

COMPOSITION BOOK

Website Launch Lab
Lab Workbook

Write launch-worthy website
copy in just 5 days!!

Lab schedule



Monday November 7: Strategize your site for success

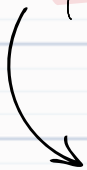
Tuesday November 8: Your homepage

Wednesday November 9: Your services



Thursday November 10: Your about page

Friday November 11: Contact and Instagram links + more



Don't forget!!!

Grab your lab coats and let's get ready to launch!
Check your email every day this week for each day's
video and worksheet lessons.



$$x_{1/2} = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

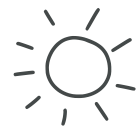


Website Launch Lab

Welcome to the Website Launch Lab!

This workbook will help you strategize your website and streamline your website content so you can have the heavy lifting of your website DONE and ready to pop into your template! When you are intentional about your content, you can feel confident that your potential clients aren't just seeing a pretty website, but they are ACTUALLY connect with what your business offers and stands for.

Let's step into the lab, my friends!





Day 1: Strategize Your Site for Success

Let's talk strategy! Before we dive into writing content, it's important that we know EXACTLY what pages we need and the overall structure of your site! Fill in the site map below and outline the exact pages you'll need.

There are 3 components you need to think about when you think about your site organization.

There's top level navigation, which means the pages in your main navigation menu. Then there's footer navigation, which are the pages that are linked in your footer. Lastly, there are pages that aren't linked in your navigation, but they may need to be created



Considerations for your site outline:

- How many offers do you plan to showcase on your site? Do they need their own pages or could they be listed on a single services page?
- Do you plan on having a blog?
- Make sure to include a privacy policy and a terms and conditions page that we can link at the bottom of the site
- Are there any specific landing pages you need to create (i.e email freebie or email sign up page)





Day 1: Strategize Your Site for Success

Use this example site map to help you plan your content/copy for each page of your site!

Main Navigation

Home

About

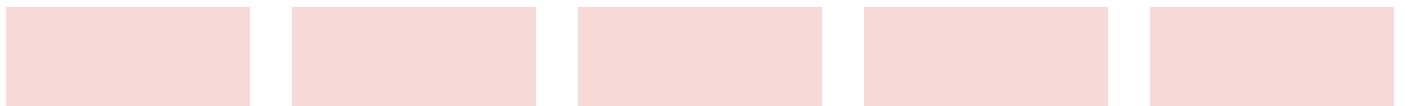
Services

Contact

FAQs

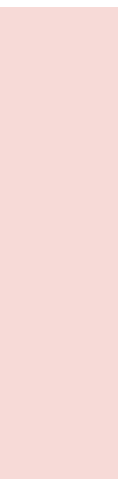
Blog

Main Navigation

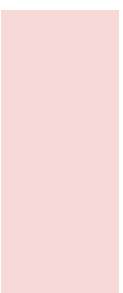
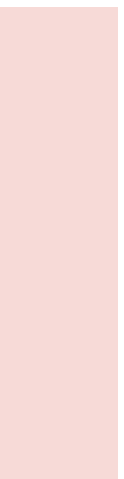


Use this example site map to help you plan your content/copy for each page of your site!

Main Navigation



Footer Navigation





Day 2: The Homepage

Your homepage is the main statement page on your website. This is the page that creates that overall first impression, and it's SO important to be intentional, strategic, and get this page right. Your homepage is what will draw in your potential customers and will help direct them to the next step of your website whether that's pointing them to another page or prompting them to inquire.



Fill in the outline below to write your content for your homepage.

Header Standout Statement (1-2 sentences)

This will be the first lines of copy your potential customers read when they land on your site. The goal is to immediately let them know what you do and who you serve.

Introductory Headline (1 sentence)

Create a headline that will speak to what you do and who you do it for that expands on what you've said in your standout statement (if you're a personal brand, this will be introducing yourself; if you're not a personal brand, this will speak to how you solve your customers problems)





Day 2: The Homepage

Introductory paragraph/blurb (3-4 sentences):

This section will give a bit more insight into what you do and who you serve. If you're a location based business, you want to make sure you're including some information about your location here. If you're a personal brand, use this section to write a short bio. If you're a non-personal brand, use this section to expand on how you solve your customers problems.

Overview of Services

Create a section for each service you offer and include a brief description of the service underneath. This should be 3-4 sentences max, and we want to link to the services page from here.





