Gear Up to Get Teaching

WEBSITE BUILDER WORKSHOP

Buckle up your utility belt because we're about to arm you with all the tools that will help you teach your students to create a successful website. This guide has some useful checklists and recommendations that will make your job flow smoothly, and your training guide includes some clutch tips and reminders that will do the same.

Ready to get started? Let's do this.
It's go time™

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Contact our support team 24/7 at bit.ly/supportgd or call (480) 505-8877. Mention promo code SBDCLOCAL or use link bit.ly/sbdclocal for discount pricing when purchasing. Additional resources are available at the GoDaddy Training Hub. Click or visit bit.ly/resourcehub.

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ABOUT THE WORKSHOP

We're about to help students learn the basic functions of the Website Builder (WSB) so they can create a kick-ass web presence for their businesses. If the class has over five students, a second trainer is recommended to give technical assistance and help students who have fallen behind.

THERE ARE TWO MAIN CHUNKS:

Part 1 **Work on the practice site.**
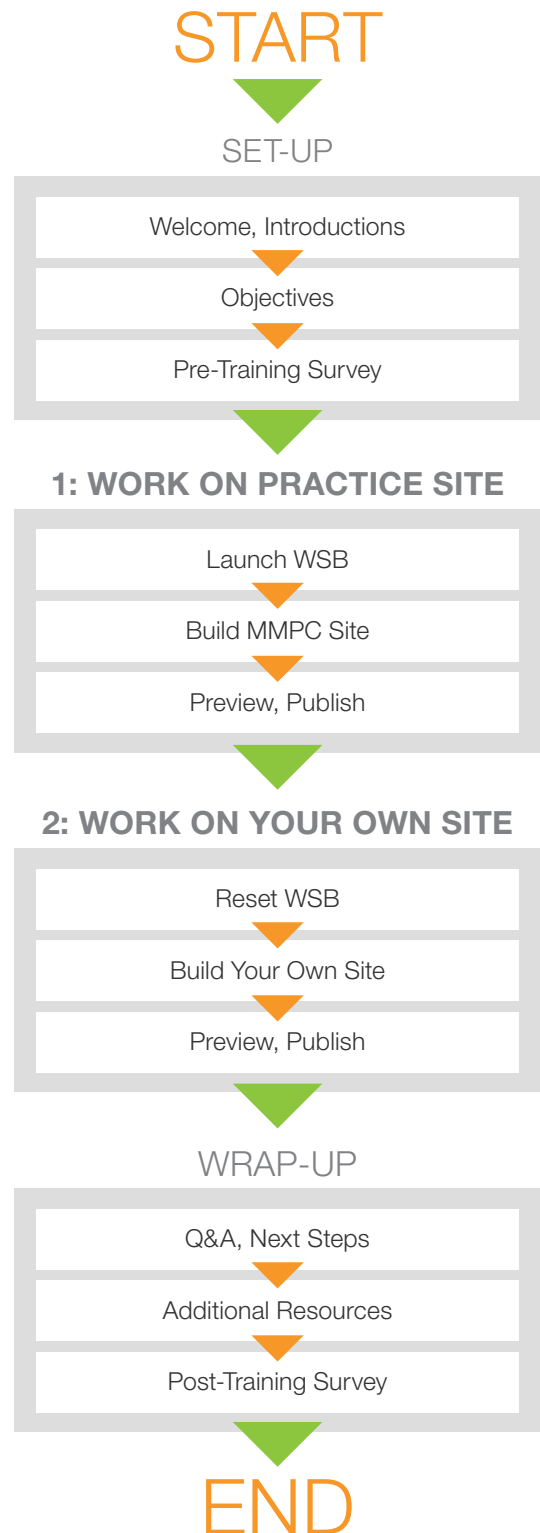Students learn how to use WSB while recreating a site for a fictitious business.

Part 2 **Work on their own site.**
Students apply their knowledge to creating their own website.

The goal is to help students publish a website with a few basic pages. That means it's time for you and your assistant to become WSB masters! You'll need to be ready to lead a classroom of adults. **You got this.**

This guide, along with the PowerPoint®, will get you started. To really knock it out of the park, running through your presentation in front of the mirror a few times is a good idea.

