



INSTRUCTIONAL PLAN

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ANALYSIS

Project Description

When you hear website creation, I am sure you may fear that 60 minutes could not be nearly enough to cover all of the concepts, but the website hosting platform, Hostinger, will make this possible. Molly, our intended learner, is a highly adaptable, quick, and motivated learner. She is an employment lawyer and works in fast-paced environments. She is seeking my expertise in quick website creation for her firm.

Needs Analysis

What is the problem we are asked to solve?

We are being asked to guide Molly through the quick creation of a website for her law firm.

Will instruction solve the problem?

This module will solve the problem presented by not only guiding Molly through the creation but also giving her the tools to implement this on her own in the future.

What is the purpose of the planned instruction?

To guide Molly in the creation of her firm's website from start to finish.

Is an instructional intervention the best solution?

I believe that this one-on-one module will be the best solution in guiding this instruction

Learner Analysis

General Characteristics & Academic Information

- Molly, the intended learner, is a 38-year-old caucasian female
- Molly is a law school graduate and has passed two state BAR exams (Colorado and Texas)
- Molly practices in an employment law firm
- Molly has never created a website before
- Web-based instruction will benefit Molly and give her the necessary tools to refer back to upon completion of the module and the set-up of her website

Specific Entry Characteristics

- Molly consistently works under deadlines and completes all tasks promptly
- Molly is independently motivated to learn about website creation for her law firm
- Molly is an analytical problem solver, and should issues arise during the process of this module, she is adept at seeking solutions
- Molly will be able to provide copyright and required content for her website, and will simply need to know the logistics of setting it up initially

Learning Styles

- Molly has been successful through all modes of learning styles, as evidenced by her successful completion of law school.
 - When given the options, Molly prefers learning through hands-on guided sessions

Performance Gap Analysis

Current Learner Performance	Desired Learner Performance
<ul style="list-style-type: none">• Little to no understanding of basic web formatting and design• Little to no understanding of website structures• Little to no understanding of basic SEO within websites	<ul style="list-style-type: none">• Basic understanding of web design<ul style="list-style-type: none">◦ Ability to use a hosting platform to create a uniform design• Basic understanding of website structures<ul style="list-style-type: none">◦ Ability to use a hosting platform to create a web flow• Basic understanding of SEO within websites<ul style="list-style-type: none">◦ Ability to use a hosting platform to utilize the hosting platform's SEO features embedded into the hosting site's web-building features

Contextual Analysis

Orienting context

Molly's goal for receiving this instruction is to be able to provide her law firm with a platform to share their information on the web, thus bringing in more clientele. This instruction would not be a simple checking of a box, but a means to impact change and growth for her firm.

Molly's perceived utility of this instruction will be that she will be able to evolve this website over time (years) based on the formal training received in this 30–60 minute instructional module. This is a foundational training that will set her up for many years to come.

Molly has no accountability pressures to take this training. She came to me with the idea and asked to be taught how on her own accord. She wants to see this project be successful because she is self-motivated to do so.

Instructional Context

I plan to use Apple AirPlay to screencast my laptop and walk her through the creation while she sets up her own on her laptop. Should screen share or Apple AirPlay not work properly, we will sit together. I plan to create a Google Doc that outlines all of the steps and includes corresponding screenshots of each step. She will have access to Google Docs on her laptop. I will be meeting up with her locally, one-on-one for this training, so environmental factors will not be an issue.

Transfer Context

Having this module set up in a guided session will provide a stronger transfer of learning, as she prefers hands-on learning.

Unit Goals

- Molly will be able to successfully set up an account through Hostinger and purchase a domain.
- Molly will be able to apply Hostinger's AI model to create a basic website flow.
- Molly will be able to customize the branding of her website with her own color palette and font set.
- Molly will be able to add her own copyright to each of her desired web pages.
- Molly will be engaged and excited to implement/complete this process on her own and will share the final product with me when she's completed it.

Task Analysis = (Topic Analysis + Procedural Analysis)

Molly needs to create a website from scratch for her law firm. This website would grant her the opportunity to market herself and her firm. Since she is unfamiliar with web design, she is seeking some training.

