GUIDE 5 · QUICKIE WORKBOOK

Build a Website That Gets Customers

Summary version: A non-technical guide to launching smart.

Work through it alongside the guide: **startabusiness.center/guideslive/guide-5-build-website-summary**



Founder name _____ **Date started** _____

Your business idea in one line _____

e.g. Weekly meal-prep kits for busy parents, ordered online and delivered on Sundays.

How to use this workbook

1. **Read, then do.** Each chapter header links to the matching chapter of the guide. Read it, then complete the exercises here. Work in order: later chapters reuse your earlier answers.
2. **Answer with evidence, not hope.** Write what you have seen people do, not what you expect them to do. “Not tested yet” is an honest and useful answer.
3. **Follow the worked example.** Olive lines that start with *e.g.* follow Sarah as she plans the website for Sarah’s Meal Prep Co. Fields start empty; type your own. Decide what your site says and how it looks before you hire anyone.
4. **Let the form do the math.** Shaded boxes are fields. Amber boxes calculate automatically in free Adobe Acrobat Reader; in other viewers, work out the formula shown and type the result. Save as you go.

Your roadmap

Tick each chapter when done; the verdict fills in from each chapter.

Ch.	The question	Focus	Done	Result (fills in)
01	What is your site for?	Do you need a website?	☐	
02	Which platform fits you?	Platform	☐	
03	Do you own your domain?	Domain and hosting	☐	
04	Are the 5 essential pages planned?	The 5 pages	☐	
05	Does your copy convert?	Website copy	☐	
06	Does it look professional?	Look professional	☐	
07	Is it fast, mobile and secure?	Mobile, speed, security	☐	
08	Can people find it?	SEO basics	☐	
09	Do forms and payments work?	Forms and payments	☐	
10	Ready to launch?	Going live	☐	
11	Are you tracking results?	Measuring	☐	

01

STEP 1: WHAT IS YOUR SITE FOR?

Do You Even Need a Website?

Read Chapter 1 in the guide →

YOUR GOAL Decide what your website is for, in priority order. Almost every business needs one eventually.

WHY A WEBSITE MATTERS

- **Credibility:** people Google you before they buy
- **Control:** you don't own your social media accounts
- **Sells 24/7**, even while you sleep
- **Visibility** in search results
- **Professional email** on your own domain

THE FOUR CORE PURPOSES

- Build trust
- Generate leads
- Sell products directly
- Provide information

Priority	Purpose	e.g. Sarah
#1		*Take weekly orders and payments*
#2		*Build trust with busy parents (reviews, photos)*
#3		*Answer questions: menu, delivery area, prices*

Chapter 1: done?

- ○ **Done**
  Your site's top three purposes are written down, in order.
- ○ **Not yet**
  You're not sure what the site is for yet.

02

STEP 2: WHICH PLATFORM FITS YOU?

Choosing The Right Platform

Read Chapter 2 in the guide →

YOUR GOAL Pick the platform that matches your purpose, budget and comfort with technology.

Platform type	Cost	Ease	Best for
Website builder (Wix, Squarespace)	$16–$65/mo, hosting included	Very easy	Simple sites
WordPress	$3–$25/mo hosting, more for premium hosts	Moderate	Blogs and content; most flexible
Ecommerce (Shopify, BigCommerce)	$39–$399/mo	Easy	Selling 10+ products online
Custom code	$10K–$100K+ in developer costs	Hardest	Complex needs

2.1 Budget ○ Low ($0–$500) ○ Medium ($500–$5K) ○ High ($5K+)

2.2 Technical level ○ Beginner ○ Intermediate ○ Advanced

2.3 Main purpose ○ Information ○ Blog ○ Ecommerce ○ Custom

Selling just a few items, or a weekly order like Sarah's? Squarespace or Wix with their built-in store can also work.

Best platform for me

e.g. Squarespace, with its built-in store

Chapter 2: done?

○ **Done**
You've chosen a platform that fits your purpose, budget and skills.

○ **Not yet**
Still deciding.

03

STEP 3: DO YOU OWN YOUR DOMAIN?

Domain Name & Hosting

Read Chapter 3 in the guide →

YOUR GOAL Choose a domain name that's easy to say and spell, register it in your own name, and pick reliable hosting.