Day 2: The Homepage

Testimonials:

Include 3-5 testimonials that we can use in a slider or carousel to reinforce social proof and show to your clients/customers that you created positive results and experience for your potential clients.

The Invitation to Inquire:

Headline: Write 1 line of copy here to draw someone in to inquire/buy from you. Examples include: Ready to Get Started? Did we just become best friends? Are you ready to create magic together? Let's Do This Thing! Ready to Learn More?

Subheading: Write 1 line of copy that will expand on the headline you wrote.

Example: "Ready to Get Started? Fill out the form below and our team will reach out to you about planning your DREAM wedding day."





Day 3: Your Services

When it comes to this page, it's the most important page or pages on your website aside from the homepage. This is the page where you're SELLING your services. So it's important that we are really including a lot of great content on this page to call your potential customers and clients to inquire.



Section 1: Headline

Write 1 standout line of text to highlight what you offer or who you serve

Introductory paragraph

Write 3-4 lines introducing your service and how it solves a problem for your potential clients.





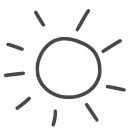
Day 3: Your Services

Section 2A: The Experience

Think about your potential clients' experience and what it's like to work with you. What should they expect? Write a section for each step of the process in working with you. We want to keep this SHORT and SIMPLE. It needs to be a brief outline of the experience not every single milestone. The goal is that people have an idea of what to expect and to make the process feel easy and streamlined for them. Ideally write these steps in 3-5 steps max.

Section 2B: The Services/Offer/Package

Write a detailed breakdown of your package or service. What are you selling? Do you need to list the price? The starting price? Link to an inquiry page from here.

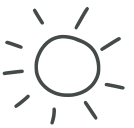




Day 3: Your Services

Section 3: Results/Benefits

What is the transformation you create for your clients. Explain what will happen when they work with you. This can be written in a visualization paragraph or multiple short lines of text (picture this...) painting a picture of the before and after working with you OR write these results in bullet points or using emojis and phrases. Include a CTA.
(IE Say Hello to: Bullet 1, bullet 2, bullet 3, etc.)



Section 4: Testimonials

Include 3-5 testimonials in this section. It's best if these are specific to the service, but it's ok if you need to use general ones for now until you have more testimonials to choose from.





Day 3: Your Services

Section 5: FAQs

List 5-7 Frequently Asked Questions and their answers here. It's important to include this information to help educate your client on common questions you get over and over from various clients so you've already educated them on the process or common questions, before they ever inquire. This also saves you and your team time from answering the questions over and over and it also creates a positive customer service experience for your website visitors.





Day 3: Your Services

Section 6: Final CTA/Investment

This section is prompting to buy now, inquire, sign up, purchase. If you have a course or specific service, you can use this section to create a starting price or list out your specific package or payment plans with a link to purchase.





Day 4: The About Page

The About page is the underdog on your site.

It's underestimated. People tend to think of it as a throwaway page and don't put a lot of time into it, but a natural flow for your potential clients when landing on your website is to look at the homepage, learn about your services and potentially click over to the About page to learn more about YOU.

It's important to include enough information about you to build trust and connection with your potential clients AND to also be strategic by including a call to action on this page. There's no "perfect" framework for your About page, and you can truly take a unique approach that makes sense to you.

Here's a general outline that you can follow and some sections you can potentially incorporate that make sense for your business.





Day 4: The About Page

If you're a personal brand:

Section 1: The Bio and Headshot Combo

Write a full bio here (1-2 paragraphs-depending on how much you need) and pair this with a headshot where you're smiling at the camera.

If you're a *NOT* personal brand:

Section 1: The company mission/values/why

Share the mission behind the company and why you do what you do. How did the company get started? Why does that matter to your potential customers? Write a short paragraph about this.





Day 4: The About Page

Section 1A: Meet the Founder/Owner/CEO

If this makes sense for your company, introduce the founder, and why they decided to start the company, what's their why? Why does it matter to your potential customer?



Section 1B: Meet the Team

Include a brief description and headshots for each team member if you have a team!





Day 4: The About Page

Section 2: Connection Building Section

This section can be considered a “fun” section. You can include a few different options such as:

Favorite Things- This could be favorite things about what you do, favorite personal things, favorite resources/equipment)

Fun Facts- 5 Facts About You

Timeline- Walk through the history of your business/how you got started

Your Mission and Values- Walk your audience through the mission of your company and why you do what you do

*These sections can be thought of like a carousel or a slider.



