E EMPIRE BUILDER ACADEMY

MODULE 04 WORKSHEET

BUILD YOUR WEBSITE

Fillable worksheet and action checklist. Print it, or type into the DOCX version.

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 WORKSHEET: BUILD YOUR WEBSITE

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			

Page	Main goal	Primary call to action	Status
Services / Shop			
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): _____

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