BusinessReady
BY MTC DIGITAL

WEBSITE HANDBOOK · 2026

FOR SEA PARTICIPANTS · SELF-PACED

Your website. Your way.



The complete handbook for editing, checking and launching the website we built for you.

A series of short guides, twelve skill notes, and a final go-live checklist. Read what you need and skip what you don't. Nothing's live until you say so.

WELCOME

You've already done the hard part by starting.

This handbook is the companion to the website MTC Digital has built for you as part of your **Self-Employment Assistance** program. Your site is set up and waiting for your words, your images and your name above the door. We'll walk you through it, one short guide at a time.

Every guide takes about **five minutes**. Read it once, then do it. You won't break anything — your website starts as a draft and stays a draft until you press Publish.

A few things to know up front

- You don't need to read this in order. Pick the guide that matches what you're trying to do.
- Everything you do happens in your **draft** until you publish. Experiment freely.
- If anything feels stuck, the **BusinessReady assistant** in your dashboard is there 24/7, and your **SEA coach** is one message away.
- We use **Australian English** and plain words. If a step doesn't make sense, tell us — we'll fix the guide.

HOW THIS HANDBOOK WORKS

Read it in five parts.

1. **Set Up & Branding**
   Open the editor and make the site look like yours.
2. **Pages & Builder Basics**
   Find your way around the editor and tidy up each page.
3. **Content, Images & Links**
   Put your words and pictures in the right places.
4. **Review & Domain**
   Check everything, then connect your web address.
5. **Learn the Skills**
   Twelve short notes on writing, mobile, SEO and trust.

> **i** **You don't have to do everything.**
>
> The essentials: update your homepage, About, Services and Contact pages, check the mobile view, and submit your domain. Everything else is icing.

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Twenty-seven guides. Pick your starting point.

Set up safely, brand it, then build out your pages. Each guide is about five minutes.

Set Up

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02	**Access your draft MTC Digital website.** Log in and open the correct website account.	5 minutes
03	**Understand the Website Builder layout.** Learn the canvas, panels, settings, preview and publish controls.	5 minutes
04	**Preview, save and publish your changes.** Check your updates, save your work and publish when ready.	5 minutes

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14 **Update your homepage content.** Update the main banner, business intro, key offers and primary action. 5 minutes

15 **Update your About page content.** Add your business story, experience and customer focus. 5 minutes

16 **Update your Services or Products page.** Update service or product blocks, descriptions and categories. 5 minutes

17 **Update your Contact page.** Update contact text, enquiry details, email and service area. 5 minutes

Images

18 **Upload and replace website images.** Upload new images and replace template images. 5 minutes

19 **Use images correctly on your website.** Choose relevant images, check quality and add simple descriptions. 5 minutes

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21 **Review and test your enquiry form.** Confirm the enquiry form asks the right questions and sends correctly. 5 minutes

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23 **Update page SEO title and meta description.** Add a clear page title and short page description. 5 minutes

24 **Complete a final website review before go-live.** Check content, links, images, forms, mobile view and spelling. 5 minutes

Domain

25 **Submit your domain details for connection.** Provide your domain name, provider and support details. 5 minutes

26 **Prepare for your domain support session.** Log in to your domain provider and get ready for guided support. 5 minutes

27 **Check your website after domain connection.** Confirm the website opens, links work and the enquiry form sends. 5 minutes

5 MINUTES · STEP-BY-STEP

SET UP · GUIDE 01

Open your website in the Website Builder.

Find your website pages and open the editor.

STEP BY STEP

1. **Log in to GoHighLevel using the link and credentials provided in your website handover email.**

2. **Check that you are in the correct business account or location.**

   If you see more than one account, choose the one that matches your business or draft website name.

3. **In the left menu, select Sites.**

   Then select Websites.

4. **Find your website in the list.**

   Do not open funnels, forms or another asset unless your guide tells you to.

5. **Open the website to view the page list.**

   This is where your Home, About, Services or Products and Contact pages are usually listed.

6. **Use Preview first if available.**

   This lets you see the page before making changes.

7. **Click Edit beside the page you want to update.**

   This opens the Website Builder.

8. **Wait for the builder to fully load before clicking.**

   dragging or editing content.

BEFORE YOU START

- You have your GoHighLevel login details.
- Your website has already been created by MTC Digital.
- You know the name of your draft website or have the handover email open.

BY THE END YOU'LL

- ✓ Log in to the correct GoHighLevel account or location.
- ✓ Find the Sites area and open the Website page list.
- ✓ Open the correct page in the Website Builder.
- ✓ Preview before editing — so you know exactly what you are about to change.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

SET UP · GUIDE 01

! Watch out for these

- Opening a funnel instead of a website.
- Editing the wrong page because you didn't preview it first.
- Changing settings before the page has fully loaded.
- Closing the builder without saving.

? If something goes wrong

- If Sites is not visible, your access may be limited. Contact your SEA Coach or MTC Digital support contact.
- If the website is not listed, check that you are in the correct account or location.
- If Edit does not open, refresh the browser and try again. Chrome or Edge usually works best.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] I am in the correct account.
- [ ] I found Sites > Websites.
- [ ] I opened the correct website.
- [ ] I previewed the page before editing.
- [ ] I opened the page in the Website Builder.

UP NEXT

02 **Access your draft MTC Digital website**

Log in and open the correct website account.

RELATED SKILLS

Online safety & privacy, Keeping your website up to date

5 MINUTES · STEP-BY-STEP

SET UP · GUIDE 02

Access your draft MTC Digital website.

Log in and open the correct website account.

STEP BY STEP

1. **Open the handover email or access message provided by MTC Digital or SEA Digital.**
2. **Follow the login link.**

   Don't use a link from someone else's site or another business.
3. **After logging in.**

   check the account name at the top or side of the screen.
4. **Go to Sites > Websites and look for the website name listed in your handover details.**
5. **Preview the Home page.**

   Confirm that the business name, industry, template style or draft content looks like yours.
6. **Open only the page you are ready to work on.**

   For your first session, start with the Home page or About page.
7. **Make a small test change, such as updating one line of text.**

   Save, preview and confirm the change behaves as expected.
8. **If anything looks wrong.**

   stop and ask your support contact before making more changes.

BEFORE YOU START

- You have received a website handover email or access message.
- You know the business name used in your draft website.
- You understand that the website is a starter website and not a fully custom build.

BY THE END YOU'LL

- ✓ Use the handover details provided by MTC Digital.
- ✓ Confirm the correct website name before editing.
- ✓ Understand the difference between a draft website and a live public website.
- ✓ Know when to ask for help.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

SET UP · GUIDE 02

! Watch out for these

- Assuming every account or site listed belongs to you.
- Editing many pages before confirming you are in the correct draft website.
- Publishing before content has been checked.
- Changing platform settings outside the agreed website scope.

? If something goes wrong

- If the login link has expired, ask MTC Digital or your SEA contact to resend access.
- If you see another business name, do not edit. Log out and contact support.
- If you cannot find the website, send a screenshot of what you can see to support.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] I used my own access link.
- [ ] I confirmed the account name.
- [ ] I confirmed the website name.
- [ ] I previewed before editing.
- [ ] I know who to contact if I am unsure.

UP NEXT

03 **Understand the Website Builder layout**

Learn the canvas, panels, settings, preview and publish controls.

RELATED SKILLS

Online safety & privacy, Building trust on your website

5 MINUTES · STEP-BY-STEP

SET UP · GUIDE 03

Understand the Website Builder layout.

Learn the canvas, panels, settings, preview and publish controls.

STEP BY STEP

1. **Open a page in the Website Builder.**
2. **Look at the centre of the screen.**

   This is the canvas. It shows the page layout you are editing.
3. **Look across the top bar.**

   This area normally contains controls such as pages, desktop/mobile view, preview, save, publish and undo/redo.
4. **Click once on a heading, image, button or section.**

   A settings panel should open on the right.
5. **Use the right settings panel to change the selected item.**

   Only change settings you understand.
6. **Hover over sections or elements to show quick controls such as move, clone, settings or delete.**
7. **Use the Pages option to move between website pages without leaving the builder.**
8. **Use Layers if you cannot select an item directly on the page.**

BEFORE YOU START

- You have opened a page in the Website Builder.
- You understand the page is made from sections, rows, columns and elements.

BY THE END YOU'LL

- ✓ Identify the main canvas where the page is edited.
- ✓ Use the top bar controls such as preview, save, publish and device view.
- ✓ Understand that selecting an item opens settings on the right-hand side.
- ✓ Use layers or page navigation when content is hard to find.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

SET UP · GUIDE 03

! Watch out for these

- Dragging items while trying to click them.
- Changing row or section settings when you meant to change text.
- Using delete instead of hiding or editing content.
- Forgetting that mobile view may need checking after desktop changes.

? If something goes wrong

- If the right panel does not show, click directly on the item again.
- If the page view feels too narrow, check whether two-column mode or the side panel is open.
- If something disappears, use Undo immediately if available.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ I know where the canvas is.
- ☐ I can find the top bar.
- ☐ I can open the right settings panel.
- ☐ I know where preview and save are.
- ☐ I know to check mobile view later.

UP NEXT

04 **Preview, save and publish your changes**

Check your updates, save your work and publish when ready.

RELATED SKILLS

Designing for mobile, Keeping your website up to date

5 MINUTES · STEP-BY-STEP

SET UP · GUIDE 04

Preview, save and publish your changes.

Check your updates, save your work and publish when ready.

STEP BY STEP

1. **After editing, click Save in the top-right area of the builder.**

   Wait until the save action has completed.

2. **Click Preview to open a visitor-style view of the page.**

3. **Review the change on the preview page.**

   Check spelling, spacing and whether the section still looks balanced.