Section 3: Services Overview

include a section similar to what we included on the homepage that walks through the services that you offer. Outline of your main services with a brief description and a link to the services page. You can use the exact same copy from the homepage.

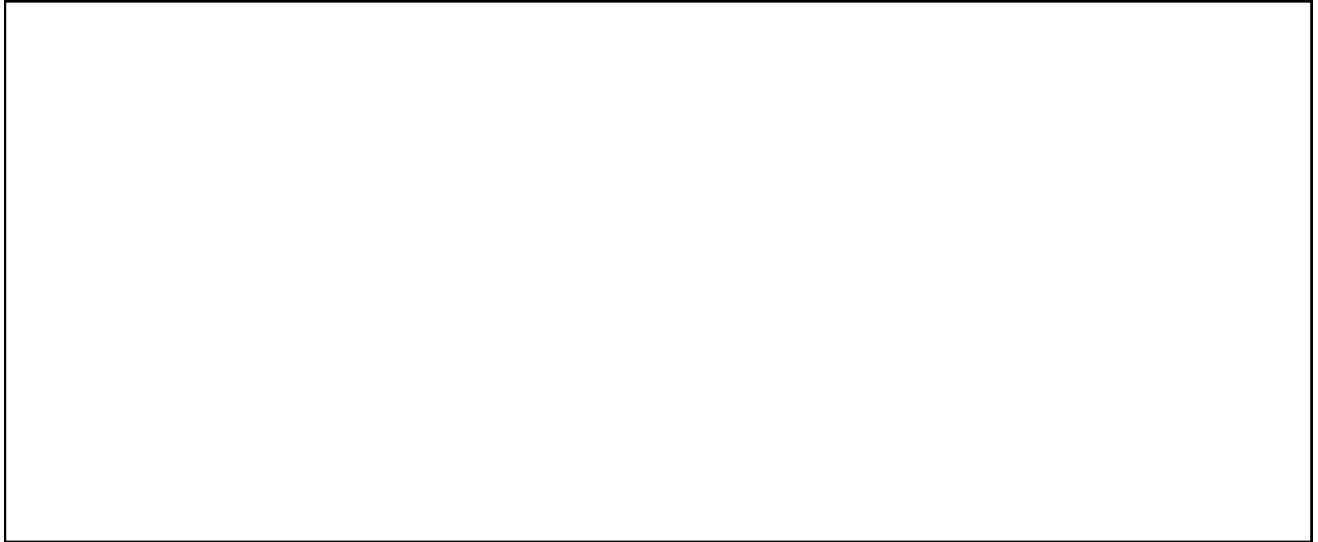




Day 4: The About Page

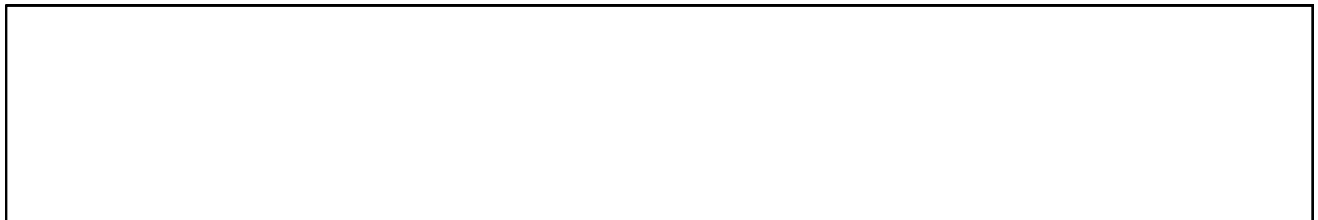
Section 4: Testimonials

Incorporate new testimonials or utilize the same ones from the homepage for this section.



Section 5: The final call to action

In this section, we want to link your user somewhere else on the site. We've already linked them to the services higher on the page so this is a secondary call to action. Recommendations include: Recent Blog posts OR option to add an email newsletter subscribe form or freebie here.





Day 5: Your Contact Page and Instagram Links Landing Page

Woo-hoo! You've made it to the end my friends!

You've totally rocked your content and I'm so excited to see you implement this content into your website! Here's the deal!

Today's the last day, and so we are celebrating by taking it easy with these last couple of pages that we need to finalize!



Part 1: The Contact Page

The contact page is an important page because it IS the page that we want to send our potential clients to to make sure they reach out. It's often their final touchpoint on the site so it needs to be seamless and functional so that our contact page is easy and simple to use, and provides all the correct information.

There are 2 priorities on the contact page:

Priority 1.

