. List any spelling, grammar,
clarity, or consistency issues; any claims that sound exaggerated or
need proof; any missing information a customer would expect (price,
next steps, contact info); and any placeholder text left behind.
Then give the corrected copy.

Page: [PASTE]
```

AI Prompt: Write My Launch Announcement

COPY-AND-PASTE AI PROMPT

```
Write a short, genuine announcement that my website for [BUSINESS]
is live. Versions: a personal text/message to friends and family,
a LinkedIn post, an Instagram caption, and a Facebook post. Explain
who I help and invite people to visit [URL] or share it with
someone who might need it. No hype; sound like a real person.
```

BUILD EXERCISE 4.10: Complete the full pre-launch checklist, publish your site, and send your launch announcement to at least 10 people.

MODULE 4

Module 4 Worksheet

Part A: Platform Decision

Platform tested	Ease (1–5)	Features I need?	Monthly cost (verified)	Notes

Platform chosen: _____

Part B: Domain and Hosting

Item	Details
Domain	
Registrar	
DNS screenshot saved?	
Records added	
HTTPS working on www and non-www?	

Part C: My Sitemap

Page	Main goal	Primary call to action	Status
Home			
Services / Shop			

Page	Main goal	Primary call to action	Status
About			
Contact			
Privacy Policy			

Part D: Homepage Plan

Headline: _____

Subheadline: _____

Primary button text: _____

Five-second test results:

Tester	What they think I do	Was it correct?

Part E: Lead Magnet

Title: _____ Format: _____

Opt-in placed on: _____ Delivery email tested? Yes / No

Part F: SEO Settings

Page	Primary keyword	Title tag	Meta description	URL slug
Home				

Page	Primary keyword	Title tag	Meta description	URL slug

Part G: Launch

Launch date: _____ Pre-launch checklist complete? Yes / No

People I'll announce to (at least 10): _____

MODULE 4

Action Checklist

- [ ] Test two platforms and choose one
- [ ] Connect your domain without breaking email; confirm HTTPS
- [ ] Generate your sitemap and page outlines with AI
- [ ] Build your homepage with the nine-section structure
- [ ] Run a five-second test with two people
- [ ] Build your service page and/or product page
- [ ] Add and test a contact form with a confirmation email
- [ ] Create a lead magnet and connect an opt-in form
- [ ] Complete on-page SEO for key pages; set up Google Search Console
- [ ] Publish a privacy policy and other needed policies
- [ ] Complete the pre-launch checklist and publish
- [ ] Announce your site to at least 10 people

MODULE 4

Knowledge Check

1. In the house analogy, what is hosting?
A) The street address
B) The land/space where the site's files live
C) The front door
D) The mailbox

2. What three questions must a homepage answer quickly?
A) Who founded it, when, and why
B) What is this, is it for me, what do I do next
C) Price, location, hours
D) Colors, fonts, images

3. Which DNS record type routes email?
A) A record
B) CNAME
C) MX
D) Favicon

4. What is a lead magnet?
A) A paid ad
B) A free, useful resource offered in exchange for an email address
C) A pop-up that can't be closed
D) A type of hosting

5. What's the recommended length for a title tag?
A) Under about 60 characters
B) Exactly 300 characters
C) At least 150 words
D) Length doesn't matter

6. True or false: Good SEO can guarantee a first-page ranking within one week.

7. Which is a contact form best practice?
A) Ask 20 questions to qualify leads
B) Ask only what you need and set response-time expectations
C) Never send a confirmation
D) Hide the privacy policy

8. Which image use is NOT appropriate?

A) Your own photos of your work

B) Licensed stock photos for backgrounds

C) AI-generated "customer" photos presented as real customers

D) Product mockups that accurately show what's included

MODULE 4

Answer Key

1. **B.** Hosting stores and serves your website's files.
2. **B.** What is this, is it for me, and what do I do next.
3. **C.** MX records route email to your email provider.
4. **B.** A lead magnet is a free, useful resource in exchange for contact information.
5. **A.** Keep title tags under about 60 characters so they display well.
6. **False.** No one can guarantee rankings; SEO usually takes months.
7. **B.** Keep forms short and set clear expectations.
8. **C.** Presenting AI-generated people as real customers is misleading.