4. **Return to the builder and switch to mobile view.**

   Check the same change on mobile.

5. **If the page has buttons or links.**

   test them in Preview mode.

6. **If the page has a form.**

   submit a test enquiry before go-live or before major updates.

7. **Only click Publish when the page is ready to be visible to visitors.**

   Publishing makes the saved version available on the public website.

8. **After publishing.**

   open the live website in a new browser tab and check the page again.

BEFORE YOU START

- You have made a small change to a page.
- You understand whether the website is still draft or already live.

BY THE END YOU'LL

- ✓ Preview a page before publishing.
- ✓ Save draft changes safely.
- ✓ Understand that saving is not always the same as publishing.
- ✓ Publish only after checking desktop, mobile, links and forms.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

SET UP · GUIDE 04

! Watch out for these

- Publishing before checking mobile view.
- Saving and assuming visitors can see the change immediately.
- Leaving the builder before Save completes.
- Testing forms only inside the editor rather than preview or live view.

? If something goes wrong

- If your change does not appear in Preview, save again and refresh the preview tab.
- If a published change does not appear, refresh the browser or try an incognito/private window.
- If you published by mistake, use versions or contact support quickly.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ I saved the page.
- ☐ I previewed the page.
- ☐ I checked mobile view.
- ☐ I tested links and forms where relevant.
- ☐ I published only when ready.

UP NEXT

05 **Update your website logo and business name**

Replace the template logo or use your business name as text.

RELATED SKILLS

Designing for mobile, Managing enquiries, Keeping your website up to date

5 MINUTES · STEP-BY-STEP

BRANDING · GUIDE 05

Update your website logo and business name.

Replace the template logo or use your business name as text.

STEP BY STEP

1. **Open the Home page in the Website Builder.**
2. **Find the header area at the top of the page.**

   This usually contains the logo, business name and menu.
3. **Click the logo image or business name text once to select it.**
4. **If it is an image, use the image settings to replace the file.**

   Choose from Media Storage or upload a new file.
5. **If it is text.**

   click into the text area and replace the placeholder name with your business name.
6. **Keep the logo simple.**

   It should be readable at small sizes, especially on mobile.
7. **Save and preview the page.**
8. **Check the logo or business name on desktop and mobile.**

   If the header is shared across pages, check another page as well.

BEFORE YOU START

- You have a logo file, or you are happy to use your business name as text.
- The logo file is clear and readable. PNG or JPG is usually suitable.
- You know your exact business name and preferred spelling.

BY THE END YOU'LL

- ✓ Find the logo or business name in the header.
- ✓ Replace an image logo using Media Storage.
- ✓ Use text branding if no logo is available.
- ✓ Check logo visibility on desktop and mobile.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

BRANDING · GUIDE 05

! Watch out for these

- Uploading a blurry logo.
- Using a logo with very small text that cannot be read on mobile.
- Changing the logo on only one page when the header is not shared.
- Stretching a logo so it looks distorted.

? If something goes wrong

- If the logo looks too large, check width or image size settings.
- If the logo does not change on all pages, the header may not be a shared or global section. Ask MTC Digital before repeating work across pages.
- If the logo background looks wrong, use a transparent PNG where possible.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] My logo or business name is correct.
- [ ] It is readable on mobile.
- [ ] It is not stretched.
- [ ] The header still looks tidy.
- [ ] I checked another page if the header is shared.

UP NEXT

06 **Update colours, fonts and basic styling**

Apply simple brand colours, fonts and button styles.

RELATED SKILLS

Building trust on your website, Working with images

5 MINUTES · STEP-BY-STEP

BRANDING · GUIDE 06

Update colours, fonts and basic styling.

Apply simple brand colours, fonts and button styles.

STEP BY STEP

1. **Open a page in the Website Builder.**
2. **Select the item you want to style.**
   such as a button, heading, row or section.
3. **Use the right settings panel to find colour.**
   typography, background or button style settings.
4. **Choose colours from the available brand board or colour picker where possible.**
5. **Use the same colour for the same type of action.**
   For example, keep the main enquiry button colour consistent.
6. **Use simple, readable fonts.**
   Avoid using too many different font styles on one page.
7. **Preview the page on desktop and mobile.**
8. **Check that headings.**
   body text and buttons are readable on all backgrounds before saving.

BEFORE YOU START

- You know one main brand colour and one supporting colour, if available.
- You understand that clear text is more important than decorative styling.
- You have checked that your colours have enough contrast.

BY THE END YOU'LL

- ✓ Use existing brand colours or simple colour choices.
- ✓ Understand where colour and font settings may be changed.
- ✓ Keep styling consistent across pages.
- ✓ Avoid changes that reduce readability.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

BRANDING · GUIDE 06

! Watch out for these

- Using too many colours.
- Changing button colours page by page without a pattern.
- Using low-contrast text, such as pale text on a pale background.
- Using decorative fonts that are hard to read.

? If something goes wrong

- If colours are not appearing as expected, check whether a global or brand board colour is being used.
- If a font does not display properly, use a standard font or ask MTC Digital before uploading custom fonts.
- If a button becomes hard to read, reset it to the original template style.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] I used only a small number of colours.
- [ ] Text is readable.
- [ ] Buttons look consistent.
- [ ] Fonts are clear.
- [ ] I checked mobile view.

UP NEXT

07 **Edit the header and footer**

Update the logo, menu, footer text, contact details and social links.

RELATED SKILLS

Building trust on your website, Designing for mobile

5 MINUTES · STEP-BY-STEP

BRANDING · GUIDE 07

Edit the header and footer.

Update the logo, menu, footer text, contact details and social links.

STEP BY STEP

1. **Open the Home page in the Website Builder.**
2. **Click the header area.**

   Check whether it appears to be a saved, global or shared section.
3. **Update the logo or business name if needed.**
4. **Review the navigation menu.**

   Keep menu items short, such as Home, About, Services and Contact.
5. **Scroll to the footer.**

   Update contact details, business name, copyright text and social links if included.
6. **Check legal links if your site has them.**

   Do not remove privacy, terms or collection notice links unless instructed.
7. **Save and preview the page.**
8. **Open at least one other page and check that the header and footer still look correct.**

BEFORE YOU START

- You know your correct business phone, email and service area.
- You know which social media links should be included.
- You understand that header and footer changes may appear on every page.

BY THE END YOU'LL

- ✓ Identify the header and footer.
- ✓ Update menu, contact and footer text safely.
- ✓ Understand shared/global sections.
- ✓ Check changes across multiple pages.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

BRANDING · GUIDE 07

! Watch out for these

- Deleting a shared header or footer section.
- Removing legal page links by accident.
- Adding too many menu items.
- Using different footer details on different pages.

? If something goes wrong

- If the header changes on every page, it is likely shared or global. This is expected, but check every main page.
- If a menu link goes to the wrong page, update the link action in the menu item settings.
- If footer legal links are broken, record the issue and ask support before go-live.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] Header business name or logo is correct.
- [ ] Menu links go to the right pages.
- [ ] Footer contact details are correct.
- [ ] Legal links are still present where required.
- [ ] I checked more than one page.

UP NEXT

08 Edit an existing website page

Open a template page, update content and save changes.

RELATED SKILLS

Building trust on your website, Online safety & privacy, Using social media

5 MINUTES · STEP-BY-STEP

PAGES · GUIDE 08

Edit an existing website page.

Open a template page, update content and save changes.

STEP BY STEP

1. **Go to Sites > Websites and open your website.**
2. **Find the page you want to update.**
   such as Home, About, Services or Contact.
3. **Preview the page first.**
   Make a note of the sections that need changing.
4. **Click Edit to open the page in the Website Builder.**
5. **Click on the text.**
   image or button you want to update.
6. **Make one change at a time.**
   After each major change, save and preview.
7. **Keep the existing layout unless you need to change it.**
   Replacing content is safer than rebuilding the page.
8. **Check desktop and mobile views before publishing.**

BEFORE YOU START

- You know which page you want to update.
- You have the replacement text, images or links ready.
- You have previewed the page first.

BY THE END YOU'LL

- ✓ Open an existing page.
- ✓ Preview before editing.
- ✓ Update content within the existing layout.
- ✓ Save and check the page after editing.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

PAGES · GUIDE 08

! Watch out for these

- Rebuilding the page when only wording needs changing.
- Deleting sections without checking what they contain.
- Replacing short template text with long paragraphs that break the layout.
- Forgetting to check buttons after changing text.

? If something goes wrong

- If text does not fit, shorten it rather than shrinking the font too much.
- If an image looks wrong, check the image crop, size and mobile view.
- If you cannot select an item, try using Layers.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] I previewed before editing.
- [ ] I changed the right page.
- [ ] I kept the layout simple.
- [ ] I saved the page.
- [ ] I checked mobile view.

UP NEXT

09 Duplicate an existing page to create a new page

Copy a page, rename it, update the URL and replace the content.

RELATED SKILLS

Writing for the web, Designing for mobile

5 MINUTES · STEP-BY-STEP

PAGES · GUIDE 09

Duplicate an existing page to create a new page.

Copy a page, rename it, update the URL and replace the content.

STEP BY STEP

1. **Go to Sites > Websites and open your website page list.**
2. **Identify the page you want to copy.**

   Choose a page with a layout close to what you need.
3. **Use the page options menu, clone or duplicate option if available.**

   If you cannot see this, ask support to duplicate it for you.
4. **Rename the copied page immediately so it is not confused with the original.**
5. **Open page settings and update the page path.**

   Use short, lowercase words where possible, such as /packages or /gallery.
6. **Open the copied page in the Website Builder.**
7. **Replace all inherited text.**

   images, buttons and page-specific links.
8. **Update SEO title and meta description for the new page.**
9. **Preview the page and check that it is not still referring to the original page topic.**

BEFORE YOU START

- You have a clear reason for a new page.
- You know which existing page has the best layout to reuse.
- You know the new page title and URL path.