★ Topic Analysis:

- Procedural - Hostinger account creation
 - Login credentials
 - Navigating the profile pages

- Procedural – Domain purchasing
 - Deciding on a URL
 - Determining availability within Hostinger’s database
 - purchasing/subscriptions
- Procedural – Domain publishing
 - Connecting the domain to your new site
 - Publishing the domain itself to the web
- Procedural – Hostinger AI web flow creation
 - Typing what you’d like your website to be like into Hostinger’s AI input
 - Letting Hostinger apply a base web flow
- Procedural – Hostinger website builder
 - Customize webpages based on preference
 - Home page
 - Blog
 - Contact
 - Portfolio
 - Services
- Attitudes – Branding
 - Applying your firm’s color palette directly into Hosinger
 - Applying choice (brand) fonts to Hostinger’s template for your website builder
 - Use the color palette and font set you entered into the Hostinger branding template for each of your pages
- Principals & Rules – Hostinger SEO
 - Locate Hostinger’s AI Search Engine Optimization tool
 - Apply the necessary information for each of your website’s pages to rank on Google more quickly
- Procedural – Publishing
 - Each time you make an edit, it automatically saves
 - When ready, publish to web and share link

★ Procedural Analysis:

- Hostinger account creation
 - What does the learner do?
 - Navigate to Hostinger.com
 - Create a login
 - What does the learner need to know to do this step?
 - Basic use of web searching (URL bar)
 - Password safety
 - What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Account created and Hostinger is prompting to create a webpage/domain

○ Domain purchasing

- What does the learner do?
 - Click on the domains tab
 - Begin searching for available domains that match the law firm's title
- What does the learner need to know to do this step?
 - Basic use of URL (.com, .web, .et)
 - Basic understanding of URL availability
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Url chosen
 - Domain purchased

○ Domain publishing

- What does the learner do?
 - Click "publish domain"
- What does the learner need to know to do this step?
 - Navigating basic webpage prompts/buttons
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Domain is active

○ Hostinger AI webflow creation

- What does the learner do?
 - Click on the website editing tab
 - Click Begin Website builder
 - Provide information based on Hostinger's AI prompts
- What does the learner need to know to do this step?
 - Basic use of AI prompting
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Hostinger begins the creation of the website and its pages

○ Hostinger website builder

- What does the learner do?
 - Begin utilizing the website-building tools
 - Decide if the layout Hostinger came up with fits
 - Rearrange pages if necessary
- What does the learner need to know to do this step?
 - Navigation of the provided tools within the website builder
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Web pages are set and ready to be customized with copyright/branded content

○ Branding

- What does the learner do?

- Apply relevant branding color scheme
- Apply relevant branding fonts
- Apply relevant branded photos/images/logos
- What does the learner need to know to do this step?
 - Her brand/firm identity
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - All branding is applied to each page using Hostinger's branding template once, applying to all pages

○ Hostinger SEO

- What does the learner do?
 - Navigate within the website builder to the SEO tab
 - Enter information based on Hostinger's prompts for Search Engine Optimization for each page
- What does the learner need to know to do this step?
 - Understand of SEO and its usefulness
 - What information is relevant to each page within the site
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - SEO is complete and Hostinger shows it is 100% optimized

○ Publishing

- What does the learner do?
 - Navigate to the publish button at the top
- What does the learner need to know to do this step?
 - Basic navigation
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Url can be accessed and reflects an up-to-date version of what Molly has completed within the website builder

DESIGN

Instructional Objectives

Objective 1: By the end of this training session, Molly will select a website domain fitting for her website and apply it to a brand-new site using Hostinger's AI tool to prompt and create the basic webpages.

Objective 2: By the end of this training session, Molly will apply branding (fonts, colors, images, and logo sets) to her website and all of its pages using Hostinger's templates built into the website builder platform.

Objective 3: By the end of this training session, Molly will use Hostinger's SEO, or Search Engine Optimization, tool to boost her website's ranking in search engines.

Sequence of Instructional Tasks

I will be applying a **temporal world-related sequencing** delivery of this instructional model, as there is a clear order of operations in the building of a website. There will be a very clear-cut set of ordered steps within this instructional model.

- Hostinger account creation
- Domain purchasing
- Domain publishing
- Hostinger AI webflow creation
- Hostinger website builder
- Branding
- Hostinger SEO
- Publishing

Instructional Message

Preinstructional Strategy

Strategy	Function	Content Structure	Learner	Task Attributes
Advanced Organizer	A visual flowchart of the lesson represented in steps, with key details to provide Molly with a clarifying reference guide	Visual flowchart	Above average ability, maturity, and sophistication	Identifying/ Factual information

Strategies Table

Task	Instructional Strategy
Domain purchasing	Motivational Strategy: Have a list of fun website domain ideas to show Molly before she begins making her own Initial Presentation: Show her the URL availability feature to have her begin to “plug and play” with some of her domain ideas Generative Strategy: Have Molly begin to type her own URL ideas into the field and decide on the best one together
Hostinger website builder	Initial Presentation: Show Molly what Hostinger prompts for the

