

MISSION: WEBSITE LAUNCH



LIFECOACH
ELEVATE™

See All That Goes Into Launching a Professional Coaching Website



Somewhere on your computer, there's a website waiting to happen.

Maybe you downloaded it last week. Maybe it's been sitting there a while. Either way, you're closer than you think, and this guide is the map. It covers every step between the template you have and the launch day you want: what to do, what order to do it in, and honestly how long each phase takes.

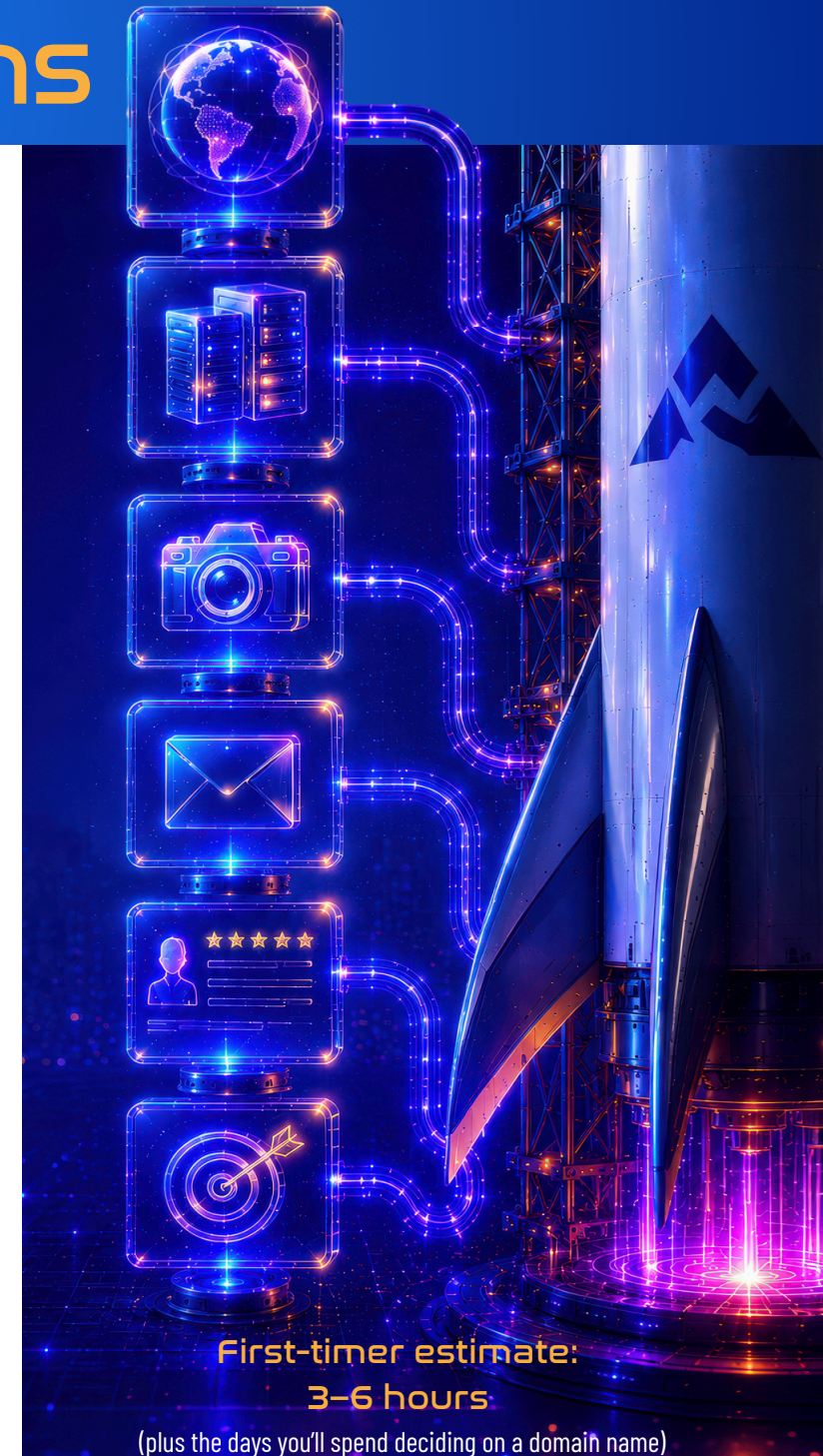
Two honest notes before you start.