BY THE END YOU'LL

- Understand when duplicating a page is appropriate.
- Rename a copied page.
- Update the page path or URL.
- Replace inherited content so the copy is not confusing.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

PAGES · GUIDE 09

! Watch out for these

- Leaving copied placeholder content on the new page.
- Using a page path with spaces or unclear wording.
- Forgetting to update SEO details.
- Adding the page to the menu before it is ready.

? If something goes wrong

- If duplicate is not available to your user role, request support assistance.
- If the page URL already exists, choose a different path.
- If the copied page has tracking or special settings, ask support before publishing.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] I duplicated the correct page.
- [ ] I renamed the new page.
- [ ] I updated the page path.
- [ ] I replaced all copied content.
- [ ] I checked SEO details before go-live.

UP NEXT

10 **Manage website pages and navigation**

Rename, hide, reorder or remove pages and update the menu.

RELATED SKILLS

Writing for the web, Being found on Google

5 MINUTES · STEP-BY-STEP

PAGES · GUIDE 10

Manage website pages and navigation.

Rename, hide, reorder or remove pages and update the menu.

STEP BY STEP

1. **Open your website page list from Sites > Websites.**
2. **Review each page name.**
   Remove confusing draft labels before go-live.
3. **Open page settings if you need to update the display name or path.**
4. **Open the Website Builder and select the navigation menu in the header.**
5. **Review each menu item.**
   Confirm that each item points to the correct page or section.
6. **Keep the menu short.**
   Most starter websites should use Home, About, Services or Products and Contact.
7. **Save and preview the menu on desktop.**
8. **Switch to mobile view and check that the menu still works on a small screen.**
9. **Do not delete legal.**
   privacy or required support pages unless instructed.

BEFORE YOU START

- You know the pages you want customers to see.
- You understand which pages are required, such as privacy or terms pages.
- You have checked whether any page should remain hidden until ready.

BY THE END YOU'LL

- ✓ Find website pages in the page list.
- ✓ Rename pages and update page paths where allowed.
- ✓ Review menu items and links.
- ✓ Keep navigation clear and simple.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

PAGES · GUIDE 10

! Watch out for these

- Renaming a page but forgetting to update the menu.
- Changing a menu item label but not the link.
- Adding too many menu items.
- Deleting pages that are needed for compliance or review.

? If something goes wrong

- If a menu item opens the wrong page, select the menu item and update its link setting.
- If the mobile menu is hard to use, reduce menu items and check spacing.
- If a page should not be public yet, ask support about hiding or removing it from navigation.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] Page names are clear.
- [ ] Menu items are clear.
- [ ] Menu links go to the right places.
- [ ] Mobile menu works.
- [ ] Required legal or privacy pages remain available.

UP NEXT

11 **Work with sections, rows, columns and elements**

Learn how page sections are built and edited.

RELATED SKILLS

Designing for mobile, Building trust on your website

5 MINUTES · STEP-BY-STEP

BUILDER BASICS · GUIDE 11

Work with sections, rows, columns and elements.

Learn how page sections are built and edited.

STEP BY STEP

1. **Open any page in the Website Builder.**
2. **Look at one visible page block.**

   such as the hero banner or a services row. This is usually a section.
3. **Hover over the block to see the outline and quick controls.**
4. **Inside the section, identify the row.**

   Rows control how content sits horizontally.
5. **Inside the row, identify columns.**

   Columns hold content side by side, such as text on the left and image on the right.
6. **Inside columns are elements.**

   such as headings, paragraphs, images, buttons, forms and icons.
7. **Click an element to edit content.**

   Click a section, row or column only when you need layout or spacing changes.
8. **Use clone only when you need a matching item.**

   Use delete carefully.
9. **Save and preview after layout changes.**

   Always check mobile view after moving sections, rows or columns.

BEFORE YOU START

- You have opened a page in the builder.
- You understand that most of your work will be content updates, not a full redesign.

BY THE END YOU'LL

- Understand sections, rows, columns and elements.
- Select the correct part of the page before editing.
- Add a simple element where appropriate.
- Avoid damaging layout by editing the wrong layer.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

BUILDER BASICS · GUIDE 11

! Watch out for these

- Editing section settings when you meant to edit text.
- Deleting a row that contains several elements.
- Adding new elements outside the intended section.
- Creating complex layouts before checking mobile view.

? If something goes wrong

- Use Layers if you cannot tell what you have selected.
- If the page looks broken, use Undo immediately or restore a previous saved version if available.
- If an item is missing on mobile, check visibility settings.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ I know the difference between a section and an element.
- ☐ I selected the right item before editing.
- ☐ I used clone/delete carefully.
- ☐ I saved after changes.
- ☐ I checked mobile view.

UP NEXT

12 Add and edit common page elements

Add or update text, images, buttons, dividers, icons and forms.

RELATED SKILLS

Designing for mobile, Working with images

5 MINUTES · STEP-BY-STEP

BUILDER BASICS · GUIDE 12

Add and edit common page elements.

Add or update text, images, buttons, dividers, icons and forms.

STEP BY STEP

1. **Open the page in the Website Builder.**
2. **Select Add Element from the builder controls.**
3. **Choose the type of element needed.**

   such as heading, paragraph, image, button, form, icon, divider or testimonial.
4. **Drag the element into the correct section or column.**

   If the builder creates the structure automatically, check that it placed the item where you intended.
5. **Click the element to open its settings panel.**
6. **Add or edit the element content.**

   For text, keep it clear and short. For buttons, set the action or link.
7. **Adjust simple settings only.**

   such as spacing, alignment and colour.
8. **Save and preview the page.**
9. **Check mobile view to make sure the new element stacks or resizes properly.**

BEFORE YOU START

- You know what content needs to be added.
- You have decided where the element belongs on the page.
- You have checked whether an existing element can be updated instead.

BY THE END YOU'LL

- Add a common element from the builder.
- Edit element content and basic settings.
- Understand when to reuse existing elements instead of adding new ones.
- Check the element on desktop and mobile.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

BUILDER BASICS · GUIDE 12

! Watch out for these

- Adding new elements when updating existing ones would be easier.
- Dropping elements into the wrong section.
- Using too many decorative elements.
- Adding a form or button without testing it.

? If something goes wrong

- If the element appears in the wrong place, use Undo and try again.
- If spacing looks wrong, adjust padding or margin carefully.
- If a form cannot be added, your permissions may not include form creation. Ask support.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] I used the right element type.
- [ ] I placed it in the correct section.
- [ ] I edited the content clearly.
- [ ] I tested any link or form action.
- [ ] I checked mobile view.

UP NEXT

13 **Update headings, paragraphs and buttons**

Edit key wording and update calls to action.

RELATED SKILLS

Writing for the web, Designing for mobile

5 MINUTES · STEP-BY-STEP

CONTENT · GUIDE 13

Update headings, paragraphs and buttons.

Edit key wording and update calls to action.

STEP BY STEP

1. **Open the page and preview the section you want to edit.**
2. **Click the heading text.**

   Replace placeholder text with a clear message about what you do or offer.
3. **Click paragraph text.**

   Replace it with short, plain language. Keep one idea per paragraph.
4. **Avoid large blocks of text.**

   Use bullets when a list is easier to scan.
5. **Click the button text.**

   Use action wording such as Contact us, Request a quote, Book a call or View services.
6. **Check the button link or action.**

   A button should not just look right; it must go somewhere useful.
7. **Save and preview the section.**
8. **Read the page as a customer.**

   Check whether the message is clear within a few seconds.

BEFORE YOU START

- You know what the customer needs to understand.
- You have drafted the new wording before editing the website.
- You know the action you want the customer to take.

BY THE END YOU'LL

- ✓ Edit headings and body text.
- ✓ Keep page wording clear and short.
- ✓ Use buttons as clear calls to action.
- ✓ Check that heading structure remains sensible.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

CONTENT · GUIDE 13

! Watch out for these

- Using long headings.
- Writing from the business perspective instead of the customer perspective.
- Using vague button labels such as Learn more everywhere.
- Forgetting to update the button link after changing the button text.

? If something goes wrong

- If text wraps badly, shorten it before changing font size.
- If a heading looks too large on mobile, adjust mobile settings or shorten the heading.
- If a button does not work, check its link/action settings.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ Headings are clear.
- ☐ Paragraphs are short.
- ☐ Button wording tells customers what to do.
- ☐ Button links work.
- ☐ The section is readable on mobile.

UP NEXT

14 **Update your homepage content**
Update the main banner, business intro, key offers and primary action.

RELATED SKILLS

Writing for the web, Being found on Google

5 MINUTES · STEP-BY-STEP

CONTENT · GUIDE 14

Update your homepage content.

Update the main banner, business intro, key offers and primary action.

STEP BY STEP

1. **Open the Home page in the Website Builder.**
2. **Start with the top banner or hero section.**

   Update the main heading to say what the business does.
3. **Update the short intro paragraph.**

   Keep it simple and customer-focused.
4. **Check the main button.**

   Link it to your Contact page, enquiry form, booking option or services section.
5. **Scroll through the homepage.**

   Replace template service blocks with your own main services, products or offers.
6. **Remove claims you cannot support.**

   Keep wording accurate and current.
7. **Add trust points where suitable.**

   such as service area, experience, qualifications, reviews or guarantee wording that is accurate.
8. **Save and preview the homepage.**
9. **Check mobile view.**

   The first screen should explain the business clearly without the customer needing to work hard.

