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**“Ignoring digital marketing is
like opening a business but not
telling anyone.”**

”

Web Development:

#Why Website?

- It Builds Online Identity & Builds Your Brand (Building that Perception)!
- 75% of Customers Have admitted that they judge a business's credibility based on its website- Cisco & Mc Kinsey
- In the Year, 2020 mid-Pandemic D365 Intelligence did a Survey in the SME space where 160 Businesses Participated & informed that going online with a website post-pandemic has increased their inquiries by 27%
- 88% of online consumers are less likely to return to a site after a bad experience
- 57% of internet users say they won't recommend a business with a poorly designed website on mobile.
- It Builds Trust & Conversion!
- It Adds Value & Educates Your Visitor!
- It helps your Customers to Find You on Search Engine
- It Helps you to Generate Inquiries
- 9/10 Online Consumers Admit that they visited the website before buying from any merchant
- It's a Business Tool- Converts Visitors into Client

Website Building Blocks #Domain

A domain name is a unique, easy-to-remember address used to access websites, such as:

Domain Examples:

- skillselephant.com
- amazon.com
- bewkoof.com
- scholarships.gov.in
- hotstar.com

What to look for before finalizing a domain name?

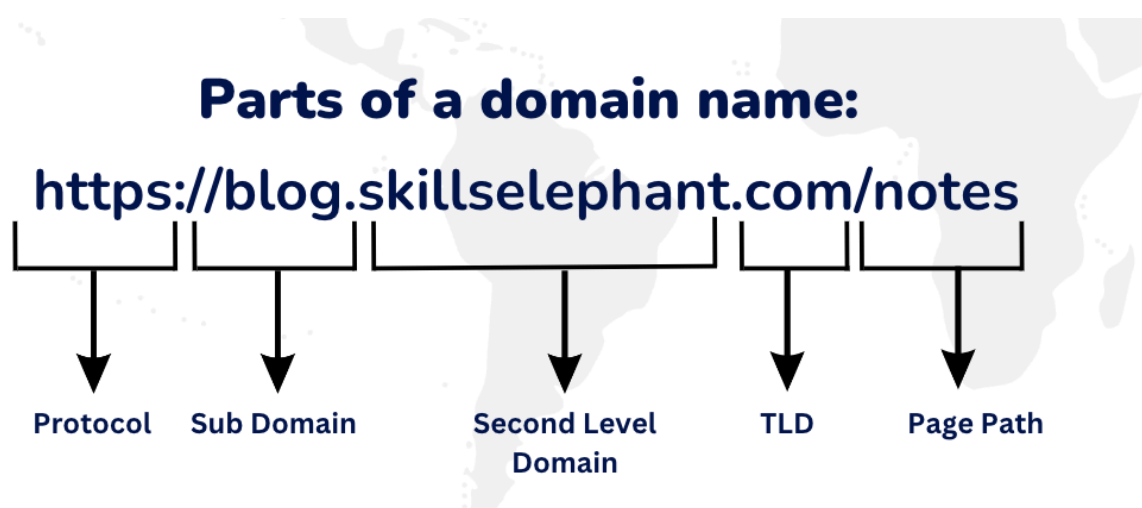
- Story/Meaning
- Availability (Domain Checker)
- Easy to Remember
- Short & Concise
- Branded + Keyword
- No Symbols or Special Characters Numerics
- Think Longterm

Domain Provider: Namecheap, Godaddy, Hostinger, Bluehost

What are Extensions?

A top-level domain (TLD), also referred to as a domain extension, is the suffix that follows the domain name in a web address; the most widely used is ".com".

URL Explanation:



What is Hosting?

Web hosting is an online service that enables you to publish your website or web application on the internet

- What to look for in Hosting?
- Uptime & Downtime
- Speed (Ram)
- Security (Malware Security & SSL, Secure Sockets Layer)
- Customer Service 24/7 (Chat, Email, & Phone Call) + Local Language
- Business Requirement

Hosting Provider: Hostinger, Bluehost

Website Building Blocks #Website Builder - CMS

- Joomla
- Magento
- Drupal
- Wix
- WordPress.org - User Friendly, SEO Friendly, Open Source



Website Building Blocks #Process



Plot & Address:
Hosting & Domain
(Online Address &
Rental Space)



Base Material - **WordPress**
Structure - **Theme**
Paint, Designing Material, Garden - **Plugin**



Final Building:
Website

What is Wireframe?

It is nothing but a boxed representation of the layout of your web pages or the structure of your website.

WordPress Development Starts Here:

#Things to Know About WordPress

WordPress is used by 63.4% of all the websites whose content management system we know. This is 43.2% of all websites.

According to Forbs, there are about 1.13 billion websites on the internet in 2023.

