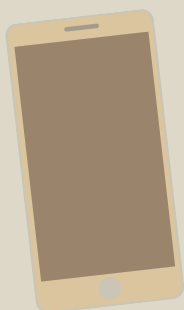


# WORDPRESS WEBSITE DESIGNING

A Step-by-Step Guide



From: [vinzemerals.com](http://vinzemerals.com)

Part of Emeralds Pearl Course



**01** What is Website Designing?



Wordpress

**02**

**03** Uses Of Websites



Process of Website Designing

**04**

**05** Important tools & AI



**06** Ways to earn Money from websites



**06**

**07** Courses for Learning



# What is Website Designing?



A website is a collection of pages with information, that is available in the internet. The process of creating a new set of information, relevant to any category of business or services is called as website designing.

## Steps involved:

- Purchase of Domain & Hosting
- Installation of tools
- Preparing the page layouts
- Installing of Plug- ins & Page builder
- Deploying on Search Engines

# Wordpress

Wordpress is a tool, more of a software application that you install on a web server. It provides a framework and tools for building and managing websites.

## Advantages:

- **Drag & drop editors:** For creating pages and posts without writing code.
- **Theme customization options:** To change the look and feel of your website.
- **Plugin installation:** To add features like contact forms, e-commerce functionality and more.

Most popular Content Management System, vast ecosystem of themes and plugins, great for blogs and businesses.



# Uses of Having a Website !

- Increased visibility & credibility
- Cost Effective way of marketing
- Global reach
- Lead generation, sales
- Customer engagement, Brand
- Earn income online



## Affiliate Marketing

Promote others business or services & make money as commissions through it.  
Sign up with Amazon or AI tools or Hosting providers.



## GOOGLE AD SENSE

Signup with google & ask google to promote its ads in your website.

<https://adsense.google.com/>



# Process of Website Designing

Internet has huge audience traffic, so we need to get our new website to the visibility of those audience. To do this, we need to put our website online. For this, we would need permission from internet web servers, to allot a space for our new website.



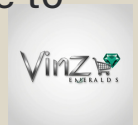
## 1. Choose name:

A name is a unique identity that represents your website. This is called as domain name.

Ex: [www.myname.com]= Entire thing is called domain &,,

here 'myname' represents Domain name. It should be relevant to your business or services.

Before buying a domain, we should ensure that someone else does not have the same name. Else we can't buy it. We have to switch to alternate name.



## 2. Hosting:

It is the buying of space for our new website in the internet. A space is allotted for our website, so that we can deploy our information on the internet. This is done by a third- party service providers all over the world called Hosting providers.

The famous ones are,

- Hostinger.com
- Bluehost.com
- Dreamhost.com
- Godaddy.com
- Siteground



We pay money to them, to request them to buy us a space for our website in the internet. They collect money from us, give a part of money to web servers, & request them to give spaces. This spaces will be distributed to the people who paid money for space.



### 3. Installation of tools:

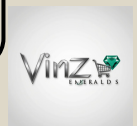
To build a website, then we need an application. To paint an art, we need canvas, paints & paintbrush right?

#### Wordpress:

It is an software application to build websites. It is called as content management system (CMS), because a website has content of information that we desire to show it to audience to make them know about our product or services. It has its unique login platform for security.



**Secure socket layer(SSL):** It protects our website from being hacked. It is give for free by hosting providers on their hosting plan.





## 4. Preparing Page layouts:

**Theme:** A theme sets the layout & formats of a website. Widely used themes are Astra, Elementor & Divi.

### Plug-ins:

The plugins are most important & integral part of wordpress websites. It adds functionality, security & customisation to the websites.



**Page builder:** The wordpress allows us to create pages & we need paint brush & paint. This is provided by page builder. This can be installed & activated from Plug-ins. The widely used page builders are,  
-Elementor (Free) & Divibuilder(Paid). We can also edit the content using these.

Some of the best websites awarded in the world built by elementor & divi,

- <https://www.generalcondition.com/>
- <https://www.kaan.sk/>
- <https://www.brandium.nl/>

### **Pre-designed page templates:**

This plug-in helps us to insert a already well designed page layouts & use it for our design, edit & deploy. These are designed by professional web developers, including animations, graphics & rich text fonts to make the pages very attractive to customers. The biggest advantage of using these are, they are already designed for both computers & mobile view.

The most widely used page templates are,

1. Starter templates
2. Templately
3. Themeforest.net





Search Engine Optimization:

We have to optimize the website, so that it is easy for the search engines to understand.

The widely used search engines are,

- Google
- Bing
- Yahoo

When we deploy our website on internet, lastly we must also deploy it manually in search engines. Why? Because, search engines helps the visitors and gives results by sorting exactly, the information of what they are looking for.

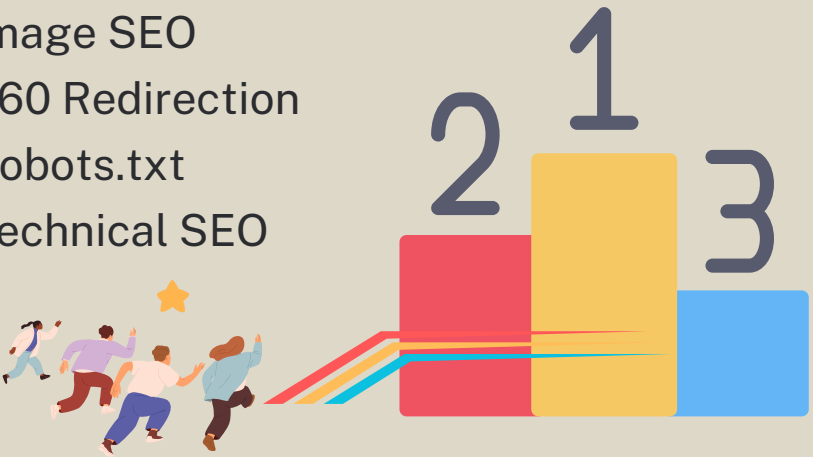
Before we do this process, we must ensure that the search engines can understand the details of our website.