3.1 Check your domain name. Tick each that's true.

- ☐ Short and memorable
- ☐ Easy to spell when you hear it
- ☐ Ends in .com, if you can get it
- ☐ No hyphens or numbers
- ☐ No odd endings (.biz, .info)
- ☐ Registered in **your** name and email

	Your answer	e.g. Sarah
My domain name		*sarahsmealprep.com*
Registered at		*Namecheap, about $12–$15 a year*
Hosting provider		*Included with Squarespace*

Registrars include Namecheap and GoDaddy. Google Domains, named in the guide, closed in 2023 and moved its customers to Squarespace. Builders (Wix, Squarespace, Shopify) include hosting; for WordPress, the guide suggests SiteGround, Bluehost or WP Engine. Reliability matters more than price.

Chapter 3: done?

- ○ **Done**
  The domain is registered in your name and hosting is chosen.
- ○ **Not yet**
  Not registered yet.

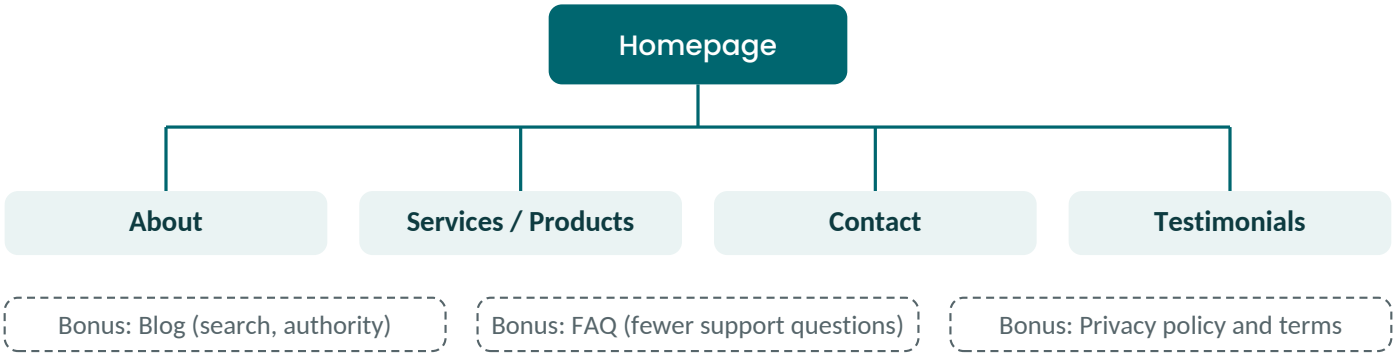
04

STEP 4: ARE THE 5 ESSENTIAL PAGES PLANNED?

The 5 Pages Every Website Needs

Read Chapter 4 in the guide →

YOUR GOAL Plan the five pages every site needs, and decide which bonus pages you'll add.



Page	What it needs	Your notes	Done
Homepage	A clear headline (what you do, for whom), a strong call to action, and proof: reviews, logos or numbers		☐
About	Who you are, why you started, why to trust you, and a photo of you or your team		☐
Services / Products	What you sell, who it's for, what they get, pricing if you can, and a buy or inquire button		☐
Contact	Email, phone, a contact form, address if relevant, and how fast you reply		☐
Testimonials / Portfolio	Reviews, before-and-after photos, case studies		☐

The guide says a privacy policy and terms are required in many cases, for example if you collect emails or take payments. Check what applies to you.

Chapter 4: done?

- ○ **Done**
  All five pages are planned, with notes on what each needs.
- ○ **Not yet**
  Some pages are still missing.

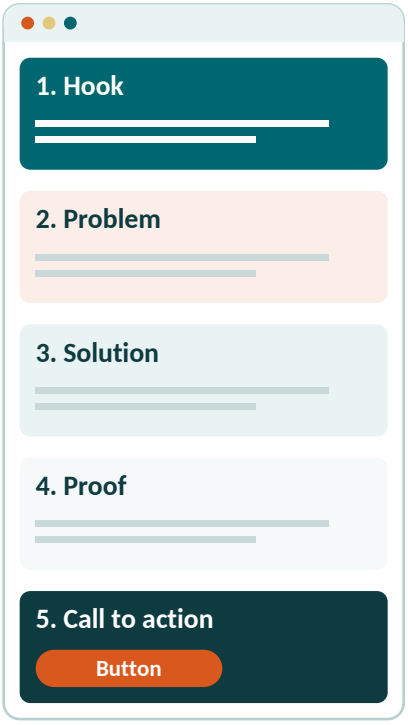
05

STEP 5: DOES YOUR COPY CONVERT?

Writing Website Copy That Converts

Read Chapter 5 in the guide →

YOUR GOAL Write your homepage in five parts, from a benefit-led headline down to one clear next step.