BEFORE YOU START

- You know who your customer is.
- You can explain what your business does in one or two sentences.
- You know the main action you want customers to take.

BY THE END YOU'LL

- ✓ Update the homepage hero section.
- ✓ Write a clear business introduction.
- ✓ Show the most important services or products.
- ✓ Add one main customer action.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

CONTENT · GUIDE 14

! Watch out for these

- Trying to include every detail on the homepage.
- Leaving template text in service cards.
- Using unsupported claims such as best, guaranteed or number one without evidence.
- Sending the main button to the wrong place.

? If something goes wrong

- If the homepage feels too long, move detailed content to Services or About.
- If the top banner image makes text hard to read, change the image or adjust overlay/background settings.
- If the button does not scroll or link correctly, review the button action settings.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] The homepage says what the business does.
- [ ] The first button is useful.
- [ ] Template content has been replaced.
- [ ] Claims are accurate.
- [ ] Mobile view is clear.

UP NEXT

15 **Update your About page content**
Add your business story, experience and customer focus.

RELATED SKILLS

Writing for the web, Understanding your customers, Building trust on your website

5 MINUTES · STEP-BY-STEP

CONTENT · GUIDE 15

Update your About page content.

Add your business story, experience and customer focus.

STEP BY STEP

1. **Open the About page in the Website Builder.**
2. **Preview the page and identify template text to replace.**
3. **Update the main heading.**

   Use a simple heading such as About [Business Name].
4. **Write a short opening paragraph explaining who you are and who you help.**
5. **Add experience.**

   qualifications, local knowledge or reasons customers can trust the business.
6. **Keep the tone professional and clear.**

   Avoid personal details that do not help the customer decide.
7. **Add a photo only if it is clear.**

   appropriate and helps build trust.
8. **End with a useful next step.**

   such as View services or Contact us.
9. **Save, preview and check mobile view.**

BEFORE YOU START

- You know the business story you want to share.
- You know your relevant experience, qualifications or background.
- You understand what customers may need to trust you.

BY THE END YOU'LL

- Explain who the business is.
- Describe experience and strengths accurately.
- Show who the business helps.
- Use customer-focused language.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

CONTENT · GUIDE 15

! Watch out for these

- Writing a full life story instead of a business story.
- Including private information that does not belong on a public website.
- Using unsupported qualifications or claims.
- Forgetting a call to action at the end.

? If something goes wrong

- If the page is too wordy, split content into short sections.
- If a photo looks poor quality, use a better image or remove it.
- If the page feels generic, add specific details such as service area or type of customers served.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ The page explains who the business is.
- ☐ Trust points are accurate.
- ☐ The tone is professional.
- ☐ No unnecessary personal details are included.
- ☐ There is a next step for customers.

UP NEXT

16 **Update your Services or Products page**

Update service or product blocks, descriptions and categories.

RELATED SKILLS

Writing for the web, Building trust on your website, Understanding your customers

5 MINUTES · STEP-BY-STEP

CONTENT · GUIDE 16

Update your Services or Products page.

Update service or product blocks, descriptions and categories.

STEP BY STEP

1. **Open the Services or Products page in the Website Builder.**
2. **Preview the page and identify the service blocks or product sections to update.**
3. **Update each service or product heading with the real offer name.**
4. **Write one short description for each offer.**

   Include what it is, who it helps and when to enquire.
5. **Use consistent formatting across all service or product blocks.**
6. **Remove any offers you do not currently provide.**
7. **If you add a new block.**

   clone an existing matching block so the layout stays consistent.
8. **Update buttons so they link to Contact.**

   the enquiry form, booking option or relevant page section.
9. **Save and check desktop and mobile views.**

BEFORE YOU START

- You have a list of services or products to show.
- You know which offers are available now.
- You know what information customers need before making an enquiry.

BY THE END YOU'LL

- ✓ Replace template service or product content.
- ✓ Write clear service descriptions.
- ✓ Use categories only when they help customers.
- ✓ Link each offer to a useful enquiry or contact action.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

CONTENT · GUIDE 16

! Watch out for these

- Leaving template services in place.
- Listing too many offers without explanation.
- Using inconsistent block sizes and button labels.
- Advertising services or products that are not currently available.

? If something goes wrong

- If a cloned block looks different, check its style settings against the original.
- If the page becomes too long, group services into categories or shorten descriptions.
- If the button link is not useful, send customers to the Contact page or enquiry form.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ All template offers are replaced.
- ☐ Descriptions are short and clear.
- ☐ Unavailable offers are removed.
- ☐ Buttons link correctly.
- ☐ The mobile layout is easy to read.

UP NEXT

17 **Update your Contact page**
Update contact text, enquiry details, email and service area.

RELATED SKILLS

Writing for the web, Understanding your customers, Managing enquiries

5 MINUTES · STEP-BY-STEP

CONTENT · GUIDE 17

Update your Contact page.

Update contact text, enquiry details, email and service area.

STEP BY STEP

1. **Open the Contact page in the Website Builder.**
2. **Update the page heading and intro text.**
   Explain how customers can contact you.
3. **Update phone number.**
   email address, business hours and service area if they appear on the page.
4. **Select any contact buttons and check their actions.**
   such as call, email or link.
5. **Review the enquiry form.**
   Keep fields limited to what you genuinely need to respond.
6. **Do not request sensitive information unless it has been approved as part of the website scope.**
7. **Check the thank-you or follow-up message if you can access form settings.**
8. **Save, preview and submit a test enquiry.**
9. **Confirm that the test enquiry goes to the correct place or ask support to confirm routing.**

BEFORE YOU START

- You know the correct business email and phone number.
- You know your service area or online service availability.
- You know what information you need from a customer enquiry.

BY THE END YOU'LL

- ✓ Update contact information.
- ✓ Review enquiry form text and fields.
- ✓ Check service area and response expectations.
- ✓ Test contact links and form submission.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

CONTENT · GUIDE 17

! Watch out for these

- Using an email address that is not checked regularly.
- Requesting too much information in the form.
- Forgetting to update phone click links after changing displayed phone numbers.
- Not testing the form before go-live.

? If something goes wrong

- If a form field is wrong and you cannot edit it, ask support to update the form.
- If test enquiries do not arrive, check spam/junk and then contact support.
- If phone or email links do not work, check button/link action settings.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ Contact details are correct.
- ☐ The form asks only for needed information.
- ☐ Buttons work.
- ☐ A test enquiry has been sent.
- ☐ The enquiry arrives in the right place.

UP NEXT

18 Upload and replace website images

Upload new images and replace template images.

RELATED SKILLS

Managing enquiries, Online safety & privacy, Domains & web addresses

5 MINUTES · STEP-BY-STEP

IMAGES · GUIDE 18

Upload and replace website images.

Upload new images and replace template images.

STEP BY STEP

1. **Open the page containing the image you want to replace.**
2. **Click the existing image to select it.**
3. **Use the image settings to replace or choose a new image.**
4. **Select an existing image from Media Storage or upload a new image from your computer.**
5. **Use clear file names where possible.**
   such as business-name-service.jpg.
6. **Check the image crop.**
   position and size inside the page section.
7. **Save and preview the page.**
8. **Switch to mobile view and check that faces.**
   products or important details are not cut off.
9. **Repeat only for images that need to change.**
   Do not replace every image unless required.

BEFORE YOU START

- You have permission to use the image.
- The image is clear, relevant and professional.
- The file is not unnecessarily large.

BY THE END YOU'LL

- ✓ Upload an image to Media Storage.
- ✓ Replace an image on a website page.
- ✓ Check image quality and fit.
- ✓ Review images on mobile view.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

IMAGES · GUIDE 18

! Watch out for these

- Using images without permission.
- Uploading blurry screenshots as website images.
- Using photos that do not match the business.
- Forgetting that image crops may look different on mobile.

? If something goes wrong

- If the image looks stretched, check fit, width and height settings.
- If upload fails, check file size and file type.
- If the image is too dark behind text, choose a simpler image or adjust overlay settings.

QUICK CHECKLIST

A few ticks and you're set.

- ☑ I have permission to use the image.
- ☑ The image is clear.
- ☑ The image suits the business.
- ☑ It looks good on mobile.
- ☑ The page still loads and reads well.

UP NEXT

19 **Use images correctly on your website**

Choose relevant images, check quality and add simple descriptions.

RELATED SKILLS

Working with images, Building trust on your website, Designing for mobile

5 MINUTES · STEP-BY-STEP

IMAGES · GUIDE 19

Use images correctly on your website.

Choose relevant images, check quality and add simple descriptions.

STEP BY STEP

1. **Look at the page as a customer.**
   Ask what the image needs to help explain.
2. **Choose images that show the business.**
   service, product, location, result or customer context.
3. **Avoid images that look unrelated.**
   low quality, overly staged or confusing.
4. **Use fewer images if too many images slow the page down or distract from the message.**
5. **Keep image style consistent.**
   Do not mix many different visual styles on one page.
6. **Place images near related text.**
   The customer should understand why the image is there.
7. **Do not place important text inside images if it needs to be read on mobile.**
8. **Check mobile view after placing or replacing images.**
9. **Replace any images that make text hard to read.**

BEFORE YOU START

- You know the page purpose.
- You have a small set of relevant images available.
- You understand that images must be lawful to use.

BY THE END YOU'LL

- ✓ Choose images that help customers understand the business.
- ✓ Avoid images that reduce trust or readability.
- ✓ Use consistent image style and quality.
- ✓ Check image placement on mobile.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

IMAGES · GUIDE 19

! Watch out for these

- Using decorative images that do not support the page.
- Using stock images that do not match the real business.
- Adding too many images to one page.
- Putting key information only inside an image.