What is WordPress?

WordPress is written using PHP as the scripting language

Technically, WordPress is an open-source, free content management system (CMS). In simpler words, WordPress is a simple, and probably the most popular platform to create your website or blog. Being open-source, anyone can use, modify or customize the WordPress software to create websites or blogs for free.

WordPress Terminologies

Theme: The group of files (graphics, style sheets, and code) that dictates the overall appearance of your blog or website

Posts: Posts are for more timely content that is regularly updated & gets published in a series that contains informative content to educate customers about solving their challenges.

Pages: A WordPress page contains content that is typically more generic than posts. And they're usually in a static part of your WordPress site.

Categories & Tags: Categories and tags are the two primary ways to group content on a WordPress site. In simple terms, categories are general labels, while tags are more specific (describe your posts in more detail).

Plugins: Software apps compatible with WordPress used to improve the utility & functionality of the website.

Some Plugin Examples:

Page Builders: Elementor, Divi Builder, WP Bakery

Form: Formidable, Hustle

Free Templates: Starter Template, Templately

Other IMP: Classic Editor

SEO: Yoast, RankMath

Let's Start Website Development Using WordPress:

Step #1:

- Purchase domain and hosting
- Install WordPress

Step #2:

Login site's backend using `yourdomain.com/wp-admin`

Clean & optimize the backend.

- Untick Dashboard
- Posts - Delete all
- Pages - Delete all
- Appearance = Theme - Delete extra themes
- Plugins = Delete all
- Setting = General - Site Title, Tagline, Timezone
- Setting = Writing - Upload ping sites (Search ping sites shoutmeloud)
- Setting = Permalink - select post name

Step #3:

- **Install Theme** - Astra, Newspaper, Divi, Generatepress
- **Install Plugins** - RankMath, Click to Chat, Classic editor, Elementor, Essential Addons, Hustle

Step #4:

- Design homepage
- Create other pages as much needed (like About, Contact, Services & Portfolio)

Step #5:

Add & Create Menu - Footer, Main(Primary), Off-Canvas

Step #6:

#Add advanced features like

- WhatsApp Button
- Popup, Form (Video: <https://youtu.be/7OqDM7jqz3Q>)
- Slider (Complete video: <https://youtu.be/phKDV1pwnfc>)

Step #7:

- Explore Customization Section & change the logo, header footer

What is Wireframe?

A funnel is a **series of web pages** set up so that traffic flows linearly from one point of entry, through a set of steps, to a specific goal/action.

#1. Build a Sales Page/Landing Page

A landing page is a page on your site that is designed to convert visitors into leads. It is different from other pages on your website in that it follows both of these criteria:

It has a form that allows you to capture a visitor's information in exchange for a desired offer. The sole purpose of the landing page is to convert visitors into leads (a homepage with a form on it does not count as a landing page because it serves other purposes as well).

- No header & footer
- Talks about specific product/service
- No need to index on Google

#2. Build a Thank You Page (Can use Hustle form to redirect)

(Complete video: <https://youtu.be/D7Fw1-HEJdc>)

Let's Start E-Commerce Website Development:

Step #1:

Repeat the same steps as the previous website:

- Domain & Hosting
- Install WordPress
- Login Dashboard & Clean it
- Install Theme (Woostify Theme, Theme Astra)
- Install Plugins (Woocommerce, Elementor)

Step #2: WooCommerce Setting

Detailed Complete E-Commerce Video: - <https://youtu.be/DVNG6WUgBVI>

WooCommerce Setting:

#General:

- Address
- Selling Location
- Enable Taxes (if applied)
- Currency

#Products:

- Weight Unit
- Dimension Unit

#Tax

- Tax Classes (Ex. GST 18%)
- → Set GST 18% option – Country code, rate, Tax name

#Shipping

- 60.00 * [qty]
- → Shipping Classes 60.00 * [qty]

#Payment

- COD
- Other Payment Methods

#Account Privacy

Tick:

- Allow customers to log into an existing account during checkout
- Allow customers to create an account during checkout

Untick:

→ When creating an account, automatically generate an account username for the customer based on their name, surname, or email

→ When creating an account, send the new user a link to set their password

#Email

→ Can Edit Email notifications

#Advance

→ Check Page setup

Step #3: Add Products

- Simple
- Grouped
- External/Affiliate
- Variable
- Downloadable

Shortcode Guide.