The Contact Form

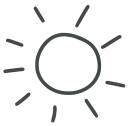
It's essential that your contact form is functional and makes things easy for your clients. You want to include the ESSENTIAL information you need from your clients when they inquire, and literally nothing more. Why? The longer your contact form is and the more information you ask, the less likely your clients are to reach out. So, keep it simple. Name, Email, Phone Number (if needed), and a message space is ideal. If you're a wedding photographer, planner or someone who needs a date to determine availability, be sure to include the event date.





Day 5: Your Contact Page and Instagram Links Landing Page

You have the option to embed a contact form from your CRM like Honeybook or Dubsado, OR you can use the standard contact form in Showit. Be sure if you're embedding a contact form to test the form to make sure it's fully functional on mobile and that you can see the submit button.



Priority 2.

Your Contact Information

We like to add a few details on your contact page to make it easy for people to understand the following:

1. Where you're located or who you serve if you're location based
2. Office Hours/Hours of Operation
3. Email Address
4. Any additional contact info like address if you have a physical address for your business or phone number if you have a business phone number.

Reminder:

Be sure to provide an expectation of WHEN people can expect to hear from you! Is it within 24 hours? Is it 24-48 hours? Let them know what to expect





Day 5: Your Contact Page and Instagram Links Landing Page

Part 2: The Instagram Landing Page

This is a great way to drive traffic from Instagram to your website vs. a linktree or using another platform. It allows you to create a more branded experience and you can embed a Facebook pixel on this page if you ever plan to run retargeting ads. Overall, it allows you to create a really branded and elevated experience as soon as someone clicks over to the link in your bio.



Headline: Include 1 line that says "From the Gram" "Popular Links" "Oh Hey Friend" etc.

Short blurb/paragraph to help you introduce who you are, what you offer, and direct them to your services page/offer

Round Up of Links:

1. Include the top links you mention on you Instagram regularly
 - a. When we do this, this means that you won't have to update this page as often.
2. List the links in order of priority. IE you want your services page to be higher up on the list than your blog
3. Feel free to link to Email Freebies, Resources pages, Your Blog or even another social media platform you want to spotlight like TikTok





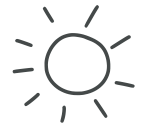
That's a wrap!

YAY! You totally killed it this week!

I'm so proud of you for committing to crafting strategic copy this week for your site! You're on your way to creating a strategy driven website! I'd love to see what you did!

Please email me at jade@jalexandriacreative.com or DM us on Instagram ([@jalexandriacreative](https://www.instagram.com/jalexandriacreative)) to share what you've done this week!

Next step is tackling your website design!



To celebrate you and all the work you've put in this week, we have a special discount for you inside our template shop!

Use code: **LAB**

to save 15% off our ShowIt Website templates.

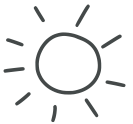
Interested in hiring a professional? Email me to learn more!





Website Launch Checklist

- Read through all copy and check for spelling errors and typos on desktop and mobile
- Click on every link in your navigation on desktop and mobile to confirm everything links
- Go through every page and click on every call to action button on your site to see if all the buttons work
- Look at the links in your footer and make sure all links function in footer navigation menu
- Test overall layout of desktop and mobile—does anything need to be replaced, fixed, or corrected?
- Test all contact forms on the website to ensure they are easy to submit AND check to be sure you receive the inquiry to your inbox
- Test all email subscribe forms and ensure that you are able to subscribe AND confirm that you receive any autoresponders
- Double check your blogs and make sure your blog content is populating the blog page correctly
- Legal pages: Do you have a privacy policy and a terms and conditions page? If not, create one using a free generator like Term.ly or other service





Website Launch Checklist

SEO:

Do all pages have an SEO title? (use keywords here!)

Do all your pages have a social share image?

Do all your pages have a description?

Did you add alt-text to all your images?

Do you have keywords sprinkled into your content (especially location based terms if you're trying to rank for your city/local area)

Do you have Yoast installed for your blog?

Connect Domain

Confirm your site is secure! Does it show the lock icon next to your URL in the website address bar or does it say Not Secure. If it says not secure, reach out to Showit to connect this or if you're not with Showit reach out to your hosting provider to ensure that you can add this to your account. Google penalizes not secure websites.

Connect Google Analytics, Google Search Console or Facebook Pixel if you want to add additional tracking measures to your site.

LAUNCH! Announce on social and share with your audience that your new site is live!