If you have any questions, contact your GoDaddy training manager. **Let's do this!**

START

SET-UP
- Welcome, Introductions
- Objectives
- Pre-Training Survey

1: WORK ON PRACTICE SITE
- Launch WSB
- Build MMPC Site
- Preview, Publish

2: WORK ON YOUR OWN SITE
- Reset WSB
- Build Your Own Site
- Preview, Publish

WRAP-UP
- Q&A, Next Steps
- Additional Resources
- Post-Training Survey

END

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This section provides checklists for choosing your venue and preparing to teach the workshop.

LOCATION, LOCATION, LOCATION

The best venues will have:

- ☐ Sufficient WiFi for the number of students (at least 2 Mbps per person).
- ☐ Desk or table space so students have room for their laptops and materials.
- ☐ Dry-erase board and/or flip chart with working markers (recommended but not essential).
- ☐ PC-to-projector adapter(s).
- ☐ At least one power outlet per person.
- ☐ Projector with VGA input and screen.
- ☐ Freedom from distractions and background noise.

GEARING UP

Prior to arrival:

- ☐ Print materials:
  - ○ *Let's Build It Together* student's edition (one per student).
  - ○ Roster with contact info for participants (and other facilitator if required).
  - ○ *Let's Build It Together* trainer's edition (for each trainer).
  - ○ *Build Your Own Website* guide to be handed out during second half of workshop (one per student).
- ☐ Send initial pre-workshop email to students:
  - ○ Insert *banner_image_1.jpg* into the top of the body of your email.
    TIP: See the Help/Support of your email program for further instructions on inserting pictures/images.
  - ○ Refer to supplied *email_1.rtf*.* Edit details of time, location and contact info.
  - ○ Attach *Getting Started Checklist and Worksheet* PDF.
- ☐ Send second email one week prior to workshop:
  - ○ Insert *banner_image_2.jpg* into the top of the body of your email.
  - ○ Refer to supplied *email_2.rtf* for content. Edit details of time, location and contact info.
  - ○ Include any necessary updates or additional info.
- ☐ Send third email one day prior to workshop:
  - ○ Insert *banner_image_3.jpg* into the top of the body of your email.
  - ○ Refer to supplied *email_3.rtf* for content. Edit details of time, location and contact info.
  - ○ Attach *Content-Creation Worksheet* PDF.

*RTF documents will open in Microsoft Word on a PC and TextEdit on a Mac. Please use the appropiate application to eliminate problems with formatting emails when copying and pasting content.

- ☐ Provide clear directions on room access:
  - ○ Room code (if needed).
  - ○ Elevator access (if needed).
  - ○ Available parking.
  - ○ Location of water and restrooms.
- ☐ Make sure your assistant is ready for action if the workshop is large enough (it is best for any group over five people to have two trainers).
- ☐ Confirm room reservation and amenities.
- ☐ Give your assistant account access to GoDaddy demo account.

Before starting class:

Materials you need to bring checklist:
- ☐ Class materials.
- ☐ Class roster.
- ☐ Extra notepads, pens and pencils.
- ☐ Extension cords and surge protectors (if not provided by venue).

Classroom preparation:
- ☐ PowerPoint up, with WiFi directions displayed.
- ☐ Projector set up and running.
- ☐ Seating and materials arranged.
- ☐ "Parking lot" space designated.
- ☐ Know location of restrooms, water, vending machines, emergency exit, etc.

As students arrive:
- ☐ Ensure they are successfully accessing WiFi:
  - ○ Check they have installed and are running Chrome or Firefox.
  - ○ Ask them to log in to their accounts.
- ☐ Check their off names of students from the roster.
- ☐ Have them complete the pre-training survey.
- ☐ Hand out *Let's Built It Together* guide if they did not bring it with them.

FOLLOWING UP WITH STUDENTS

Two to four weeks after the class, it's a good call to follow up with students regardiong the success of their websites. Offering support and additional services is a smooth move. You can also reiterate the value of the class, gather ideas for improvement and discover potential new GoDaddy customers.
- ☐ Send email two to four weeks after workshop:
  - ○ Insert *banner_image_4.jpg* into the top of the body of your email.
  - ○ Refer to supplied *email_4.rtf* for content. Edit details of time, location and contact info.