	<p>initial website build and basic layout. I will answer the prompts as if I were making a website of my own.</p> <p>Generative Strategy: Ask Molly to begin answering the web building prompts based on a basic idea of what she wants her website to accomplish (how many pages? Home, Blog, Services, etc.)</p>
Branding	<p>Motivational Strategy: Show Molly a series of branding colors and font schemes via Pinterest and show her basic HEX coding principles.</p> <p>Initial Presentation: Show Molly how to set up automatic branding colors that will store automatically within this custom website builder.</p> <p>Generative Strategy: Have Molly play around with branding colors and fonts/scroll through Pinterest for inspiration, and then select a scheme. Have Molly apply the Hex codes and fonts of her chosen theme to her website builder's branding presets.</p>
Hostinger SEO	<p>Motivational Strategy: Open Google.com and ask Molly for any idea she'd like me to search. Once I press enter, I will ask Molly, "Why does this particular website get to be at the top of the search list?" Then I can introduce her to the basics of SEO</p> <p>Initial Presentation: Show Molly the SEO AI tool built into her webpage builder.</p> <p>Generative Strategy: Let Molly begin to fill in the AI prompts to SEO each of her website's pages for high ranking within Google.</p>
Text Design	
<p>I will be creating a text and visually rich guide alongside my advanced graphics that will detail each step of this training's design sequence that will mimic what I relay verbally. This way, Molly will have the benefit of verbal and visual learning while also having references to refer back to after the training.</p> <p>I will use Google Docs to create this infographic, save it as a PDF, and then print it in color for her to keep.</p> <p>This will be a numbered page, highlighting each of the steps, with corresponding images to jog memory/guide creation.</p>	
Multimedia Design	
<p>I will be using a variety of screenshots and Hostinger images as part of the multimedia design portion of my instructional material for Molly.</p> <p>Potentially, I could record myself presenting this training and also send that to Molly as an additional reference for further use.</p>	

If I find that I need more multimedia than just a simple screenshot, i.e., graphic images, I will be using **Canva**.

DEVELOPMENT

Instructional Materials

Instructional Material 1 - Infographic Step-by-step

This will be a printed / digital document that includes pictures and step-by-step instructions for the completion of her website set-up. She will need to refer to this during our training, and I will be sure to reference it at each point in the face-to-face training. This will be important for her to have, as the training will be quick since there are many, many steps to get through. This way, if she falls behind on a step and still needs the image, it will be there.

☰ Instructional Material 1 - Infographic Step-by-step

Instructional Material 2 - Video Tutorial

This instructional video will be from Hostinger's platform so that I know it is up-to-date and relevant for Molly to refer to specific steps. These video links will be provided to Molly in a separate document for her to refer to when our training is finished and she is working on her site on her own. This video will ensure she can revisit any part of the lesson, *after the fact*, for a refresher. I am still debating if I will record the lesson myself and use that, or if I will use the following thorough tutorial from Metrics Media on Youtube.

☰ Instructional Material 2 - Video Tutorials

Develop Sample Instructional Materials

☰ Instructional Material 1 - Infographic Step-by-step

☰ Instructional Material 2 - Video Tutorials

* If I record myself walking through the process (and I believe this ***will*** be the case), I will use Canva's Record Now, Present Later tool and walk through each of the Instructional Tasks with a screenshare using the following outline:

- Hostinger account creation
- Domain purchasing
- Domain publishing
- Hostinger AI webflow creation
- Hostinger website builder
- Branding
- Hostinger SEO
- Publishing

Delivery Methodology

Based on the information presented in our text, Developing Instructional Materials, I am going forward with the small-group delivery format. Since Molly will be my only participant, this methodology will be conducive to discussions, questioning, and comfort. Since other peers won't be competing for my attention, Molly can ask questions in real-time without worrying about interrupting others. She will be able to bounce ideas off of me, watch my process and mimic it in real time, express confusion when it arises, and participate actively. Specifically, we will be following the guided-design method. In this method, Molly will apply the steps alongside my example. I will act as a consultant while she is working through her process. This method will help Molly meet each of the learning objectives by actively providing guidance through each step of the website-building process. The potential limitations of this delivery could be that we may run out of time since the floor will be open for any questions throughout the presentation. Given that Molly has never created a website, a small group in this scenario may really just be a small-audience lecture rather than a pre-frontloaded small group as a supplement. The cost of presenting this training in person is actually quite significant. Molly lives in Boulder, CO, and will be traveling to Houston, TX, to meet with me.

