

About Module V1.2: In *Launching Your Website*, GoDaddy's Andy McIlwain shares his seven-step process for getting a business website up and running in less than an hour. We cover registering your domain name; choosing a business email provider; choosing a platform for your website; planning your pages; building your site; adding interaction with forms; and installing Google Analytics to monitor your site's performance.

How to Use This Workbook:

- Print it out and follow along with the module video. Take notes and check off the tasks as you go.

STEP #1 — REGISTER YOUR DOMAIN NAME

Registrar <input type="checkbox"/> Where are your domain names registered and managed? (E.g. GoDaddy.com)	
Primary Domain Name <input type="checkbox"/> Your website should only have one primary domain name.	
Additional Domain Names <input type="checkbox"/> These should redirect to your primary domain name.	

OTHER NOTES:

STEP #2 – CHOOSE A BUSINESS EMAIL PROVIDER

<p>Email Provider <input type="checkbox"/></p> <p>Who will host your email?</p>	
<p>Email Addresses <input type="checkbox"/></p> <p>What are the email addresses you need to create?</p>	

STEP #3 – CHOOSE A PLATFORM FOR YOUR WEBSITE

<p>Platform <input type="checkbox"/></p> <p>What are you using to power your website? E.g. WordPress, GoDaddy Website Builder, etc.</p>	
<p>Owner / Points of Contact <input type="checkbox"/></p> <p>Who controls the platform? Whose account is it under? Write down their names and contact details.</p>	

STEP #4 – PLAN YOUR PAGES

Page & Purpose	Content: What key points will you cover on this page?
Home <input type="checkbox"/> A high-level intro to your business: who you are, what you do, and what problems you solve.	
About <input type="checkbox"/> Tells your story. Adds a touch of humanity to the site. Introduces visitors to the team.	
Products & Services <input type="checkbox"/> Details about what your business offers: features, benefits, pricing, testimonials.	
FAQs <input type="checkbox"/> Address common questions asked before and after a sale.	
Request Quote / Contact <input type="checkbox"/> Primary method for potential customers to reach you.	
News & Updates <input type="checkbox"/> Announcements, promotions, behind-the-scenes stories.	

STEP #5 – BUILD YOUR SITE

Header <input type="checkbox"/>	
What's the site name, tagline, and image (optional) that should appear on every page?	
Footer <input type="checkbox"/>	
What information do you need to include in the footer of every page on your site? Note it here. (e.g. name, address, phone #)	
Copy <input type="checkbox"/>	
The written text for each page on your website. Make note of where that copy can be found (e.g. link to a Google Doc).	
Media <input type="checkbox"/>	
Where will you get your images, video, and other media from? Note your sources here.	
Style <input type="checkbox"/>	
What fonts and colours will you use? Write it down here so you don't forget.	

STEP #6 – ADD INTERACTION WITH FORMS

Request a Quote / Contact Us Form

Write down what information you need to gather on your Request a Quote or Contact Us page.

Form Recipient

Where does the submitted form go? Who handles it?

Form Follow-Up Steps

What happens after you receive the submitted form? Write down your next steps.

STEP #7 – INSTALL GOOGLE ANALYTICS

Follow the instructions to install Google Analytics on your site.

Analytics Installed

Write down the account username you're using for Google Analytics.