



The Business Growth Association
Of America

COURSE 3

Building a Cutting-Edge Website Front-End and Back-End

A fast, modern, professional website that does real work
for your business, without writing code.

\$100 - \$500

estimated monthly savings
or \$1,200 - \$6,000 yearly

5% - 20%

potential yearly
sales growth

A 12-month program | 30-60 minutes per week | Simple tools only

Course Overview

THE PROMISE Launch a fast, modern, professional website that does real work for your business (attracts visitors, captures leads, takes bookings or payments, and runs mostly on its own) without writing code.

Core Idea

"Cutting edge" doesn't mean complicated. It means a site that is fast, mobile-friendly, secure, easy to use, and connected to the systems behind it. We'll use modern no-code and low-code tools so owners with basic computer skills can build and manage it themselves, or direct a freelancer with confidence.

Two Terms to Know First

Front-end

What visitors see and click: design, pages, buttons, and forms.

Back-end

What happens behind the scenes: where data is stored, how payments, bookings, emails, and logins work, plus hosting and security.

Format for Every Step

- 30-60 minutes per week
- Each step ends with a clear **"done when"** checkpoint

Roadmap

Phase	Timeline	Goal	Output
1. Foundation	Month 1	Have a clear blueprint so you don't waste money or rebuild later	Website Blueprint
2. Build and Launch	Months 2-3	A professional, mobile-friendly site that is live	Live site with working contact form
3. Connect the Back-End	Months 4-6	Turn the site from a brochure into a tool that captures customers	Automated, secured site
4. Grow and Stay Current	Months 7-12	Get found, keep improving, and keep the site current	Maintenance and Growth Plan

Why Run It Yourself?

Agencies charge to build and maintain websites. With modern no-code tools, you can run most of it yourself.

\$100 - \$500

Estimated monthly savings, or \$1,200 - \$6,000 yearly, when you manage your site yourself instead of sourcing it out

5% - 20%

Potential yearly sales growth from a site that attracts visitors, captures leads, and takes bookings or payments

Where the Savings Come From

- **No-code tools instead of custom development.** Templates and builders let you launch and edit pages yourself rather than paying for every change.
- **Planning first means no rebuilds.** A blueprint and content checklist keep you from paying twice for a site that missed the mark.
- **Automation replaces manual admin.** Forms that feed a CRM or sheet, confirmation emails, and calendar links save hours of data entry.
- **A monthly routine instead of a maintenance retainer.** Updates, backups, and speed checks fit in under an hour a month.
- **Cheaper help when you need it.** Knowing how to brief a freelancer cuts billable hours and back-and-forth.

Where the Sales Growth Comes From

- **A clear purpose and call-to-action** on every page, so visitors know what to do next.
- **A fast, mobile-friendly, secure site** that earns trust and keeps visitors from leaving.
- **Instant lead capture, booking, and payments** that remove friction, plus monthly improvements guided by three numbers: visitors, leads, and conversions.

Track Your Results	Month 1 baseline	Month 6	Month 12
Monthly website costs			
Website visitors per month			
Leads and conversions per month			
Yearly sales growth vs. baseline (%)			

Savings and growth figures are estimates of potential, not guarantees. Actual results vary by business, industry, and how consistently the plan is carried out.

Plan Before You Build (Foundation)

Goal: Have a clear blueprint so you don't waste money or rebuild later.

Week 1: Define the website's job

- Choose its ONE main purpose: generate leads, sell products, take bookings, or provide information.
- Write 3 things a visitor must be able to do (e.g. "request a quote," "book a call").

DONE WHEN the purpose and 3 visitor actions are on one page.

Week 2: Study and sketch

- Pick 3 websites you admire (competitors or other industries) and note what you like.
- Sketch your pages on paper: Home, About, Services/Products, Contact, plus any extras (use the provided sitemap template).

DONE WHEN you have a simple page map.

Week 3: Gather your content

- Collect logo, brand colors, photos, service descriptions, testimonials, and contact details in one shared folder.
- Use the provided "Website Content Checklist."