- **First**, none of this requires genius. . It requires patience, a few new skills, and some hours you'd probably rather spend coaching.
- **Second**, Nearly every item on this list is something our team does for coaches every week. So if you get halfway through and think "I did not become a coach for this," that's not failure. That's information. There's a shortcut at the end.
- **One more thing**: The website customization checklist that was provided with your website files, keep it handy. It collects the details that go into your site. This guide covers everything else around it – the hosting, the installation, the technical must-dos, and the launch itself. They work together, and we'll tell you exactly when to pull yours out.

Let's get you open for business.

T-minus 5: Foundations

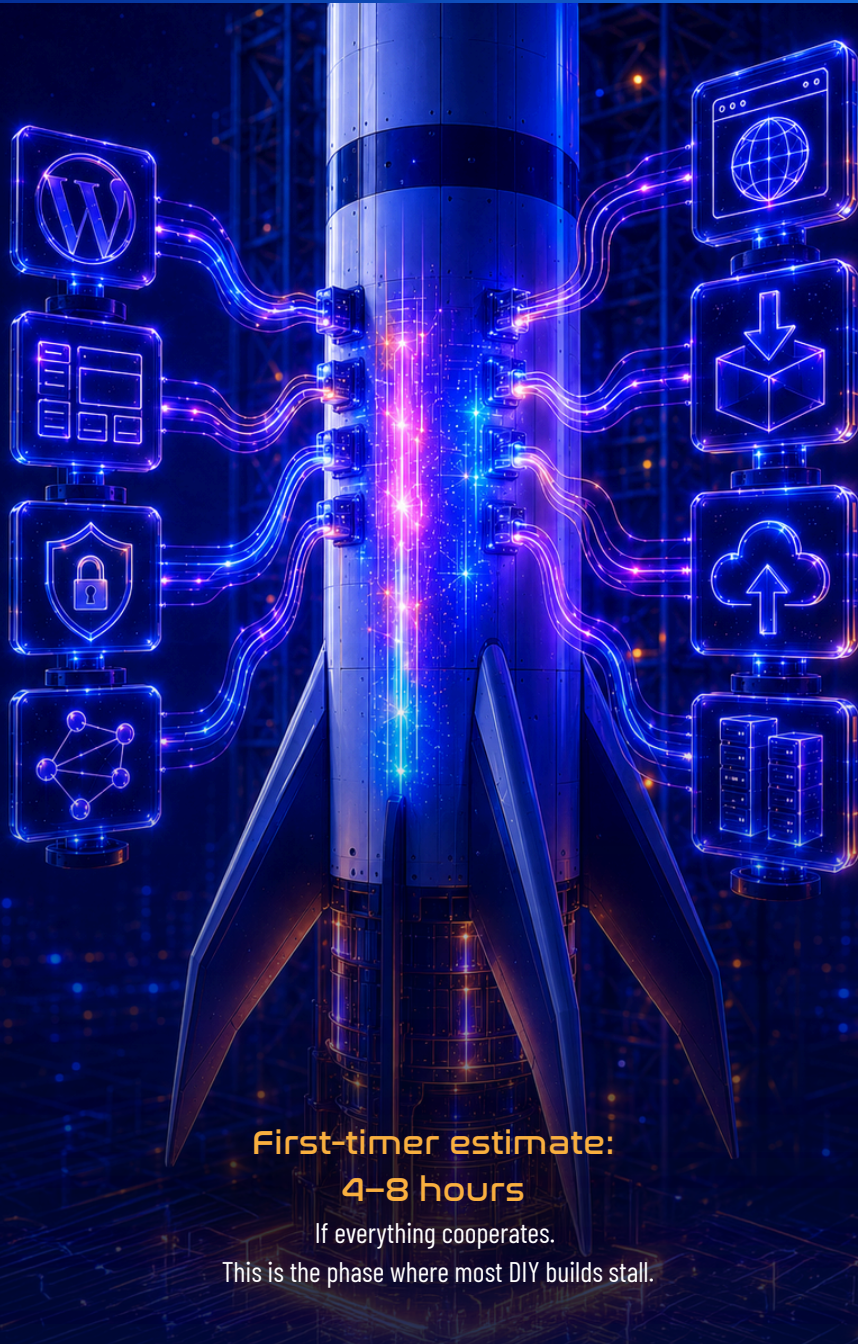
- ☐ **Choose your domain name.** Your own name (janesmith.com) usually beats a clever business name you might outgrow. Check availability before falling in love.
- ☐ **Buy the domain.** GoDaddy, Namecheap, Cloudflare, or through your host. Budget \$10–20/year.
- ☐ **Choose a hosting provider that truly supports WordPress.** This is where your site actually lives. Compare speed, backup policy, support quality, and renewal pricing (the second-year price is the real price). Most important: some big-name hosts advertise WordPress support, then stumble the moment you import a full website template. Ask before you buy: “Do you support one-click WordPress installs and large migration-file imports?”
- ☐ **Set up professional email.** you@yourdomain.com builds more trust than a Gmail address. Usually configured through Google Workspace.
- ☐ **Write your bio.** Two versions: a short one (50 words) and a full one (250 words). Write like you talk to clients.
- ☐ **Gather your photos.** A clear headshot at minimum. Natural light does wonders. Phone cameras are fine; bathroom mirrors are not.
- ☐ **Collect your contact details, social links, and any testimonials.** Even one kind sentence from a practice client counts.
- ☐ **Decide your one call to action.** What should a visitor do: book a discovery call? Join your list? Pick one. Everything on the site will point to it.