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SCHEDULE OVERVIEW

		STEP 1	STEP 2	STEP 3	STEP 4
BEFORE WORKSHOP	Student	✉ → 📄 **Email** To participants with "Getting Started" materials **PDF** *Getting Started Checklist and Worksheet*	✉ **Email** One week before workshop reminder email with additional info as needed	✉ → 📄 **Email** Day before training remind students to complete *Content-Creation Worksheet* before workshop **PDF** *Content-Creation Worksheet*	
	Trainer	📄 **PDF** *Gear Up to Get Teaching* Guide			
DAY OF WORKSHOP	Student	📄 **Online** Pre-Workshop Survey	📄 **Handout** *Let's Build It Together* Student Edition	📄 **Handout** *Build Your Own Website* Student Edition	📄 **Online** Post-Workshop Survey
	Trainer	📊 **PowerPoint** Slide Deck	📄 **Printout** *Let's Build It Together* Trainer Edition		
AFTER WORKSHOP	Student	✉ **Email** Follow-up			
	Trainer				

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WORKSHOP OUTLINE

Below are the different stages of the workshop and about how long each should last:

DURATION	ACTIVITY, OBJECTIVE	MEDIA/TOOLS USED
45–60 minutes	**Classroom Preparations** Facilitator(s): • Prepare for workshop (e.g., tables arranged, projection set up, power available, WiFi details posted, dry erase board prepped, etc.)	• Preparation checklists
20–30 minutes	**Participants Arrive** Facilitator(s): • Greet participants • Help students prepare (i.e., confirm access to power, WiFi access, etc.) • Distribute *Getting Started Checklist and Worksheet* (if they did not bring it with them) Students: • Arrive • Review *Getting Started Checklist and Worksheet* • Laptops on, connected to WiFi • Log in to account • Complete online pre-training survey	• Whiteboard • PowerPoint slide #1 • *Getting Started Checklist and Worksheet* • Online pre-training survey
10–15 minutes	**Training Begins, Welcome** Facilitator(s): • Distribute *Let's Build It Together* Student Edition • Provide orientation to workshop (intros, agenda, objectives, etc.) Students: • Introduce self • Orient to objectives of workshop and materials • Receive *Let's Build It Together* Student Edition	• PowerPoint slides #2–12 • *Let's Build It Together* Trainer's Edition
10–15 minutes	**Launch Website Builder** Facilitator(s): • Help students get to "starting point"—WSB open, MMPC open, "Family Photography" theme chosen Students have: • WSB opened • MMPC site opened • "Site Settings" information entered • "Family Photography" theme chosen	• Browser with GoDaddy WSB and MMPC open • *Let's Build It Together* Trainer's Edition

DURATION	ACTIVITY, OBJECTIVE	MEDIA/TOOLS USED
50–60 minutes	**Work on Practice Site** Facilitator(s): • Teach students how to create MMPC site • Follows steps in Trainer's Edition Students: • Work on MMPC practice site	• *Let's Build It Together* Trainer's Edition
5–10 minutes	**Break** Students begin transition to working on their own sites	• PowerPoint slide #13
20–30 minutes	**Work on Your Own Site** Facilitator(s): • Hand out *Build Your Own Website* guide • Help students begin creating their own site using the same procedures used to create MMPC site • Encourage use of GoDaddy Support Students: • Work on their own sites • Ask facilitators questions as needed	• PowerPoint slides #14–17 • *Build Your Own Website* guide • *Content-Creation Worksheet*
5–10 minutes	**Wrap-Up** Facilitator(s): • Answer last-minute questions from students, including "parking lot" questions • For those who have not completed their websites, encourage use of *Build Your Own Website* guide and GoDaddy Support to complete sites at home • Point to appendix in *Let's Build It Together* Student Edition for useful enhancements to consider Students: • End work on their own sites, including back up	• PowerPoint slides #18–19 • Appendix • Answer "Parking Lot" questions as needed
5 minutes	**Post-Class Surveys and Dismissal** Facilitator(s): • Wrap up class • Administer post-class surveys Students: • Online post-training survey	• PowerPoint slide #20 • Online post-training survey