? If something goes wrong

- If an image makes the page feel busy, remove it or move it lower.
- If text is hard to read over an image, change the image or increase contrast.
- If the image is cropped badly on mobile, use a different image or adjust mobile settings.

QUICK CHECKLIST

A few ticks and you're set.

- ☑ Images are relevant.
- ☑ Images are clear.
- ☑ Images are lawful to use.
- ☑ Images do not hide text.
- ☑ Mobile view looks professional.

UP NEXT

20 Add and update links

Update buttons, page links, email links, social links and external links.

RELATED SKILLS

Working with images, Building trust on your website

5 MINUTES · STEP-BY-STEP

LINKS · GUIDE 20

Add and update links.

Update buttons, page links, email links, social links and external links.

STEP BY STEP

1. **Open the page in the Website Builder.**
2. **Select the button.**

   text, image, icon or menu item that needs a link.
3. **Open the link or action settings in the right panel.**
4. **Choose the correct link type.**

   Common types include website page, external URL, email, phone, SMS or section scroll.
5. **Enter the correct destination.**

   For external websites, include the full address.
6. **For email links, use the correct business email address.**

   For phone links, use the full phone number.
7. **For social icons.**

   check each profile link carefully.
8. **Save and preview the page.**
9. **Click every link in Preview or live view.**

   Fix any link that opens the wrong page or does not open.

BEFORE YOU START

- You know the correct destination for each link.
- You have the full external URL, email address or phone number ready.
- You understand that every button should help the customer take the next step.

BY THE END YOU'LL

- ✓ Update button and text links.
- ✓ Set links to pages, external sites, email, phone or page sections.
- ✓ Check social links.
- ✓ Test all links before publishing.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

LINKS · GUIDE 20

! Watch out for these

- Updating button text but not the link.
- Using old social media profile links.
- Linking customers to a page that is not ready.
- Not testing links after publishing.

? If something goes wrong

- If an external link does not open, check for missing https:// or spelling errors.
- If a phone link does not work on desktop, also test on a mobile device where call links are most useful.
- If a scroll link goes to the wrong section, confirm the target section or element.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ Buttons link to the right place.
- ☐ Email links use the right address.
- ☐ Phone links use the right number.
- ☐ Social links are current.
- ☐ Every important link has been tested.

UP NEXT

21 **Review and test your enquiry form**

Confirm the enquiry form asks the right questions and sends correctly.

RELATED SKILLS

Managing enquiries, Using social media, Building trust on your website

5 MINUTES · STEP-BY-STEP

REVIEW · GUIDE 21

Review and test your enquiry form.

Confirm the enquiry form asks the right questions and sends correctly.

STEP BY STEP

1. **Open the page that contains the enquiry form.**
2. **Preview the page as a visitor.**
3. **Read each form field.**

   Confirm that each field is needed to respond to the enquiry.
4. **Check that the form does not request high-risk or sensitive information outside the approved website scope.**
5. **Submit a test enquiry using clear test details.**

   such as Test Enquiry – Please ignore.
6. **Check the confirmation message or thank-you page.**
7. **Check the nominated email inbox or GoHighLevel submissions area if available.**
8. **Record any issue.**

   such as missing email, incorrect field or unclear wording.
9. **Fix what you can.**

   or send the issue to MTC Digital or your support contact before go-live.

BEFORE YOU START

- Your Contact page or form page is ready to test.
- You know which email address should receive enquiries.
- You have a test message ready.

BY THE END YOU'LL

- ✓ Review form fields.
- ✓ Avoid collecting unnecessary or sensitive information.
- ✓ Submit a test enquiry.
- ✓ Confirm where enquiries are received.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

REVIEW · GUIDE 21

! Watch out for these

- Only checking how the form looks, not whether it sends.
- Requesting too much information.
- Using a personal email address that will not be monitored.
- Forgetting to test from the live domain after domain connection.

? If something goes wrong

- If no email arrives, check spam/junk first.
- If a form error appears, screenshot it and record what you entered.
- If the wrong person receives the enquiry, ask support to check routing.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ Form fields are suitable.
- ☐ No unnecessary sensitive information is requested.
- ☐ I submitted a test enquiry.
- ☐ The enquiry arrived in the right place.
- ☐ The confirmation message is clear.

UP NEXT

22 Check and adjust your mobile view

Preview your website on mobile and check menus, images, buttons and forms.

RELATED SKILLS

Managing enquiries, Online safety & privacy

5 MINUTES · STEP-BY-STEP

REVIEW · GUIDE 22

Check and adjust your mobile view.

Preview your website on mobile and check menus, images, buttons and forms.

STEP BY STEP

1. **Open the page in the Website Builder.**
2. **Use the top bar to switch from desktop view to mobile view.**
3. **Start at the top of the page.**

   Check the header, logo and mobile menu.
4. **Scroll through the page slowly.**

   Check that headings are not cut off and paragraphs are readable.
5. **Check images.**

   Important parts of the image should not be cropped out.
6. **Check buttons.**

   They should be large enough to tap and not too close together.
7. **Check forms.**

   Fields should be easy to tap and complete.
8. **If a section looks poor on mobile.**

   adjust simple settings such as spacing, alignment or image position.
9. **Save, preview and test again on an actual phone where possible.**

BEFORE YOU START

- Desktop content is mostly complete.
- You have saved recent changes.
- You understand that mobile and desktop layouts can look different.

BY THE END YOU'LL

- ✓ Switch to mobile view in the builder.
- ✓ Check important sections, menus, images, buttons and forms.
- ✓ Make simple mobile-only adjustments where appropriate.
- ✓ Know when to ask for support.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

REVIEW · GUIDE 22

! Watch out for these

- Assuming desktop view is enough.
- Making mobile changes that damage desktop view.
- Using large headings that wrap badly.
- Forgetting to test the mobile menu.

? If something goes wrong

- If editing mobile changes desktop unexpectedly, check whether you are using mobile-specific settings.
- If a section cannot be fixed simply, ask support before rebuilding it.
- If the mobile menu is too crowded, reduce the number of menu items.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] Header works on mobile.
- [ ] Text is readable.
- [ ] Images are cropped correctly.
- [ ] Buttons are easy to tap.
- [ ] Forms work on mobile.

UP NEXT

23 **Update page SEO title and meta description**

Add a clear page title and short page description.

RELATED SKILLS

Designing for mobile, Working with images

5 MINUTES · STEP-BY-STEP

REVIEW · GUIDE 23

Update page SEO title and meta description.

Add a clear page title and short page description.

STEP BY STEP

1. **Open the page in the Website Builder or page settings area.**
2. **Open SEO Meta Data or page metadata settings.**
3. **Update the SEO page title.**

   Keep it clear and specific, such as Services | Business Name.
4. **Update the meta description.**

   Write one short sentence explaining the page.
5. **Use natural words customers may search for.**

   but do not repeat keywords unnaturally.
6. **Check that the title and description match the actual page content.**
7. **Save the settings.**
8. **Preview or publish the page according to your normal review process.**

BEFORE YOU START

- You know the page purpose.
- You know the business name and main service/location terms.
- You have written a short plain-English description.

BY THE END YOU'LL

- Understand the page title and meta description.
- Update page SEO metadata where access is available.
- Write simple descriptions for core pages.
- Avoid overloading metadata with keywords.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

REVIEW · GUIDE 23

! Watch out for these

- Using the same title and description on every page.
- Writing descriptions that are too long or unclear.
- Using keywords that do not match the page.
- Thinking metadata alone will make the site rank on Google.

? If something goes wrong

- If SEO settings are not visible, your access may not include them. Ask support.
- If search results do not update quickly, remember search engines may take time to refresh.
- If the page title in the browser tab is wrong, check the SEO title and page settings.

QUICK CHECKLIST

A few ticks and you're set.

- [ ] Page title is clear.
- [ ] Meta description is short.
- [ ] Metadata matches page content.
- [ ] No keyword stuffing is used.
- [ ] Settings have been saved.

UP NEXT

24 Complete a final website review before go-live

Check content, links, images, forms, mobile view and spelling.

RELATED SKILLS

Being found on Google, Writing for the web

5 MINUTES · STEP-BY-STEP

REVIEW · GUIDE 24

Complete a final website review before go-live.

Check content, links, images, forms, mobile view and spelling.

STEP BY STEP

1. **Open the live preview of the Home page and read it from top to bottom.**
2. **Check the business name.**
   ABN if used, phone number, email, service area and main services.
3. **Repeat the same review for About.**
   Services or Products and Contact pages.
4. **Click every menu item and main button.**
5. **Submit a test enquiry form.**
6. **Check every image.**
   Remove or replace any image that looks blurry, unrelated or poorly cropped.
7. **Switch to mobile view and review every main page.**
8. **Check spelling.**
   grammar and placeholder text.
9. **Check footer links.**
   including privacy and terms links where used.
10. **Record any outstanding item and mark whether it blocks go-live.**

BEFORE YOU START

- All main pages have been updated.
- Business details are final.
- Domain information has been provided or is ready.

BY THE END YOU'LL

- ✓ Review key content and layout.
- ✓ Check links and forms.
- ✓ Confirm mobile view.
- ✓ Identify issues before go-live.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

REVIEW · GUIDE 24

! Watch out for these

- Checking only the homepage.
- Not testing the enquiry form.
- Leaving placeholder words such as Lorem ipsum or template service names.
- Ignoring mobile view.

? If something goes wrong

- If issues are minor, fix them and repeat the check.
- If the issue is technical, screenshot it and send it to support.
- If there is a legal, privacy or content concern, do not publish until it has been reviewed.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ All main pages checked.
- ☐ Links checked.
- ☐ Form tested.
- ☐ Mobile view checked.
- ☐ No placeholder text remains.
- ☐ Footer links checked.