First-timer estimate:
3–6 hours

(plus the days you'll spend deciding on a domain name)

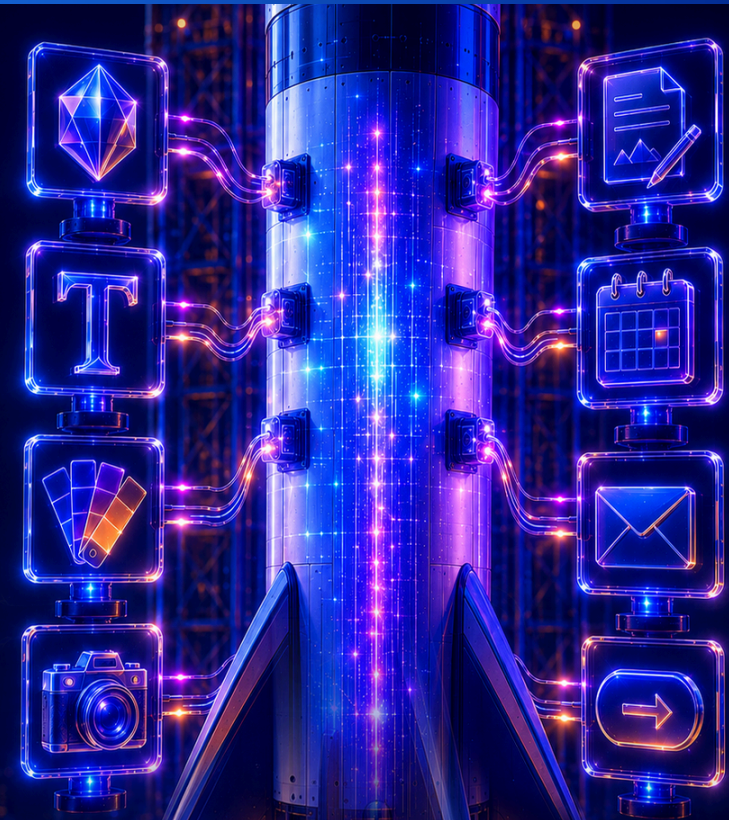
T-minus 4: Installation



- ☐ **Install WordPress on your hosting account.** Most hosts have a one-click installer. Find it before doing anything manual.
- ☐ **Connect your domain to your host.** This involves something called DNS. It's not hard, but it is unforgiving of typos.
- ☐ **Secure and install your SSL certificate.** That's the padlock in the browser bar. Without it, visitors see "Not Secure" next to your name.
- ☐ **Download and install the All-in-One WP Migration plugin** from the Plugins panel in your WordPress dashboard. This is the tool that imports your template.
- ☐ **Import your website template file.** Follow the step-by-step instructions that came with it, in order, without skipping ahead. (Everyone skips ahead. Don't.)
- ☐ **Install Elementor, the page editor your template is built on.** The free version handles the basics.
- ☐ **Confirm the template imported completely.** All pages present, images loading, menus working. If something looks broken, it's usually the import, not you.
- ☐ **Set your site title and tagline in WordPress settings.**
- ☐ **Update your permalinks.** Settings → Permalinks → "Post name." Cleaner links for humans, better links for search engines.
- ☐ **Configure or disable comments for your blog.** Open comments invite spam; decide now, on purpose, instead of discovering the spam later.