Hook A headline about the benefit

e.g. Healthy meal kits for busy parents who want dinnertime back

Problem Name the pain

e.g. By 5:30 you're exhausted, and it's takeout again

Solution How you solve it

e.g. Dietitian-designed kits, 20 minutes, delivered Sunday

Proof Reviews, numbers, results

e.g. "My kids actually eat it" – Dana, mom of 2

Call to action The exact next step

e.g. Order This Week's Kit

Build your headline

Template: [What you do] for [who you serve] to [the outcome they want].

Part	Your words	e.g. Sarah
What you do		*Healthy meal kits*
For who you serve		*busy parents*
To the outcome they want		*get dinnertime back*

WEAK HEADLINE

× "Welcome to Sarah's Meal Prep Co."

STRONG HEADLINE

• "Healthy Meal Kits for Busy Parents Who Want Dinnertime Back"

Strong calls to action are specific: Get a Free Quote, Schedule a Call, Shop Now, Download the Guide, Start Your Free Trial.

Chapter 5: done?

○ Done	○ Not yet
All five homepage parts are written, with a benefit-led headline.	The homepage still says “Welcome to…”

06

STEP 6: DOES IT LOOK PROFESSIONAL?

Making Your Site Look Professional

Read Chapter 6 in the guide →

YOUR GOAL Keep the design simple and consistent: plenty of white space, 2–3 colors, 1–2 fonts and good photos.

- ☐ **Plenty of white space**
- ☐ **2–3 colors:** a primary, a secondary and a neutral
- ☐ **1–2 professional fonts** (Google Fonts has free ones)
- ☐ **High-quality images:** your own, or Unsplash and Pexels. No blurry or cheesy stock
- ☐ **Simple:** clear hierarchy, easy navigation, few distractions

	Your choice	e.g. Sarah
Primary color		*Deep green #2F6B4F*
Secondary color		*Warm orange #E8833A*
Neutral color		*Off-white #F7F5F0*
Fonts (1–2)		*Poppins for headings, Lato for text*

6.1 Will you hire a designer ($500–$3,000)? ○ Yes ○ No *e.g. No: DIY on a Squarespace template*

Worth it if your brand is your competitive edge, or your DIY attempt looks amateur.

Chapter 6: done?

○ Done	○ Not yet
Colors, fonts and images are chosen, and the design checks are ticked.	It still looks home-made.

07

STEP 7: IS IT FAST, MOBILE AND SECURE?

Mobile, Speed & Technical Essentials

Read Chapter 7 in the guide →

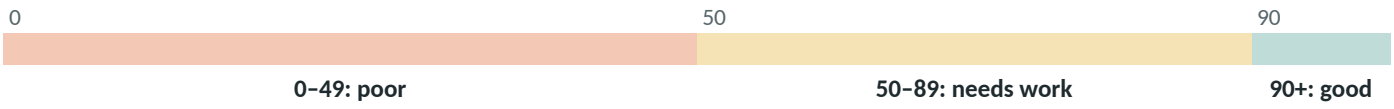
YOUR GOAL Make sure the site works on phones, loads fast and is secure. Most visitors are on mobile, and slow pages lose customers.

- ☐ **Tested on an iPhone, an Android phone and a tablet**
- ☐ **Images compressed** (TinyPNG or Squoosh)
- ☐ **Caching on**, if you use WordPress
- ☐ **Few plugins and scripts**
- ☐ **HTTPS / SSL switched on** (most hosts include it free)

Your Google PageSpeed Insights scores

Run your site at pagespeed.web.dev. Google's standalone Mobile-Friendly Test, named in the guide, was retired in 2023; PageSpeed Insights covers mobile now.

Calculation or input	Your answer	e.g. Sarah
Mobile score (0–100)		*72*
Desktop score (0–100)		*91*



Chapter 7: done?

○ **Done**
Works on phones, scores 50+ on mobile, and HTTPS is on.

○ **Not yet**
Slow on mobile, or no HTTPS yet.

08

STEP 8: CAN PEOPLE FIND IT?

SEO Basics

Read Chapter 8 in the guide →

YOUR GOAL Do the basic search essentials so you have a chance of being found. SEO won't bring traffic on its own, but skipping it guarantees nobody finds you.

	Your answer	e.g. Sarah
Main keyword		*healthy meal kits for families*
Local search phrase: [service] in [city]		*meal prep delivery in Long Beach*

Find keywords with Google Keyword Planner or Ubersuggest.

Write your homepage title tag and meta description

The form counts the characters for you.