<https://woocommerce.com/document/woocommerce-shortcodes/>

[products limit="4" columns="2" visibility="sale"]

[products category ="hoodie"]

[products limit="4" columns="4" products category ="hoodie"]

[product_page id="123"]

[best_selling]

[top_rated]

[featured_products]

[sale_products]

[best selling_products]

#Payment Integration/Gateway

- Razorpay
- Instamojo
- Paytm payments gateway
- PayPal
- Stripe

#Required Plugins:

- **Woocommerce:** To start an E-Commerce website.
 - **Advanced shipment tracking for woocommerce:** For advanced shipment management.
 - **Classic Widget:** For the best widget editing panel
 - **Variation Swatches for WooCommerce:** For product page variation designs.
 - **YITH WooCommerce Wishlist:** For E-Commerce Wishlist
-

Let's Start Blogging Website Development:

Step #1:

Repeat the same steps as the previous website:

- **Domain & Hosting**
- **Install WordPress**
- **Login Dashboard & Clean it**
- **Install Theme (GeneratePress, Newspaper)**
- **Install Plugins (Wp reading progressbar, Advance Ads Setup, Rankmath, Classic Editor, Content Views, Table of Contents Plus)**

Step #2: Add Blogs

Step #3: Design the Homepage using the content views plugin.

#Find a Solution to any problem/bug

- Google - Websites, Forums, and Video section on Google
- YouTube
- Official Documentation

#Website Backup

- Automatic from a Hosting Provider - Check whether your hosting provider is providing an automatic website backup option or not.
- Using Plugin - Use UpdraftPlus WordPress Backup to take backup.

#Website Proposal

- Understand the client's needs
- Customize the proposal according to the client
- Clearly outline the scope of work
- Mention a timeline
- Specify the cost
- Address potential concerns as FAQ

Tip: Use Canva to design a proposal.

Bonus: Check the website proposal template in the notes.

#Pricing

One Pager Site	3,500/-	7,000/-	9,000/-
Basic site with 5 pages	7,000/-	15,000/-	20,000/-
Basic site with 5 pages + 5 Blogs	9,000/-	17,000/-	25,000
E-commerce Site	15,000/-	50,000/-	70,000/-

- Domain & Hosting cost is excluded from the pricing.
- You can use your server to retain a client for a long time.
- Add basic SEO in your proposal within this pricing.

#Elephant Task

Create a website for your business

- Wireframe Complete
- Logo + Brand Color used
- WordPress installed & Optimised
- **Theme** - Astra
- **Plugin** - RankMath, Click to Chat, Classic editor, Elementor, Essential Addons, Hustle, Templately, Starter Templates
- **Pages** - Homepage, About us, Contact us, Services, Portfolio
- **Menus** - Home, About, Contact, Services, Portfolio
- **Functions** - WhatsApp button, Popup, Slider, Google review on site.

Elephant Asks:

What is WordPress, and how would you define it to someone who is unfamiliar with the platform?

WordPress is a popular open-source content management system (CMS) that allows users to create and manage websites easily.

How do you differentiate between WordPress.com and WordPress.org?

WordPress.com is a hosted platform where users can create websites without worrying about server management or software updates. WordPress.org, on the other hand, provides software that you can download and install on your own server, giving you more control and flexibility over your website.

Explain the difference between posts and pages in WordPress.

In WordPress, posts are typically used for regularly updated content, such as blog articles, news updates, or any content that is organized in reverse chronological order. Pages, on the other hand, are used for static content like About Us, Contact, or Services pages. Pages are hierarchical and can be organized into parent and child pages.

What is a theme in WordPress, and how does it affect the appearance and functionality of a website?

A theme in WordPress is a collection of files that determines the visual design and layout of a website. It includes template files, stylesheets, and other assets. Themes control the overall appearance of a site, including fonts, colors, page layouts, and sometimes additional functionality. Choosing the right theme is crucial for creating an appealing and user-friendly website.

Describe the purpose and functionality of plugins in WordPress.

Plugins in WordPress are additional pieces of software that extend the functionality of a website. They can add new features, enhance existing functionality, or provide integrations with third-party services. Plugins are easily installable and customizable, allowing users to tailor their website's functionality to their specific needs without modifying the core WordPress code.

Can you explain the concept of taxonomies in WordPress, and how would you create a custom taxonomy?

In WordPress, taxonomies are used to classify and organize content. The two primary taxonomies are categories and tags. Categories are hierarchical, allowing for a structured organization, while tags are non-hierarchical and provide more flexibility. You can also create custom taxonomies to further categorize or classify your content based on specific characteristics.

How would you troubleshoot and fix a WordPress website that is experiencing a "White Screen of Death"?

- **Switch to a default theme like Twenty Twenty-One to rule out any theme-related issues.**
- **Disable plugins one by one**
- **Check by clearing the cache**

What security measures would you implement to protect a WordPress website from potential vulnerabilities and attacks?

