

Module 3 Week 3: Website Map + Copy Handout

Lesson Overview: Plan the first website structure and draft simple customer-focused website copy.

Key Concepts

- Website navigation map
- Homepage headline
- Offer and benefits copy
- FAQ and contact call-to-action

Guided Worksheet Activity

Create a website map using Home, What We Offer, How It Works, About, FAQ, and Contact, then draft starter website copy.

Step	Student Response
What is the main idea or task for this lesson?	
What information did you discover or decide?	
What feedback, safety rule, or approval do you need?	
What will you add to your student business binder?	

AI Prompt of the Week

Write simple website copy for my student business. Business name: [name]. Offer: [offer]. Target customer: [customer]. Main benefit: [benefit]. Use the website pages Home, What We Offer, How It Works, About, FAQ, and Contact. Keep the language clear, friendly, and appropriate for a student business.

Reflection Questions

- What did I learn this week that makes my business idea stronger?
- What decision did I make myself after using AI or feedback?
- What is one question I still need to answer?
- What is my next step before the next lesson?

Student Safety Reminder

Do not share home addresses, personal phone numbers, full birthdates, school ID numbers, medical information, payment information, or private family information. Ask a parent/guardian or teacher before public-facing business work.

Deliverable Checklist

- Website navigation map
- Homepage headline
- Offer and benefits copy
- FAQ and contact call-to-action

ABM Solutions LLC • AI Powered Business Academy