



FROM CONCEPT TO LAUNCH:

A STEP-BY-STEP OVERVIEW TO BUILDING YOUR OWN WEBSITE



- 1.GET SET UP
- 2.MESSAGING
- 3.BASIC SEO
- 4.SITE MAP
- 5.PREPARE YOUR COPY
- 6.PREPARE YOUR IMAGES
- 7.PREPARE YOUR VIDEOS
- 8.LAY OUT YOUR PAGES
- 9.WORK ON DESIGN
- 10.GENERATE LEADS
- 11.OPTIMIZE FOR SEARCH
- 12.GO LIVE
- 13.MEASURE



jennifer@totocoaching.com
totocoaching.com
totoseo.com

Resources to help you get this done:

Embarking on a website-building journey may initially seem daunting, but **remember you're not alone**. There's a wide array of resources available to guide you every step of the way.

At Toto, we offer three main avenues to help you excel in your digital presence:

Toto Coaching

Toto SEO

Book: "Building DIY Websites for Dummies"



Presented by: Toto SEO and Toto Coaching
Revision: Feb 2024





Toto Coaching

<https://totocoaching.com>



Do it yourself

If you're someone who loves to learn and prefers a hands-on approach, Toto Coaching is your go-to resource. Our online platform provides a wealth of information, training, and guidance on both website building and SEO.

Here's what you can expect from Toto Coaching:

1. **Website Building Courses:** These courses break down the complex process of website building into manageable steps. By the end, you'll have a beautifully designed, fully functional website that's customized to your business needs.
2. **SEO 201 Course for Small Businesses:** As we've discussed earlier in the toolkit, this course takes a methodical, proven approach to SEO. It's designed to be easy-to-understand, even for beginners.
3. **Live, Group, Weekly Coaching & Support:** When you join the Full Web-Building Course or Fast Track at Toto Coaching, you're not just getting access to the courses. You'll have the opportunity to attend live group coaching with other business owners who are on the same journey as you and learn from their experiences.



Presented by: Toto SEO and Toto Coaching
Revision: Feb 2024



Building DIY Websites for Dummies

[Available on Amazon.com](https://www.amazon.com/dp/1119789888)



Do it yourself

Looking for a comprehensive guide that simplifies the process of building your own website? Look no further! In addition to our courses and services, we're thrilled to introduce an additional resource: our book "Building DIY Websites for Dummies."

Part of the renowned "For Dummies" series, this book is authored by our very own expert who has deep insights and broad experience in the field. It's designed with the beginner in mind and speaks in a language that everyone can understand.

Here's what you can expect from "Building DIY Websites for Dummies":

1. **Optimal Website Building Order:** Regardless of the platform, this book will guide you on how to construct your website in the most efficient order. This approach will save you time and optimize your results, ensuring an impressive and effective website as the outcome.
2. **Best practices:** The book shares industry best practices to ensure your website is not just visually appealing but also highly functional, user-friendly, and optimized for different platforms.
3. **Trade secrets:** Uncover secrets that web developers and agencies have been using for years. These insider tips can make the difference between a good website and a great one.



Presented by: Toto SEO and Toto Coaching
Revision: Feb 2024