Title tag (under 60 characters, main keyword first)

e.g. Healthy Meal Kits for Busy Families | Sarah's Meal Prep Co.

Meta description (under 160 characters)

e.g. Dietitian-designed dinners ready in 20 minutes, delivered every Sunday in Long Beach. Order this week's kit.

- ☐ **One H1 heading per page**, with the main keyword
- ☐ **Descriptive alt text** on images
- ☐ **Internal links** between your pages
- ☐ **Google Business Profile** claimed (local businesses)

Chapter 8: done?

- ○ **Done**
  Keywords chosen, title and description written, and the basics ticked.
- ○ **Not yet**
  No title tags or keywords yet.

09

STEP 9: DO FORMS AND PAYMENTS WORK?

Forms, Payments & Functionality

Read Chapter 9 in the guide →

YOUR GOAL Set up a contact form and a way to get paid, and test both before launch.

	Your answer	e.g. Sarah
Form tool		*Squarespace built-in form*
Payment provider		*Squarespace Commerce with Stripe*

Forms: Contact Form 7 (WordPress), your builder's forms, Typeform or Google Forms. Payments: built into Shopify; WooCommerce plus Stripe or PayPal on WordPress; Stripe, PayPal, Square or FreshBooks invoices for services.

- ☐ Sent a test through the form
- ☐ Checked the spam folder for it
- ☐ Made a test payment

What payment fees cost you

Typical card fees: 2.9% + $0.30 per transaction. Check your provider's rate.

Calculation or input	Your answer	e.g. Sarah
Price per sale		*$79*
Fee rate, %		*2.9%*
Fixed fee per transaction		*$0.30*
Fee per sale		*$2.59*
You keep per sale		*$76.41*

Chapter 9: done?

- ○ **Done**
  The form and payments are tested end to end.
- ○ **Not yet**
  Not tested yet.

10

STEP 10: READY TO LAUNCH?

Going Live

Read Chapter 10 in the guide →

YOUR GOAL Work through the pre-launch checklist, soft-launch to friends and family, fix what they find, then announce it.

- ☐ Tested on mobile and desktop
- ☐ Every link works (no 404 errors)
- ☐ Payments tested (if you sell online)
- ☐ All copy proofread
- ☐ Professional email set up
- ☐ XML sitemap created
- ☐ Tested in Safari and Chrome
- ☐ Contact form tested
- ☐ Page speed checked (Chapter 7)
- ☐ Google Analytics added
- ☐ SSL certificate (HTTPS) on

1. Soft launch to friends and family
2. Fix what they find
3. Announce it publicly

Soft-launch date

e.g. Nov 1

Public launch date

e.g. Nov 8

Chapter 10: done?

- ○ **Done**
  All 11 checks done and launch dates set.
- ○ **Not yet**
  Checklist not finished yet.

11

STEP 11: ARE YOU TRACKING RESULTS?

Measuring What Matters

Read Chapter 11 in the guide →

YOUR GOAL Install Google Analytics, check five numbers each month, and improve what the data shows.

Calculation or input	Your answer	e.g. Sarah
Visitors this month		*620*
Conversions (orders, inquiries, signups)		*19*
Conversion rate = conversions ÷ visitors		*3.1%*
Bounce rate, % (from Google Analytics)		*46%*
Average time on page (seconds)		*75*

Google Analytics 4 shows “engagement rate” by default; bounce rate is simply 100% minus it. The guide gives no conversion benchmark, so compare with your own past months.

Top traffic source

e.g. Facebook groups, then Google

One thing to improve next month

e.g. Add reviews above the fold on the homepage

Chapter 11: done?

- ○ **Done** — Analytics is installed, and you’ve reviewed a month of numbers.
- ○ **Not yet** — No analytics yet.

Your website scorecard

Every chapter's result fills in from its "done?" question.

Ch.	Chapter	Result
01	Do you need a website?	
02	Platform	
03	Domain and hosting	
04	The 5 pages	
05	Website copy	
06	Look professional	
07	Mobile, speed, security	
08	SEO basics	
09	Forms and payments	
10	Going live	
11	Measuring	

Chapters done (out of 11)

My one next step, and when

e.g. Write the homepage headline this weekend

WHAT HAPPENS NEXT

- **Site live?** Next, bring people to it: *How To Find Your First Customers*.
- **Not getting orders?** Recheck your copy (Chapter 5) and speed (Chapter 7) before spending on ads.
- **Remember:** own your domain, keep it simple, test before launch, and improve it every month.