T-minus 3: Make It Yours

- ☐ **Pull out your customization checklist now.** This is the phase it was built for — it walks you page by page through the names, photos, testimonials, and links your site needs. (The prep you did in Foundations makes it go much faster.)
- ☐ **Replace every placeholder photo with your own.** Size images to the exact pixel dimensions your checklist specifies. Exact means exact; close-enough photos stretch and blur.
- ☐ **Drop in your bio, short version and long version,** in the right places.
- ☐ **Update all contact information.** Check the footer. Everyone forgets the footer.
- ☐ **Connect the social media icons to your active accounts** — and delete the icons for accounts you aren't using. A dead link teaches visitors not to click.
- ☐ **Connect your scheduling tool** (Calendly or similar) so people can actually book you. Copy its embed code into your booking page.
- ☐ **Decide on your free gift (your lead magnet) — then create it.** This is the offer that turns visitors into subscribers: an ebook, a guided meditation, an assessment, a workbook. It has to look and sound professional — it's often someone's first taste of your work. And be honest about the hours: you'll hatch the idea, write it, then produce it. Creating one from scratch routinely adds 5-25 hours or more (or a designer's hefty invoice) to a launch. Budget for that now, not at midnight.
- ☐ **Choose an email broadcast provider and set up your account.** (AWeber, Mailchimp, and similar.) You'll need it to build the opt-in form that trades your free gift for names and emails.
- ☐ **Connect your email list** so new subscribers land somewhere you can reach them.
- ☐ **Configure your opt-in form and create the delivery page or email.** The download, the signup form, and the delivery email are three separate things that all have to work together. Test them the way a stranger would.
- ☐ **Point every button to your one call to action.** Click each one and watch where it goes.



