



## Here's how the programme will work

Each week comes with a live session from us to go through the week ahead. We'll answer questions on this call and make sure everyone knows what they're doing.

### Orientation Week (2nd October)

#### Getting set up on our system

This week is the chance for us to talk you through the various elements of how the programme will run along with getting you set up with your Ready Steady Websites® plan account and answering any initial questions.



### Week One (9th October)

#### Ideal Customer + Brand + Securing your domain.

This week is all about getting you familiar with your ideal customer, making sure your brand is on point and if you haven't got one yet... helping you buy your domain name.

We'll also discuss which of our templates will be right for you and be setting this up for you in the background.



### Week Two (16th October)

#### Creating your Sitemap + Holding Page + Email System setup.

This week we will set up your website holding page for you and support you to set up your email system so you have a nice clean online presence which starts building your email list and signposts people to get in touch with you.

We will also support you to plan your website structure which is an important first step in creating your full website.



### Week Three (23rd October)

#### Content writing + images.

This week we will guide you through how to write your content and choose the right types of images.

You'll have worksheets from us to kick start your ideas.



### Week Four (30th October)

#### Creating your website.

This week is all about loading those images and content into your chosen Ready Steady Websites® template.

You'll use our wonderful tutorials to help you load in all of your content to your Ready Steady Websites® site on our test server, but we'll be on hand if you get stuck.



### Week Five (6th November)

#### Testing + connecting tech.

We're big on testing here at RSW. We'll take you through our process for testing and help you connect any tech you need, for example your payment or email systems.



### Week Six (13th November)

#### Going live.

We'll put your website live for you. We deal with all the technical details like DNS and finalising any payment systems.

If you're not ready to go live by this stage, don't worry. We won't disappear at week 6, we'll be there to help you push through the final hurdles and go live at a time that suits you. BUT... if you follow the process and stay on track you can do this in six weeks!