UP NEXT

25 Submit your domain details for connection

Provide your domain name, provider and support details.

RELATED SKILLS

Keeping your website up to date, Building trust on your website, Managing enquiries

5 MINUTES · STEP-BY-STEP

DOMAIN · GUIDE 25

Submit your domain details for connection.

Provide your domain name, provider and support details.

STEP BY STEP

1. **Confirm the exact domain name you want to connect.**
   such as yourbusiness.com.au.
2. **Confirm who owns or controls the domain account.**
3. **Identify the domain provider or registrar.**
   This is the service where your domain was purchased or is managed.
4. **Complete the MTC Digital domain details form or agreed support request form.**
5. **Provide the domain name.**
   provider name, account owner contact and any known support constraints.
6. **Do not send your domain password through email or website forms.**
7. **Tell support if two-factor authentication or account approval will be needed during the support session.**
8. **Wait for instructions before changing DNS records yourself.**
   unless you are confident and have been asked to do so.

BEFORE YOU START

- You own or control the domain you want to use.
- You know the domain provider, such as GoDaddy, Cloudflare, Google, Squarespace or another registrar.
- You can log in to the domain provider account.

BY THE END YOU'LL

- ✓ Know what domain details to provide.
- ✓ You own and manage your own domain — keep your account details safe.
- ✓ Prepare provider login details safely.
- ✓ Avoid sending passwords by email or form.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

DOMAIN · GUIDE 25

! Watch out for these

- Providing the website URL instead of the domain provider.
- Sending passwords through insecure messages.
- Not checking whether you can still access your domain account.
- Buying a new domain without confirming the spelling.

? If something goes wrong

- If you do not know the provider, search your email for domain purchase or renewal receipts.
- If someone else owns the domain, ask them to attend the support session or provide authorised access.
- If you cannot log in, resolve access before the domain session.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ Exact domain name is known.
- ☐ Domain provider is known.
- ☐ Account access is available.
- ☐ Passwords have not been shared insecurely.
- ☐ Support has the right contact details.

UP NEXT

26 Prepare for your domain support session

Log in to your domain provider and get ready for guided support.

RELATED SKILLS

Domains & web addresses, Online safety & privacy

5 MINUTES · STEP-BY-STEP

DOMAIN · GUIDE 26

Prepare for your domain support session.

Log in to your domain provider and get ready for guided support.

STEP BY STEP

1. **Before the session.**
   log in to your domain provider account to confirm access works.
2. **Check whether two-factor authentication is active and make sure the phone or email needed for verification is available.**
3. **Have the exact domain name ready.**
4. **Close unrelated browser tabs that may expose private information.**
5. **Join the support session from a device where you can access the domain provider account.**
6. **Follow the guidance from MTC Digital or support.**
   Do not change records you do not understand.
7. **If manual DNS records are required.**
   enter them exactly as provided.
8. **After records are changed, allow time for DNS to update.**
   Some changes may not appear immediately.
9. **Record what was changed and any follow-up checks needed.**

BEFORE YOU START

- Your website content is ready for domain connection.
- You can access your domain provider account.
- You have time to complete login and verification during the session.

BY THE END YOU'LL

- ✓ Know what to have ready before the session.
- ✓ Understand that DNS changes are made in the domain provider account.
- ✓ Prepare for two-factor authentication.
- ✓ Know that DNS changes can take time.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

DOMAIN · GUIDE 26

! Watch out for these

- Waiting until the session to find out login access does not work.
- Not having the authentication phone available.
- Changing extra DNS records unrelated to the website.
- Expecting domain changes to appear instantly every time.

? If something goes wrong

- If login fails, reset access with the domain provider before continuing.
- If DNS records will not save, screenshot the error and ask support for the next step.
- If the domain does not connect straight away, allow propagation time and recheck later.

QUICK CHECKLIST

A few ticks and you're set.

- ☐ I can log in to the domain provider.
- ☐ Two-factor authentication is ready.
- ☐ I know the exact domain.
- ☐ I will not share passwords insecurely.
- ☐ I understand DNS changes may take time.

UP NEXT

27 Check your website after domain connection

Confirm the website opens, links work and the enquiry form sends.

RELATED SKILLS

Domains & web addresses, Online safety & privacy

5 MINUTES · STEP-BY-STEP

DOMAIN · GUIDE 27

Check your website after domain connection.

Confirm the website opens, links work and the enquiry form sends.

STEP BY STEP

1. **Open a new browser tab and type the full domain name.**
2. **Check that the website loads without security warnings.**
3. **Confirm the address begins with https:// where SSL has been issued.**
4. **Open the main pages from the menu: Home.**

   About, Services or Products and Contact.
5. **Click the main buttons and key links.**
6. **Submit a test enquiry form from the live domain.**
7. **Check that the enquiry arrives in the correct inbox or submissions area.**
8. **Open the site on a mobile phone using mobile data if possible.**

   This helps confirm the public site is loading outside your computer cache.
9. **Record any issue.**

   such as 404 page, SSL warning, broken link or missing form submission.

BEFORE YOU START

- Domain connection has been completed or attempted.
- You know the exact live domain.
- You know where enquiries should be received.

BY THE END YOU'LL

- ✓ Open the live domain.
- ✓ Check SSL/HTTPS.
- ✓ Test menus, buttons and forms.
- ✓ Identify post-connection issues.

HEADS UP & CHECKLIST

Slips, fixes, and a quick check before you move on.

DOMAIN · GUIDE 27

! Watch out for these

- Checking only the preview link and not the real domain.
- Not testing the form after domain connection.
- Ignoring SSL/security warnings.
- Assuming broken links are a domain issue when they may be page links.

? If something goes wrong

- If the domain does not load, wait and recheck, then contact support with the exact error.
- If a page shows 404, check page paths and menu links.
- If there is an SSL warning, record it and ask support to check SSL status.
- If old pages need to point to new pages, support may need to review redirects.

QUICK CHECKLIST

A few ticks and you're set.

- ☑ The live domain opens.
- ☑ No security warning appears.
- ☑ Main pages open.
- ☑ Links work.
- ☑ The enquiry form sends and arrives.

UP NEXT

That's the last step-by-step guide — turn the page for Learn the Skills.

RELATED SKILLS

Domains & web addresses, Managing enquiries, Keeping your website up to date

APPENDIX · GOHIGHLEVEL REFERENCE

Official articles, in one place.

These GoHighLevel Support Portal articles were the reference material for this handbook. Open any of them when you want the official wording or a deeper dive — they update before this PDF does. Topics are grouped to match the guides above.

1. Core website setup

Websites overview: build and publish sites in HighLevel
https://help.gohighlevel.com/support/solutions/articles/155000001633-websites-overview

Getting started — launch a website from template
https://help.gohighlevel.com/support/solutions/articles/155000005069-getting-started-launch-a-website-from-template

Getting started — launch a website from blank
https://help.gohighlevel.com/support/solutions/articles/155000005428-getting-started-launch-a-website-from-blank

Save, draft and publish funnels and websites
https://help.gohighlevel.com/support/solutions/articles/155000001913-save-draft-and-publish-funnels-and-websites

2. Website Builder layout & basics

Using the right sidebar in Funnel & Website Builder
https://help.gohighlevel.com/support/solutions/articles/155000005422-using-the-new-revamped-sidebar-in-funnel-website-builders

Drag and drop with auto-hierarchical layout
https://help.gohighlevel.com/support/solutions/articles/155000005796-drag-and-drop-with-auto-hierarchical-layout-in-funnel-website-builder

How to use prebuilt elements in your funnels and websites
https://help.gohighlevel.com/support/solutions/articles/155000002908-how-to-use-prebuilt-elements-in-your-funnels-and-websites

3. Branding and styling

How to create a Brand Board & Design Kit
https://help.gohighlevel.com/support/solutions/articles/155000003136-how-to-create-a-brand-board

How to use Brand Boards in funnels & websites
https://help.gohighlevel.com/support/solutions/articles/155000003231-how-to-use-brand-boards-in-funnels-and-websites-

How to use the colour picker for funnels & websites
https://help.gohighlevel.com/support/solutions/articles/155000005806-how-to-use-the-color-picker-for-funnels-websites

Using custom fonts in funnels and websites
https://help.gohighlevel.com/support/solutions/articles/155000005918-using-custom-font-in-funnels-and-websites

How to change heading tags (H1, H2…)
https://help.gohighlevel.com/support/solutions/articles/48001192057-how-to-change-heading-tags-h1-h2-etc-on-funnels-websites

4. Pages and navigation

Navigation menus in the HighLevel Funnel Builder
https://help.gohighlevel.com/support/solutions/articles/48000986314-navigation-menus-in-the-highlevel-funnel-builder

Creating categories in the navigation menu
https://help.gohighlevel.com/support/solutions/articles/48001155961-funnels-websites-creating-categories-in-the-navigation-menu

Scroll to elements or sections in websites or funnels
https://help.gohighlevel.com/support/solutions/articles/48001158589-scroll-to-elements-or-sections-in-websites-or-funnels

Nested URL paths for sites, funnels, e-commerce & webinars
https://help.gohighlevel.com/support/solutions/articles/155000005779-nested-url-paths-support-for-websites-funnels-ecomm-webinars

5. Reusable sections, templates & duplication

Using global sections in the Page Builder
https://help.gohighlevel.com/support/solutions/articles/155000007334-using-global-sections-in-the-page-builder

Universal elements in the HighLevel Page Builder
https://help.gohighlevel.com/support/solutions/articles/155000007156-universal-elements-in-the-highlevel-page-builder

