

Client Winning Websites & Blogs

Launch well. Get known. Attract fans.

TRACK-YOUR-PROGRESS CHECKLIST MODULE 3 – AT HOME ON YOUR HOME PAGE

For Your Static Website Home Page

(For a blog, download the Module 3 Checklist – Blog.)

Complete these tasks before your web designer begins work on your site:

Done ✓	Task	Notes
	Download and read through the Learning Guide for Module 3 – At Home on Your Home Page . Also download the Freebie Guidelines .	
	Decide on the layout of your Home page (number of columns and position of major elements). Make sure your freebie optin box will be prominently positioned above the fold (on the upper right or in your header is best).	
	Set up your account with an email campaign service (such as Aweber).	
	Check with your designer on when they can start and how long their design process will take. Arrange for them to start work on your site in time to have it ready for launch when your writing tasks for this module are completed.	
	Read the section in your learning guide – Freebies: How and Why They Work. View the video Examples of Freebies and Optin Boxes online.	
	Work through the 10 numbered questions in the Freebie Guidelines . Write down your answers in a Word document.	
	Begin creating your freebie. Start with your text from the previous Task. (Your freebie does not need to be completed before your designer begins work – but plan to work on it steadily until it's done.)	
	Write the copy of your optin box, confirm and thank-you pages. Ask your designer or a graphic artist to create a graphic for your optin box.	
	If you haven't already, write down the titles and basic concepts of your core suite of offers.	
	Read the section in your learning guide – Your Static Website Home Page. View the video Examples of Static Home Pages online.	
	Write the Home page copy for your site. Use the guidelines provided in the Your Static Website Home Page section of your learning guide, and the Writing & Editing Tips from Module 2.	

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	Read your Home page out loud and make improvements. Spell-check it. Get feedback from someone in your market. Make those changes and move on!	
	If you will publish an ezine, choose whether to use a “plain text” or html style. If html, ask your designer to design and set up your ezine template.	
	Read the section in your learning guide – Write Your Blog or Ezine Content. Brainstorm topic ideas for the first 3-6 months of your ezine or back-page blog. Create a writing calendar and idea file.	
	Write your first ezine article, or the back-page blog posts you will launch with. Use the guidelines provided in your learning guide and the <i>Writing & Editing Tips</i> from Module 2.	
	Decide on the features for your Home page sidebar and write them down for your designer.	

Remember, all of the tasks for Modules 1 & 2 and most of the tasks for Module 3 should be completed *before* your designer begins work (except for creating a logo/logotype for you).

Complete these tasks while your web designer is working on your site:

Done ✓	Task	Notes
	Write a few more issues of your ezine, or some additional posts for your back-page blog, to publish after launch.	
	Complete your freebie.	
	Write a few email auto-responders to follow up on your freebie, in which you engage your readers on the main points of your freebie and invite them to a next step with you.	
	Deliver your site materials to your designer and get them going on your project.	

Stay in touch with your designer and proactively manage the design process, from when your designer starts work through launching your site.