Assessment Materials

Testing Skills & Behavior

I will assess the performance according to the individual learning objectives:

Objective 1: By the end of this training session, Molly will select a website domain fitting for her website and apply it to a brand-new site using Hostinger's AI tool to prompt and create the basic webpages.

Objective 2: By the end of this training session, Molly will apply branding (fonts, colors, images, and logo sets) to her website and all of its pages using Hostinger's templates built into the website builder platform.

Objective 3: By the end of this training session, Molly will use Hostinger's SEO, or Search Engine Optimization, tool to boost her website's ranking in search engines.

How will I assess:

1. Analysis of naturally occurring results
 - a. The website's final product contains an exemplary domain and webflow with relevant pages
 - b. The website's final product contains an exemplary use of Hostinger's branding suite for fonts, colors, images, and page templates
 - c. The website's final product contains exemplary search engine optimization for each webpage using Hostinger's SEO tool (Hostinger flagged the task as complete and optimized)
2. Checklist - each part of the process is completed successfully:
 - a. Hostinger account creation
 - b. Domain purchasing
 - c. Domain publishing
 - d. Hostinger AI webflow creation
 - e. Hostinger website builder
 - f. Branding
 - g. Hostinger SEO
 - h. Publishing

Hostinger Website Creation Training Rubric

Level	Objective 1: Domain Selection & AI Site Creation	Objective 2: Branding Application	Objective 3: SEO Setup
4 - Exceeds Expectations	Selects and applies a highly relevant domain using Hostinger's AI tool, generating a multi-page site with clear, accurate prompts, and connects the domain independently.	Applies a cohesive, consistent branding set (fonts, colors, images, logo) to all pages using Hostinger templates, demonstrating strong brand identity.	Effectively uses Hostinger's SEO tools to add targeted keywords, meta titles, and descriptions to all main pages; previews and adjusts settings for optimal results.
3 - Meets Expectations	Selects a relevant domain, connects it, and uses the AI tool to generate a basic website with most required pages.	Applies appropriate branding elements to most pages, with minor inconsistencies or omissions.	Uses SEO tools to add keywords, meta titles, and descriptions to most main pages; some settings may need refinement.
2 - Approaching Expectations	Selects a somewhat relevant domain, requires assistance to connect it, and/or uses the AI tool with incomplete prompts, resulting in a basic site missing key pages.	Applies some branding elements, with inconsistencies across pages or missing key components (e.g., no logo).	Attempts to use SEO tools, but only partially completes settings or misses key elements (e.g., no keywords or meta descriptions).
1 - Does Not Meet Expectations	Selects an irrelevant domain or is unable to connect it; does not use the AI tool successfully to generate a basic website.	Branding is not applied, or changes are minimal and do not reflect the intended brand identity.	Does not use Hostinger's SEO tools, or settings are incomplete/incorrect.

Step	Task Description	Completed (✓ / ✗)	Notes
1	Create a Hostinger account		
2	Purchase a domain name		

3	Publish/connect your domain to your Hostinger site		
4	Use Hostinger AI to generate an initial website flow		
5	Open and edit your site in Hostinger Website Builder		
6	Apply branding (fonts, colors, images, logo)		
7	Set up Hostinger SEO tools and optimize pages		
8	Publish your website live		

IMPLEMENTATION

Unit Overview
<p>Background and goals</p> <p>Molly’s goal for receiving this instruction is to be able to provide her law firm with a platform to share their information on the web, thus bringing in more clientele. This instruction would not be a simple checking of a box, but a means to impact change and growth for her firm.</p> <p>Molly’s perceived utility of this instruction will be that she will be able to evolve this website over time (years) based on the formal training received in this 30-60 minute instructional module. This is a foundational training that will set her up for many years to come.</p> <p>Molly has no accountability pressures to take this training. She came to me with the idea and asked to be taught on her own accord. She wants to see this project be successful because she is self-motivated to do so.</p> <p>Introduction to the unit</p> <p>This instructional project is a 30 to 60-minute module to guide my learner in creating her website through Hostinger. When you hear website creation, I am sure you may fear that 60 minutes could not be nearly enough to cover all of the concepts, but the website hosting platform, Hostinger, will make this possible. Molly, our intended learner, is a highly adaptable, quick, and motivated learner.</p>

She is an employment lawyer and works in fast-paced environments. She is seeking my expertise in quick website creation for her firm.