How to save & use element templates in Page Builder
https://help.gohighlevel.com/support/solutions/articles/155000006457-how-to-save-use-element-templates-in-page-builder

Element duplication efficiency: global templates
https://help.gohighlevel.com/support/solutions/articles/48000980313-element-duplication-efficiency-global-templates-

6. Text, content & page elements

How to use rich text elements in funnels & websites
https://help.gohighlevel.com/support/solutions/articles/155000005817-how-to-use-rich-text-elements-in-funnels-websites

How to use the pricing table element
https://help.gohighlevel.com/support/solutions/articles/155000006241-how-to-use-pricing-table-element

Testimonials element for funnels & websites
https://help.gohighlevel.com/support/solutions/articles/155000005909-how-to-use-the-testimonial-element

7. Forms and enquiries

Create forms & surveys inside the Site Builder
https://help.gohighlevel.com/support/solutions/articles/155000006719-create-forms-surveys-inside-the-site-builder

Customising forms inside funnels using the Form Builder
https://help.gohighlevel.com/support/solutions/articles/155000005610-customizing-forms-inside-funnels-using-the-form-builder

How to create a contact form in HighLevel
https://help.gohighlevel.com/support/solutions/articles/155000004549-how-to-create-a-contact-form-in-highlevel-

8. Images and media

Complete guide to Media Storage
https://help.gohighlevel.com/support/solutions/articles/155000002707-complete-guide-to-media-storage-

Built-in image editor in the Media Library
https://help.gohighlevel.com/support/solutions/articles/155000006538-media-library-built-in-image-editor

Advanced image settings for mobile & desktop view
https://help.gohighlevel.com/support/solutions/articles/155000004170-advanced-image-settings-for-mobile-desktop-view

Funnels & Websites: photos gallery element
https://help.gohighlevel.com/support/solutions/articles/155000004134-funnels-websites-photos-gallery-element

Image slider element for engaging web design
https://help.gohighlevel.com/support/solutions/articles/155000001066-image-slider-element-for-engaging-web-design

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REFERENCE

APPENDIX · CONTINUED

More from the GoHighLevel docs.

9. Links, buttons and actions

Click-to-call, click-to-text and click-to-email links & buttons
https://help.gohighlevel.com/support/solutions/articles/48000980316-click-to-call-click-to-text-and-click-to-email-links-buttons-for-websites-and-funnels

How to use the download file action for buttons
https://help.gohighlevel.com/support/solutions/articles/155000005540-how-to-use-the-download-file-action-for-buttons

How to properly add a hyperlink to GHL funnels/websites
https://help.gohighlevel.com/support/solutions/articles/48001164101-how-to-properly-add-a-hyperlink-to-funnels-websites

10. Mobile view & responsive design

Creating mobile-responsive designs made easy
https://help.gohighlevel.com/support/solutions/articles/155000001482-creating-mobile-responsive-designs-made-easy-funnel-website-builder

Desktop view vs mobile view: funnels
https://help.gohighlevel.com/support/solutions/articles/48000980310-desktop-view-vs-mobile-view-funnels-

Advanced image settings for mobile & desktop view
https://help.gohighlevel.com/support/solutions/articles/155000004170-advanced-image-settings-for-mobile-desktop-view

11. SEO & search visibility

SEO meta data
https://help.gohighlevel.com/support/solutions/articles/48000980312-seo-meta-data

Custom meta tags
https://help.gohighlevel.com/support/solutions/articles/48001073924-custom-meta-tags

SEO metadata troubleshooting for GoHighLevel pages
https://help.gohighlevel.com/support/solutions/articles/48001162060-seo-metadata-troubleshooting-for-gohighlevel-pages

Troubleshooting URL indexing issues in funnels
https://help.gohighlevel.com/support/solutions/articles/155000004789-troubleshooting-url-indexing-issues-in-funnels

Disabling search engines from indexing your site via custom tag
https://help.gohighlevel.com/support/solutions/articles/48001156626-disabling-search-engines-from-indexing-your-website-funnel-page-using-custom-tag

12. Domains & web addresses

Connecting your domain on GHL — a guide
https://help.gohighlevel.com/support/solutions/articles/155000005132-connecting-your-domain-on-ghl-a-guide

Set up root domain/subdomain for your funnels/websites
https://help.gohighlevel.com/support/solutions/articles/48001153720-how-to-set-up-root-domain-subdomain-for-your-funnels-websites-

How to use the Domain Connect feature
https://help.gohighlevel.com/support/solutions/articles/155000000734-how-to-use-the-domain-connect-feature-

Why does my domain not show the Edit button?
https://help.gohighlevel.com/support/solutions/articles/48001161158-why-does-my-domain-not-show-the-edit-button-

13. Review, testing & troubleshooting

FAQs, basic troubleshooting — funnels, websites, webinars
https://help.gohighlevel.com/support/solutions/articles/155000004983-faqs-basic-troubleshooting-funnels-websites-webinars

How to improve funnel & website page speed
https://help.gohighlevel.com/support/solutions/articles/155000006268-how-to-improve-funnel-website-page-speed

Auto-save and version history for funnels, websites and more
https://help.gohighlevel.com/support/solutions/articles/155000004965-auto-save-and-version-history-for-funnels-websites-and-more-

Site and Funnel Analytics in HighLevel
https://help.gohighlevel.com/support/solutions/articles/155000003094-how-to-use-site-and-funnel-analytics-in-highlevel

14. Main GoHighLevel help categories

HighLevel Support Portal home
https://help.gohighlevel.com/support/home

Getting started with HighLevel
https://help.gohighlevel.com/support/solutions/155000000204

Funnel & Website Builder
https://help.gohighlevel.com/support/solutions/folders/155000001282

Sites
https://help.gohighlevel.com/support/solutions/48000449581

Contacts
https://help.gohighlevel.com/support/solutions/155000000123

Email
https://help.gohighlevel.com/support/solutions/48000449563

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PART 2 · LEARN THE SKILLS

PART 2 · TWELVE SKILL NOTES

Keep it working.

Once your site is live, these twelve short notes help you write better, look professional on mobile, get found on Google, and keep your customers' trust.

TWELVE SKILL NOTES

01 Writing for the web

02 Working with images

03 Domains & web addresses

04 Online safety & privacy

05 Designing for mobile

06 Managing enquiries

07 Being found on Google

08 Your Google Business Profile

09 Understanding your customers

10 Keeping your website up to date

11 Building trust on your website

12 Using social media

SKILL NOTE · 5 MINUTE READ

SKILL · 01 OF 12

Writing for the web.

KEY TEACHING POINTS

- Start with what the customer needs to know.
- Use short headings and short paragraphs.
- Use active language.
- Explain services in everyday words.
- Avoid claims you cannot support.
- End sections with a clear next step.

TRY THIS IN YOUR DRAFT

1. Choose one page section.
2. Rewrite the heading in one clear sentence.
3. Shorten the paragraph to two or three lines.
4. Add one clear button action.

QUICK CHECK

When you're done, look for these.

- ☑ The customer can understand the section quickly.
- ☑ The wording is accurate.
- ☑ There is no unnecessary jargon.
- ☑ The next step is clear.

APPLY IT IN THESE GUIDES

Update headings, paragraphs and buttons, Update your homepage content, Being found on Google

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SKILL NOTE · 5 MINUTE READ

SKILL · 02 OF 12

Working with images.

KEY TEACHING POINTS

- Use images you have permission to use.
- Choose clear, relevant images.
- Avoid blurry, stretched or unrelated images.
- Check images on mobile.
- Use consistent image style across similar sections.

TRY THIS IN YOUR DRAFT

1. Review three images on your website.
2. Decide whether each image helps the customer understand your business.
3. Replace or remove any weak image.
4. Check the same image on mobile.

QUICK CHECK

When you're done, look for these.

- ✓ Images are relevant.
- ✓ Images are clear.
- ✓ Images do not hide text.
- ✓ Images are lawful to use.

APPLY IT IN THESE GUIDES

Upload and replace website images,
Use images correctly on your website,
Check and adjust your mobile view

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LEARN THE SKILLS · 03 · DOMAINS & WEB ADDRESSES

SKILL NOTE · 5 MINUTE READ

SKILL · 03 OF 12

Domains & web addresses.

KEY TEACHING POINTS

- A domain is the web address customers use to find your website.
- You own and manage your own domain, unless another arrangement is agreed.
- The website can be connected to the domain using DNS records.
- Domain login details must be kept secure.
- Domain changes may take time to appear.

TRY THIS IN YOUR DRAFT

1. Write down your exact domain name.
2. Find your domain provider.
3. Confirm you can log in.
4. Record who controls renewal and payment.

QUICK CHECK

When you're done, look for these.

- ✓ Domain name is correct.
- ✓ Provider is known.
- ✓ Access works.
- ✓ Renewal responsibility is understood.

APPLY IT IN THESE GUIDES

Submit your domain details for connection, Prepare for your domain support session, Check your website after domain connection

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LEARN THE SKILLS · 04 · ONLINE SAFETY & PRIVACY

SKILL NOTE · 5 MINUTE READ

SKILL · 04 OF 12

Online safety & privacy.

KEY TEACHING POINTS

- Use strong passwords.
- Do not share login details unnecessarily.
- Be careful with links and suspicious messages.
- Only collect information needed to respond to customers.
- Do not collect sensitive information unless approved and legally reviewed.
- Keep customer information secure.

TRY THIS IN YOUR DRAFT

1. **Review your website forms.**
2. **Remove unnecessary fields.**
3. **Check who can access website and enquiry information.**
4. **Update any weak password.**

QUICK CHECK

When you're done, look for these.