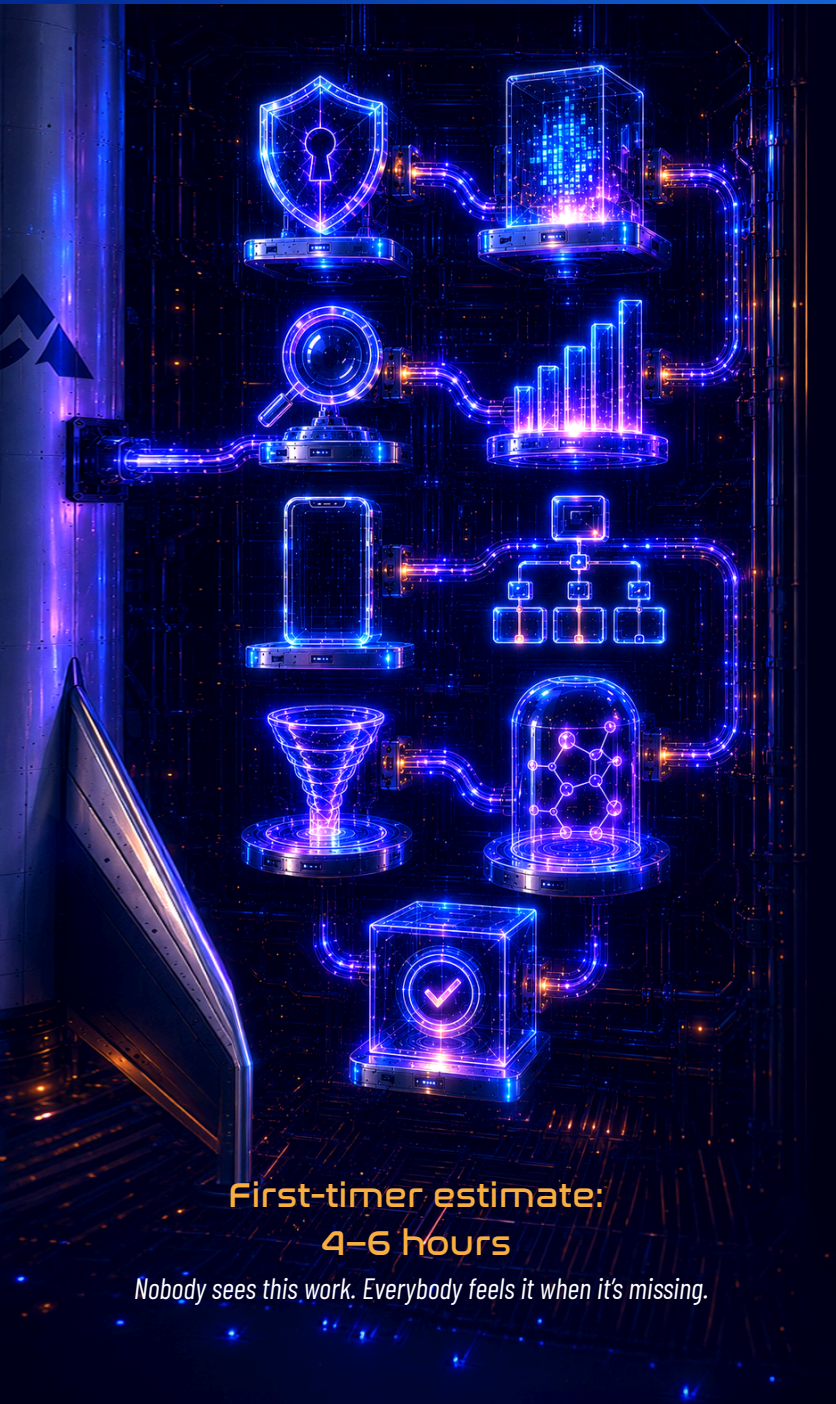
First-timer estimate:
5-10 hours

The fun phase, and the one that eats weekends.

Lead magnet estimate:
5-25+ hours

Your free gift can easily add 5-25 or more hours on its own, or cost you if done by a professional. Read the details on this page.

T-minus 2: Systems Check



First-timer estimate:
4-6 hours

Nobody sees this work. Everybody feels it when it's missing.

- ☐ **Test every form by submitting each one yourself.** Did the email arrive? Check spam.
- ☐ **Check the whole site on your phone.** More than half your visitors will meet you there first.
- ☐ **Add a favicon** (the tiny icon in the browser tab).
- ☐ **Write page titles and descriptions for search engines.** Your home page title should say what you do and for whom, not just your name.
- ☐ **Submit your sitemap to Google** so your site can be found.
- ☐ **Set up Google Analytics** so you know when people visit.
- ☐ **Install Google Search Console** so Google tells you about problems before your visitors do.
- ☐ **Add spam protection to your forms**, or brace for messages from “SEO experts” and miracle-pill offers in your inbox forever.
- ☐ **Set up automatic backups.** The site you spent 30 hours building deserves a copy.
- ☐ **Personalize your privacy policy page.** Your template likely ships with a generic one — add your name and contact information to it. Then consider having your own attorney confirm it (and your terms of use) fit your specific business. Boilerplate is a starting point, not legal advice, especially once you’re collecting emails and selling programs.