Ans:

- **Use a secure WordPress theme.**
- **Enable SSL/HTTPS.**
- **Back up your website.**
- **Install a security plugin.**

Have you worked with any popular page builder plugins in WordPress? If so, which ones, and what is your experience with them?

Some widely used page builder plugins in WordPress include Elementor and Divi Builder. These plugins offer drag-and-drop functionality, allowing users to create and customize their website layouts without coding knowledge. Each plugin has its own features and interface, so the choice depends on the user's specific requirements and preferences.

How would you handle a situation where a WordPress plugin you are using conflicts with another plugin or theme?

When facing a conflict between WordPress plugins or themes, there are several steps you can take to resolve the issue:

Identify the conflicting elements: Disable all plugins and switch to a default theme to check if the conflict persists. If not, enable each plugin/theme one by one to determine which combination is causing the conflict.

Update plugins and themes: Ensure that all plugins and themes are up to date, as compatibility issues are often addressed in updates.

Check for known conflicts: Research if there are any known conflicts between the plugins or themes you are using. Developers or online communities often provide information on such conflicts and possible solutions.

Reach out to support: Contact the plugin or theme developers' support teams for assistance. They may be able to provide guidance or release updates to resolve the conflict.

Seek alternative solutions: If the conflict persists and no resolution is available, consider finding alternative plugins or themes that are compatible with each other.

What are the best practices you follow to ensure a WordPress website is optimized for performance and speed?

Optimizing the performance and speed of a WordPress website involves several best practices, including:

Use a lightweight theme: Choose a well-coded and optimized theme that doesn't have excessive features or unnecessary code.

Enable caching: Implement caching mechanisms such as browser caching, server-side caching, or plugins like WP Rocket or W3 Total Cache to store static versions of your website and reduce server load.

Optimize images: Compress and resize images without compromising quality. Plugins like Smush or EWWW Image Optimizer can automate this process.

Minify CSS and JavaScript: Minify and combine CSS and JavaScript files to reduce their size and minimize the number of requests made to the server. Plugins like Autoptimize can handle this optimization.

Utilize a content delivery network (CDN): CDN services, such as Cloudflare or MaxCDN, store your website's static content on multiple servers worldwide, reducing latency and improving load times.

Regularly clean up and optimize the database: Remove unnecessary data, spam comments, and post revisions using plugins like WP-Optimize or WP-Sweep.

Keep WordPress and plugins up to date: Regularly update your WordPress installation and installed plugins to benefit from performance improvements and security patches.

How do you approach troubleshooting and debugging issues in WordPress? What tools or techniques do you use?

Check error logs: Review the error logs on your server to identify any specific error messages related to the issue. These logs can provide valuable insights into the root cause of the problem.

Disable plugins and switch themes: Temporarily deactivate plugins and switch to a default WordPress theme to see if the issue persists. This helps determine if the problem is caused by a specific plugin or theme.

Use debugging plugins: Plugins like Query Monitor, Debug Bar, or Health Check & Troubleshooting can provide additional debugging information, including database queries, PHP errors, and plugin conflicts.

Review code modifications: If you have made custom changes to your theme or plugins, review the code modifications to ensure they are not causing the issue.

Seek community support: Utilize WordPress forums, developer communities, or support channels to seek help from experienced WordPress users and developers who may have encountered similar issues.

Have you worked with any popular e-commerce plugins for WordPress, such as WooCommerce? What is your experience with them?

Yes, I'm familiar with popular e-commerce plugins for WordPress, including WooCommerce. WooCommerce is the most widely used e-commerce plugin for WordPress and provides a robust set of features to create and manage online stores. It allows users to sell physical and digital products, manage inventory, set up payment gateways, handle shipping, and customize the store's appearance.

Can you explain the concept of responsive design and how you ensure a WordPress website is mobile-friendly?

Responsive design is an approach to web design that aims to provide optimal viewing and user experience across different devices and screen sizes.

- Use a responsive theme.
- Test across devices.
- Optimize typography and spacing.

- **Optimize images.**
- **Implement mobile-friendly navigation.**
- **Consider touch-friendly interactions**

What security measures do you consider when developing a WordPress website, and how do you safeguard against common vulnerabilities?

Here are some important points to consider to keep the WordPress website secure.

- **Regularly update WordPress, themes, and plugins**
- **Use reputable themes and plugins**
- **Strong passwords and user roles**
- **Backup regularly**
- **Use a security plugin:** Install a reputable security plugin, such as Wordfence or Sucuri, to add an extra layer of protection. These plugins can provide features like firewall protection, malware scanning, and login security enhancements.
- **Secure hosting environment:** Choose a reliable and secure hosting provider that offers measures such as SSL certificates, firewall protection, and regular server monitoring.
- **Use HTTPS/SSL**
- **Implement two-factor authentication (2FA)**