- ✓ Login is secure.
- ✓ Form fields are suitable.
- ✓ No sensitive information is requested unnecessarily.
- ✓ Customer enquiries are handled securely.

APPLY IT IN THESE GUIDES

Access your draft MTC Digital website, Review and test your enquiry form, Submit your domain details for connection

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SKILL NOTE · 5 MINUTE READ

SKILL · 05 OF 12

Designing for mobile.

KEY TEACHING POINTS

- Finish desktop edits first, then check mobile.
- Make headings short enough to fit.
- Keep buttons easy to tap.
- Check image crops.
- Make forms easy to complete on a phone.

TRY THIS IN YOUR DRAFT

1. **Open your website on a mobile phone.**
2. **Check the first screen, menu, buttons and form.**
3. **Record three fixes if anything feels hard to use.**

QUICK CHECK

When you're done, look for these.

- [ ] Menu works.
- [ ] Text is readable.
- [ ] Buttons are easy to tap.
- [ ] Images are not badly cropped.
- [ ] Forms are usable.

APPLY IT IN THESE GUIDES

Check and adjust your mobile view,
Use images correctly on your website

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LEARN THE SKILLS · 06 · MANAGING ENQUIRIES

SKILL NOTE · 5 MINUTE READ

SKILL · 06 OF 12

Managing enquiries.

KEY TEACHING POINTS

- Ask only for the information needed to respond.
- Check the enquiry inbox regularly.
- Reply quickly and clearly.
- Keep a record of important customer enquiries.
- Protect customer information.

TRY THIS IN YOUR DRAFT

1. Submit a test enquiry.
2. Check where the enquiry arrives.
3. Draft a simple reply template.
4. Set a routine for checking enquiries.

QUICK CHECK

When you're done, look for these.

- ✓ Form sends correctly.
- ✓ Enquiry arrives in the right place.
- ✓ Response process is clear.
- ✓ Customer information is handled carefully.

APPLY IT IN THESE GUIDES

Update your Contact page, Review and test your enquiry form, Add and update links

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SKILL NOTE · 5 MINUTE READ

SKILL · 07 OF 12

Being found on Google.

KEY TEACHING POINTS

- Use clear page titles.
- Write plain meta descriptions.
- Use customer search terms naturally.
- Keep content accurate and useful.
- Link social and directory profiles back to the website where appropriate.

TRY THIS IN YOUR DRAFT

1. Choose one page.
2. Write a clear title.
3. Write a short description.
4. Check that the page content matches the title.

QUICK CHECK

When you're done, look for these.

- ✓ Page title is clear.
- ✓ Description is useful.
- ✓ Content matches the page topic.
- ✓ No keyword stuffing is used.

APPLY IT IN THESE GUIDES

Update page SEO title and meta description, Writing for the web, Your Google Business Profile

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LEARN THE SKILLS · 08 · YOUR GOOGLE BUSINESS PROFILE

SKILL NOTE · 5 MINUTE READ

SKILL · 08 OF 12

Your Google Business Profile.

KEY TEACHING POINTS

- Use the same business name, phone and website link as your website.
- Keep hours and service areas current.
- Add suitable photos.
- Respond professionally to reviews.
- Do not create a listing if the business is not ready or not eligible.

TRY THIS IN YOUR DRAFT

1. **Check whether a Google Business Profile is suitable.**
2. **Prepare business details.**
3. **Add the website link when ready.**
4. **Review the listing for accuracy.**

QUICK CHECK

When you're done, look for these.

- ✓ Business details match the website.
- ✓ Opening hours are current.
- ✓ Website link is correct.
- ✓ Photos are appropriate.

APPLY IT IN THESE GUIDES

Being found on Google, Building trust on your website

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LEARN THE SKILLS · 09 · UNDERSTANDING YOUR CUSTOMERS

SKILL NOTE · 5 MINUTE READ

SKILL · 09 OF 12

Understanding your customers.

KEY TEACHING POINTS

- Write for the customer, not only for the business.
- Explain problems you solve.
- Use examples customers recognise.
- Make contact easy.
- Remove content that does not help customers decide.

TRY THIS IN YOUR DRAFT

1. Write down your main customer type.
2. List three problems or needs they have.
3. Check whether your homepage speaks to those needs.

QUICK CHECK

When you're done, look for these.

- ✓ Customer type is clear.
- ✓ Needs are addressed.
- ✓ Services are easy to understand.
- ✓ Next step is obvious.

APPLY IT IN THESE GUIDES

Update your homepage content, Update your Services or Products page, Writing for the web

BusinessReady
BY MTC DIGITAL

LEARN THE SKILLS · 10 · KEEPING YOUR WEBSITE UP TO DATE

SKILL NOTE · 5 MINUTE READ

SKILL · 10 OF 12

Keeping your website up to date.

KEY TEACHING POINTS

- Review the website monthly or when business details change.
- Update services, pricing notes and contact details quickly.
- Remove unavailable products or services.
- Test forms and links regularly.
- Keep images and trust points current.

TRY THIS IN YOUR DRAFT

1. Set a monthly reminder.
2. Review the Home, Services and Contact pages.
3. Test one enquiry form.
4. Record any update needed.

QUICK CHECK

When you're done, look for these.

- ✓ Contact details are current.
- ✓ Services are current.
- ✓ Links work.
- ✓ Form works.
- ✓ No old or misleading information remains.

APPLY IT IN THESE GUIDES

Complete a final website review before go-live, Edit an existing website page

BusinessReady
BY MTC DIGITAL

LEARN THE SKILLS · 11 · BUILDING TRUST ON YOUR WEBSITE

SKILL NOTE · 5 MINUTE READ

SKILL · 11 OF 12

Building trust on your website.

KEY TEACHING POINTS

- Use accurate business details.
- Add real photos where suitable.
- Explain experience and qualifications honestly.
- Show service area and contact methods.
- Use reviews or testimonials only when they are genuine and permitted.
- Keep legal, privacy and footer links available where required.

TRY THIS IN YOUR DRAFT

1. Review your homepage and About page.
2. Add or improve three trust points.
3. Check that every claim is accurate.

QUICK CHECK

When you're done, look for these.

- ☑ Business details are clear.
- ☑ Trust points are accurate.
- ☑ Contact options are easy to find.
- ☑ No unsupported claims are used.

APPLY IT IN THESE GUIDES

Update your About page content, Edit the header and footer, Complete a final website review before go-live

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LEARN THE SKILLS · 12 · USING SOCIAL MEDIA

SKILL NOTE · 5 MINUTE READ

SKILL · 12 OF 12

Using social media.

KEY TEACHING POINTS

- Use social media to send customers to useful website pages.
- Keep business details consistent across platforms.
- Do not publish misleading claims.
- Respond professionally to comments and messages.
- Link to the website from social profiles where appropriate.

TRY THIS IN YOUR DRAFT

1. **Check one social media profile.**
2. **Add or confirm the website link.**
3. **Create one post that links to a relevant website page.**
4. **Check that the website page matches the post.**

QUICK CHECK

When you're done, look for these.

- ☑ Social profile links to the website.
- ☑ Details match the website.
- ☑ Posts are accurate.
- ☑ Customer replies are handled professionally.

APPLY IT IN THESE GUIDES

Add and update links, Building trust on your website, Being found on Google

BusinessReady
BY MTC DIGITAL

FINAL WEBSITE READINESS CHECKLIST · BEFORE YOU PRESS PUBLISH

BEFORE YOU PRESS PUBLISH

Your go-live checklist.

Run through these before you publish your domain. If anything's missing, find the matching guide — the contents page tells you where to look.

FINAL · GO-LIVE

BUSINESS DETAILS

- [ ] Business name is correct.
- [ ] ABN is included if required and accurate.
- [ ] Phone number and email address are correct.
- [ ] Service area and opening hours are current.

CONTENT

- [ ] Homepage explains the business clearly.
- [ ] About page is accurate and professional.
- [ ] Services or Products page lists current offers only.
- [ ] No placeholder template content remains.
- [ ] No misleading or unsupported claims are included.

LINKS AND NAVIGATION

- [ ] Main menu links work.
- [ ] Buttons go to the right page or action.
- [ ] Social links are current.
- [ ] Footer links work.
- [ ] Required privacy, terms, disclaimer or collection notice links are present where used.

FORMS AND DATA

- [ ] Enquiry form sends successfully.
- [ ] Form asks only for needed information.
- [ ] No high-risk or sensitive information is collected outside approved scope.
- [ ] Enquiries route to the correct nominated email or inbox.

MOBILE AND DOMAIN

- [ ] Website has been checked on mobile.
- [ ] Images are clear and not badly cropped.
- [ ] Domain details are ready or connected.
- [ ] Live domain opens without obvious errors after connection.
- [ ] SSL/HTTPS is active after domain

connection where applicable.

BusinessReady
BY MTC DIGITAL

NEED A HAND?

We're right here.

Stuck on a step? Want a person to walk you through it? You're never on your own with this.

Visit the BusinessReady website.

Step-by-step guides, FAQs and how-to articles live there — your first stop when you're stuck on a setting or term.

Talk to your SEA coach.

For anything you'd rather work through with a real person — copy, branding, domains, what to publish next — your coach is one message away.

A NOTE BEFORE YOU GO

Acknowledgement of Country.

MTC FutureReady acknowledges the Traditional Custodians of the lands on which we live, meet and work, and recognises the deep, ongoing connection of Aboriginal and Torres Strait Islander peoples to Country.

We pay our respects to Elders past and present, and stand in solidarity with Aboriginal and Torres Strait Islander peoples in the ongoing journey towards justice, truth telling, and self-determination.

Start here. Think big.

Your website is the start of something. Take it one guide at a time — and when you're ready, hit Publish.