Learning objectives:

Overall Goal: Molly will create and launch a fully functional website for her law firm using Hostinger's AI website builder and tools within 60 minutes.

Objective 1: By the end of this training session, Molly will select a website domain fitting for her website and apply it to a brand-new site using Hostinger's AI tool to prompt and create the basic webpages.

Objective 2: By the end of this training session, Molly will apply branding (fonts, colors, images, and logo sets) to her website and all of its pages using Hostinger's templates built into the website builder platform.

Objective 3: By the end of this training session, Molly will use Hostinger's SEO tool to boost her website's ranking in search engines.

Structure of this guide

I. Unit Overview

Background & Goals

Objectives

Table of Contents

II. Pre-Workshop Planning

Preparing Participants

Student Groupings

Giving participants advance information

III. Instructional Environment, Equipment, and Materials

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Equipment and materials

Handouts and media support

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Overview of the lesson

Sequence of activities

Step-by-step process

V. Assessment of Learning

Pre-assessment strategies (before learning)

Formative assessment strategies (during learning)

Summative assessment strategies (after learning)

Pre-Workshop Planning

Preparing participants

Molly will need to bring her laptop and have a connection to the wifi. She will already have preconceived ideas about what she would like to accomplish in this session.

Student groupings

Molly is the lone participant in this training module.

Giving participants advance information

Molly will know the time and location of the training, and the basic URL for Hostinger. She will not need any other instructional materials in advance.

Instructional Environment, Equipment, and Materials

Considerations for the delivery environment

The delivery environment does not need to be anything larger than a room that can accommodate two people, a table with chairs, their laptops, and a mounted TV to project my Mac via AirPlay. Likely, this environment will be my living room.

Equipment and materials

- Instructor MacBook Pro
- Molly's Laptop
- TV
- Apple TV for AirPlay/Mirroring
- Couch
- Lapdesk for Molly & Instructor

Handouts and media support

☰ Instructional Material 1 - Infographic Step-by-step (also to be printed)

☰ Instructional Material 2 - Video Tutorials

Instructional Delivery and Sequencing

Overview of lesson

○ Hostinger account creation

- What does the learner do?
 - Navigate to Hostinger.com
 - Create a login
- What does the learner need to know to do this step?
 - Basic use of web searching (URL bar)
 - Password safety
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Account created, and Hostinger is prompting to create a webpage/domain

○ Domain purchasing

- What does the learner do?
 - Click on the domains tab
 - Begin searching for available domains that match the law firm's title
- What does the learner need to know to do this step?
 - Basic use of URL (.com, .web, .et)
 - Basic understanding of URL availability
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Url chosen
 - Domain purchased

○ Domain publishing

- What does the learner do?
 - Click "publish domain."
- What does the learner need to know to do this step?
 - Navigating basic webpage prompts/buttons
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - The domain is active

○ Hostinger AI webflow creation

- What does the learner do?
 - Click on the website editing tab
 - Click Begin Website builder
 - Provide information based on Hostinger's AI prompts
- What does the learner need to know to do this step?
 - Basic use of AI prompting
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Hostinger begins the creation of the website and its pages

○ Hostinger website builder

- What does the learner do?
 - Begin utilizing the website-building tools
 - Decide if the layout Hostinger came up with fits
 - Rearrange pages if necessary
- What does the learner need to know to do this step?
 - Navigation of the provided tools within the website builder
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - Web pages are set and ready to be customized with copyright/branded content

○ Branding

- What does the learner do?
 - Apply a relevant branding color scheme
 - Apply relevant branding fonts
 - Apply relevant branded photos/images/logos
- What does the learner need to know to do this step?
 - Her brand/firm identity
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - All branding is applied to each page using Hostinger's branding template once, applying to all pages

○ Hostinger SEO

- What does the learner do?
 - Navigate within the website builder to the SEO tab
 - Enter information based on Hostinger's prompts for Search Engine Optimization for each page
- What does the learner need to know to do this step?
 - Understanding of SEO and its usefulness
 - What information is relevant to each page within the site
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - SEO is complete, and Hostinger shows it is 100% optimized

○ Publishing

- What does the learner do?
 - Navigate to the publish button at the top
- What does the learner need to know to do this step?
 - Basic navigation
- What cues inform the learner that there is a problem, that the step is done, or that a different step is needed?
 - The URL can be accessed and reflects an up-to-date version of what Molly has completed within the website builder