Only then, if someone searches for business & services relevant to ours, it will be able to show it to them. Only if they see, they will buy from us & we can grow our business.

### Types of SEO's:

- On- page optimization
- Off- page optimization
- Local SEO
- Image SEO
- 360 Redirection
- Robots.txt
- Technical SEO



Seo helps us to bring our website to the top of search results, called search engine results page (SERP). By this, anyone searches for our related services, our website will be on top list for them to choose us as priority.



The widely used SEO plug-ins are,

- YOAST
- All in one SEO (AIOSEO)
- Ahrefs
- SEM rush
- Rank Math

## 5. Deploying in Search Engines:

1. The SEO tools are used as medium to establish a connection for deploying our new website in the search engines.
2. Google offers a platform to deploy websites in its search engines called as Google Search Console.

**<https://search.google.com/search-console>**

3. For deploying in Microsoft MSN search, we should use bing webmaster tool.

**<https://www.bing.com/webmasters>**

4. Sitemaps: When we build a new website, wordpress records each page and store it in form of sitemaps, means map of our site.

These **sitemaps** has to be submitted to search engines, for understanding about our entire website, its contents and information. Google has a inbuilt online robots called as Automated Bots. These help build, organise & manage Google, Microsoft, Meta or any platforms or networks in the internet.

For more details on how the bot works. Watch it from my youtube Channel,

**@thevinzmedia**

-How to protect your social accounts from hacking

The process of our website to run on the internet will take from between 2 to 4 days, from deploying to search engines.

After creating the website it is important that the link to be shared in all socials and contacts, else no one will know about our new created website. This process is called

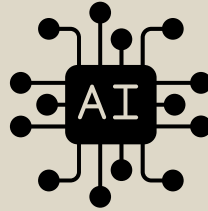
**Promotions.**

# Important tools & AI

## Artificial Intelligence :

Artificial intelligence (AI) is a broad field of computer science that aims to create machines capable of performing tasks that typically require human intelligence. It includes,

- Reasoning
- Problem solving
- Perception
- Learning
- Language & Prompt understanding.



**Prompt:** These are input commands from humans to tell them how to work and what to do.



## **Example:**

Create an image for my new website with professional touch. Imagine yourself as a developer and write content for my website which is related to foods & beverages category of business.

# Important tools & AI

List of AI tools to **create a website** from prompt:

- <https://www.10web.io/>
- <https://www.hostinger.in/>
- <https://www.odoo.com>
- <https://www.squarespace.com/>
- <https://www.durable.co/>

List of AI tools to **write content** for your website through prompts:

- <https://www.chatgpt.com/>
- <https://www.gemini.google.com>
- <https://copilot.microsoft.com>
- <https://www.jasper.ai>
- <https://www.copy.ai>

List of AI tools to **Videos** for your website through prompts:

- <https://www.veed.io/>
- <https://www.invideo.io/>





# Important tools & AI

List of AI tools and **websites** for **images and videos**:

- <https://www.unsplash.com>
- <https://www.pixabay.com>
- <https://www.leonardo.ai>
- <https://www.openai.com>
- <https://www.midjourney.com>
- <https://www.canva.com>



**Please Note:** The images, content or video should be copyright free, while used to build new websites. It should not be owned by anyone or we need to get their permission before posting it on our websites. If not, the google bot will reduce the traffic for our website by default, thinking its a fake website.

**Copyrights::** The rights owned for any content by a person who is the reason of its existence. It is governed by Intellectual Property Rights Law & Copyrights Law.

Use my images on your websites. Its permitted as copyright free to help the developers or creators.

Download it from: 

<https://www.unsplash.com/hdoniv>

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# Ways to Earn Money from Websites



## 1. Affiliate Marketing:

Promote others business in your websites, then take commissions for it as income from the business owner. The most famous Affiliate income platform is,

- Amazon.in
- hostinger.in



## 2. Google AdSense:

Request google to run ads on our website. If anyone views the advertisement, Google pays us money as income.

To signup for this,

<https://adsense.google.com/>

## 3. Sell Products:

Sell your own manufactured or digital made products online or images, videos, content for others to buy from you by paying money. Or sell courses.

WANT TO LEARN  
**WEBSITE**  
**DESIGNING?**



# Website designing course for Learning as beginner

Every Month we conduct free live demo on the ending last sunday`s of every month, from 11.30 AM to 12 PM.

This is for people who wishes to learn website designing course end to end.

What will you learn?

- Website designing using wordpress using pre- defined templates
- Basics of SEO
- Deploying in search engines
- Basics of Affiliate marketing
- Creating business cards, bio- links for promotions.

Sunday



# WEBSITE DESIGNING COURSE

Learn end to end, website designing and earn money from projects with clients.

= Using wordpress & pre-designed templates. No coding knowledge required.

[www.vinzemeralds.com](http://www.vinzemeralds.com)



Duration: One month.  
Weekends only.

## Pricing

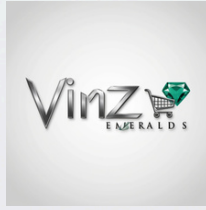
• Rs. 499/-

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To Enroll, visit [www.vinzemeralds.com](http://www.vinzemeralds.com) ,  
& fill the form. Then we will reach back to  
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————— Happy Learning —————



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