DONE WHEN the folder contains everything needed for every page.

Week 4: Choose your platform and domain

- Use the "Platform Chooser" guide to match your needs to the right type of tool: all-in-one builders (e.g. Wix, Squarespace), WordPress for flexibility, or an e-commerce platform (e.g. Shopify) for online stores.
- Register your domain name (yourbusiness.com) and set up a professional email address.

DONE WHEN the domain is registered and the platform account is created.

DELIVERABLE A one-page Website Blueprint (purpose, page map, content folder, platform choice).

Build and Launch (Front-End)

***Goal:** A professional, mobile-friendly site that is live.*

Month 2: Build the pages

- Choose a clean template and customize it with your colors, logo, and photos.
- Build the core pages following the "Page Recipes" (what each page must include: a clear headline, benefits, proof, and a call-to-action button).
- Add a contact form and make sure it sends to your email.
- Check how every page looks on a phone.

Month 3: Polish, test, and go live

- Write simple, customer-focused text (the "Plain Words" copy formula).
- Compress images so pages load fast, and add alt text.
- Run the Pre-Launch Checklist: test every link and form, review on phone and computer, proofread, add Privacy Policy and Terms pages.
- Connect your domain and publish.

DONE WHEN the site is live and three people outside your business have tested it.

CHECKPOINT A live, mobile-friendly website with a working contact form.

Connect the Back-End

Goal: Turn the site from a brochure into a tool that captures customers and saves you time.

Month 4: Capture and store leads

- Connect your forms to a simple CRM or Google Sheet so every inquiry is saved automatically.
- Set up an automatic confirmation email to the person who contacted you.

Month 5: Add the functions your business needs

- Choose what applies: online booking/appointments, payments (card checkout), a customer login area, or a product catalog with inventory.
- Follow the matching step-by-step guide for your choice.

Month 6: Automate and secure

- Use a no-code automation tool (e.g. Zapier or Make) to connect your site to email, calendar, and accounting tools (use the "3 Automations to Start With" guide).
- Set up SSL (the padlock), automatic backups, strong passwords, and two-factor login.
- Run the 6-month review.

CHECKPOINT A website that captures leads automatically, supports at least one business function (booking, payment, or login), and is secured and backed up.

Grow and Stay Cutting-Edge

***Goal:** Get found, keep improving, and keep the site current without constant effort.*

Months 7-8: Get found on Google

- Learn the basics of SEO: keywords your customers search, page titles and descriptions, a Google Business Profile, and a simple blog or resource page.
- Set up Google Analytics and Search Console.

Months 9-10: Improve what's working

- Review your analytics monthly (3 numbers only: visitors, leads, conversions).
- Make one improvement per month (clearer headline, shorter form, stronger button).
- Add customer reviews and an FAQ.
- Add live chat or an AI chatbot to answer common questions.

Month 11: Speed, accessibility, and security upkeep

- Run a free speed test and fix the top issues, and check accessibility basics.
- Update plugins/themes and passwords.

Month 12: Annual website review

- Score the site on speed, results, security, and design.
- Decide what to refresh, what to add, and set a yearly website budget.
- Learn when to hire a professional and how to brief one.

DELIVERABLE A one-page Website Maintenance and Growth Plan with a monthly routine you can run in under an hour.

Resources and Pitfalls

Course Materials to Build

- Website Blueprint and sitemap template
- Website Content Checklist
- Platform Chooser guide (builder types)
- Page Recipes (Home, About, Services, Contact)
- Pre-Launch Checklist
- Lead-capture and automation setup guides
- Security and backup checklist
- Monthly Website Health Check
- "How to hire and brief a web professional" guide
- Common Mistakes (a short bonus lesson)

Common Mistakes to Avoid

- Starting to build before deciding what the site is for
- Choosing a design over clear messaging
- Ignoring mobile, where most visitors browse
- Skipping security, backups, and updates
- Launching and never looking at the numbers again