Sequence of activities

- Hostinger account creation
- Domain purchasing
- Domain publishing
- Hostinger AI webflow creation
- Hostinger website builder
- Branding
- Hostinger SEO
- Publishing

Step-by-step process

Task	Instructional Strategy
Domain purchasing	<p>Motivational Strategy: Have a list of fun website domain ideas to show Molly before she begins making her own</p> <p>Initial Presentation: Show her the URL availability feature to have her begin to “plug and play” with some of her domain ideas</p> <p>Generative Strategy: Have Molly begin to type her own URL ideas into the field and decide on the best one together</p>
Hostinger website builder	<p>Initial Presentation: Show Molly what Hostinger prompts for the initial website build and basic layout. I will answer the prompts as if I were making a website of my own.</p> <p>Generative Strategy: Ask Molly to begin answering the web building prompts based on a basic idea of what she wants her website to accomplish (how many pages? Home, Blog, Services, etc.)</p>
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Hostinger SEO	<p>Motivational Strategy: Open Google.com and ask Molly for any idea she'd like me to search. Once I press enter, I will ask Molly, “Why does this particular website get to be at the top of the search list?” Then I can introduce her to the basics of SEO</p> <p>Initial Presentation: Show Molly the SEO AI tool built into her webpage builder.</p> <p>Generative Strategy: Let Molly begin to fill in the AI prompts to SEO each of her website's pages for high ranking within Google.</p>

Assessment of Learning

Pre-assessment strategies (before learning)

Discussion about the basics of website creation to gauge content knowledge baseline.

Formative assessment strategies (during learning)

Monitoring Molly's actions and input/output of each section's instructions.

Summative assessment strategies (after learning)

Level	Objective 1: Domain Selection & AI Site Creation	Objective 2: Branding Application	Objective 3: SEO Setup
4 - Exceeds Expectations	Selects and applies a highly relevant domain using Hostinger's AI tool, generating a multi-page site with clear, accurate prompts, and connects the domain independently.	Applies a cohesive, consistent branding set (fonts, colors, images, logo) to all pages using Hostinger templates, demonstrating strong brand identity.	Effectively uses Hostinger's SEO tools to add targeted keywords, meta titles, and descriptions to all main pages; previews and adjusts settings for optimal results.
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1 - Does Not Meet Expectations	Selects an irrelevant domain or is unable to connect to it; does not use the AI tool successfully to generate a basic website.	Branding is not applied, or changes are minimal and do not reflect the intended brand identity.	Does not use Hostinger's SEO tools, or settings are incomplete/incorrect.

Step	Task Description	Completed (✓ / ✗)	Notes
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3	Publish/connect your domain to your Hostinger site		
4	Use Hostinger AI to generate an initial website flow		
5	Open and edit your site in Hostinger Website Builder		
6	Apply branding (fonts, colors, images, logo)		
7	Set up Hostinger SEO tools and optimize pages		
8	Publish your website live		

EVALUATION

Evaluation Process
<p>Overall Goal:</p> <p>Molly will create and launch a fully functional website for her law firm using Hostinger’s AI website builder and tools within a 60-minute guided lesson.</p> <p>The evaluation process I recommend for evaluating the effectiveness of this instructional model will be the (1) final product, Molly’s website, (2) a personal feedback Google Form, (3) formative questions throughout the session regarding accessibility and overall effectiveness, and (4) monitoring for active engagement.</p>
Alignment of Unit Goals to the Evaluation Process

Objective 1: By the end of this training session, Molly will select a website domain fitting for her website and apply it to a brand-new site using Hostinger's AI tool to prompt and create the basic webpages.

Evaluative component of the objective

Google Form questions: Were the URL recommendations helpful? (open-ended) To what degree was the ease of the URL creation process in this session? (scale response, 1-5)

Objective 2: By the end of this training session, Molly will apply branding (fonts, colors, images, and logo sets) to her website and all of its pages using Hostinger's templates built into the website builder platform.

Evaluative component of the objective

Google Form questions: Were you able to easily select and apply a branding color pallet and font to the Hostinger platform in this session? (open-ended) To what degree was the ease of this task? (scale response, 1-5)

Objective 3: By the end of this training session, Molly will use Hostinger's SEO, or Search Engine Optimization, tool to boost her website's ranking in search engines.

Evaluative component of the objective

Google Form questions: How was your experience with the SEO feature in the website builder tool? (open-ended) To what degree was the ease of this task? (scale response, 1-5)

This form will ensure that Molly is able to comfortably share her experience with the training without the pressure of answering face-to-face.

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