

WEBSITE CLARITY PROCESS

Live, Mentor Guided, Website Blueprint Creation

Next Session: Oct 28 - Nov 22, 2025

OVERVIEW

We will guide you step-by-step to understand your website's purpose, audience, and offers.

Together we'll plan your pages, content, business systems, refine your branding, tone, and visuals, and create a clear Website Blueprint you, or a developer, can use to build your site confidently.

HOMework

- 1 Each week will include a lesson, live Q&A and a short assignment.
- 2 You will have in-depth, on-demand resources to help you complete your homework.
- 3 Homework from each week is due before the next week's class session.
- 4 What you turn in will be used to create your final Website Blueprint.

HOW THE CLASS SCHEDULE WORKS

Each week has a single functional focus:

- Week 1: Clarity (*business, audience, purpose*)
- Week 2: Mapping (*front facing & back end*)
- Week 3: Branding, Visuals, Voice
- Week 4: Blueprint Review

Each week's class is offered 3 times:

- Tuesdays: 6:30–8:00 pm CDT
- Thursdays: 10:00–11:30 am CDT
- Saturdays: 9:00–10:30 am CDT

It's the same class each time. So pick the time that fits your schedule. You can attend multiple sessions if you'd like extra practice or Q&A time.

All classes are also recorded.

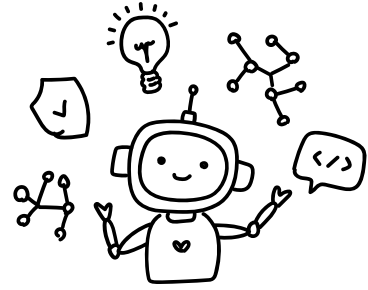
RESOURCES

- Live online sessions
- On-demand resources
- Blueprint Template
- Guidance for effective use of AI

AI GUIDANCE & BEST USE CASE

You are encouraged to utilize AI tools in your work to enhance research efficiency and deepen understanding. However, you should also understand the limitations of AI-generated content.

Your story, your experience, and your expertise need to lead the process. AI is there to assist you, but not to replace your vision.



TOPICS WE'LL COVER

Target Audience

Customer Journey

Website Funnels

Business Workflows

Effective Bio

Content Hierarchy

Email Automation

Customer Tracking

Web Conversions

CONTACT INFO

We are here to help you succeed!

If you have questions or need extra support, please reach out via email. I encourage you to contact me if you get stuck in the process.

cait@webmakerscircle.com

IMPORTANT DATES

- 10/28 - Week 1 Starts
- 11/4 - Week 2 Starts
- 11/11 - Week 3 Starts
- 11/18 - Week 4 Starts
- 11/24 - Final Blueprints Delivered
- 11/25 - Next Session Starts