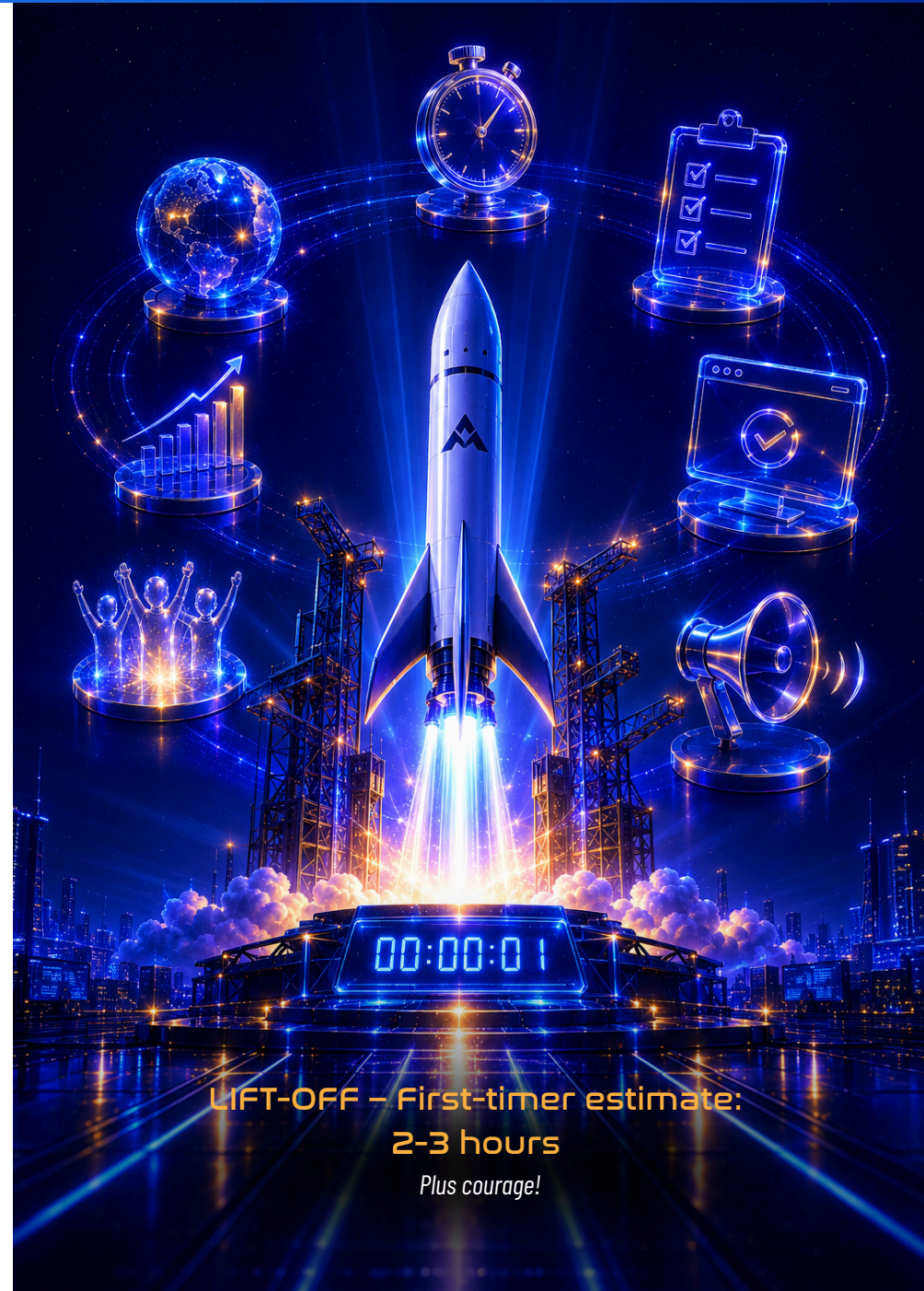
T-minus 1... LIFTOFF!

- ☐ **Click every link on every page.** Yes, every one.
- ☐ **Send your site to two honest friends.** Ask what's confusing, not what's nice.
- ☐ **Announce it.** Social posts, an email to your community, a line in your email signature. Done and shared beats perfect and hidden.
- ☐ **Book something through your own site to prove the whole path works:** visit → click → schedule.
- ☐ **Celebrate.** You're not "working on a website" anymore. You're a coach people can find, trust, and hire.

Staying in Orbit

Ongoing: 1-2 hours a month, forever

- ☐ **Update WordPress and plugins regularly.** Outdated plugins are how sites get hacked.
- ☐ **Verify backups are actually running** (a backup you never check is a hope, not a plan).
- ☐ **Watch your uptime.** If your site is down on the day someone looks you up, you rarely get a second chance.
- ☐ **Refresh content as you grow.** New testimonials, new blog posts, new photos, new offers. Your site should grow when you do.



LIFT-OFF – First-timer estimate:
2-3 hours

Plus courage!

The Shortcut

*We launch coaches
not just websites.*



**SEE OUR PACKAGES
& PRICING**

Running total:

39 steps and, for a first-timer, somewhere between 25 and 45+ hours. (The free gift alone can claim 25 or more of them.) People who do this every week go faster – but you've never done this before, and you were never meant to.

Some coaches genuinely enjoy this. If that's you, this guide is everything you need, and we're cheering for you. Go build it.

But if you read this list and felt your shoulders rise toward your ears, hear this: **the skill you were certified in is coaching, not all this tech stuff.** Our team at LifeCoach Elevate has launched 200+ coaching websites exactly like the one sitting in your downloads folder.

We handle all 39 steps, usually within a couple of weeks. And most of our packages even include a professionally designed lead magnet ebook as a standard deliverable – there go those 25 hours!

PLUS... our clients get bonuses no guide can offer:

- Exclusive header designs to make the site uniquely yours,
- SEO basic setup, and
- Launch graphics ready for your big announcement.

Your only job? Send us your photos, contact info, bio and domain info. Then go coach people.

**Mission Control is standing by.
Get going.**