

THE WORKING WEBSITE CHECKLIST

Everything you need to launch your own learning-platform site — plus the 8 steps to build it, start to finish.

WHAT YOU NEED

- ✓ **A domain name**
Your web address — the place people find and trust you.
- ✓ **Hosting**
Where your site lives so it's online 24/7 (e.g. Netlify).
- ✓ **Your core pages**
A landing page, an offer page, and an access page for the course.
- ✓ **A clear offer**
One headline, the benefit, the price, and one obvious next step.
- ✓ **A payment link**
A working checkout — PayPal, Stripe, or Gumroad.
- ✓ **Course delivery**
The access page where buyers actually get the lessons.
- ✓ **Email capture**
An opt-in to collect leads and send your free guide.
- ✓ **Brand + mobile design**
Your colors and fonts, and it must look great on a phone.

BUILD IT IN 8 STEPS

- 1 **Pick one goal**
Sell your course, or capture leads. One job per site.
- 2 **Map your pages**
Sketch the path: landing → checkout → access.
- 3 **Get your domain**
Buy your name (Namecheap, GoDaddy, or Netlify).
- 4 **Build the pages**
Write them, or have AI build them in your brand. Keep it simple.
- 5 **Add your payment**
Connect your PayPal / Stripe / Gumroad button to the offer.
- 6 **Wire access + email**
Set up the access page and connect your email opt-in.
- 7 **Publish**
Upload your files to hosting (drag-and-drop to Netlify), connect the domain.
- 8 **Test like a buyer**
Land → pay → get access → get the email. Fix what breaks, then share it.

REMEMBER

You don't need a big, complicated site. A few clean pages that **do one job well** beat a fancy site that confuses people. Start small, get it live, improve it later.