

# **WORDPRESS**

## **10 Step Program**

### **Project Pack**

## STEP 1

You are required to select a compatible Wordpress theme from the following options below. These themes are pre-design by certified authors and can be further custom designed to suit your project requirements. You can adjust many elements include layout, images and fonts, but you must understand this can take some, dependent on your individual requirements and resource allocation. Please review here [www.webclub.live/themes](http://www.webclub.live/themes)

### Some helpful hints

- ✓ Choose a design you feel will fit the layout and business you require
- ✓ Ensure this template will have the capacity to scale if you want changes
- ✓ Advise the consultant if you need further guidance on selection
- ✓ If none of the selected theme are relevant, please go to [www.envato.com](http://www.envato.com)
- ✓ There are several themes you can buy or select using our Web Club Live library
- ✓ Once you have selected you theme you can enter the name or code here

Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=CgLJvwwJ-js>

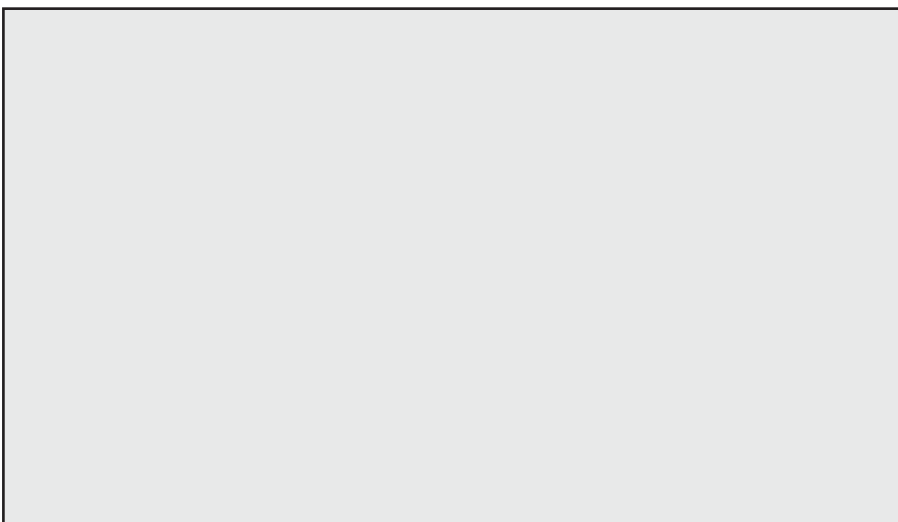
## STEP 2

You are required to select your main navigation pages that will dictate your website structure

Please refer to this document for further guidance -  
[www.webclub.live/wireframe](http://www.webclub.live/wireframe)

### Some helpful hints

- ✓ Select pages that are in line with your project and content requirements
- ✓ You will allocate primary navigational links and sub menu links as well
- ✓ This will allow users to flow through your website and find data and or information
- ✓ You can add pages at a later date if you are still unsure about content
- ✓ Once you have selected you content pages you can enter here



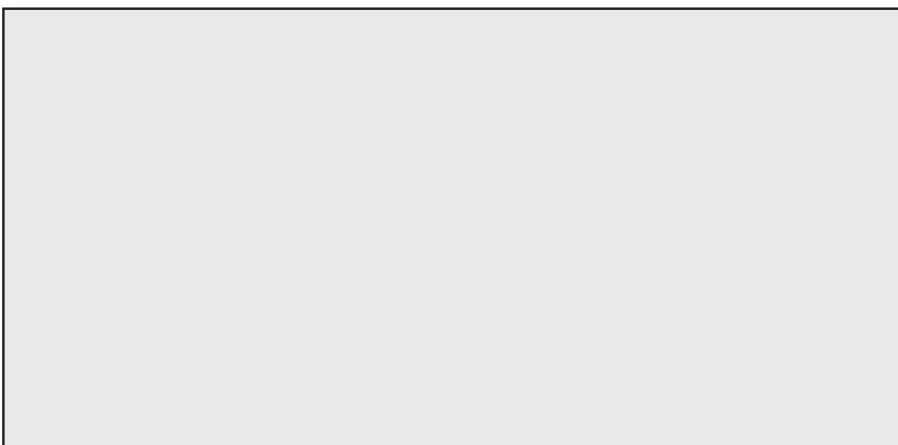
Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=blhEzMP8Tz0>

## STEP 3

You are required to supply all the required project information and design files, to begin the process of design and content population. If you have an existing website this will make the process convenient as our team can copy across the data.

### Some helpful hints

- ✓ Ensure you are ready with this information prior to connecting with our team
- ✓ This will include your logo, images, information, and more
- ✓ If you are doing an ecommerce website we will need product images
- ✓ Please note image may require re-sizing and further preparation
- ✓ If you require a designer, we have our own and can include in the project
- ✓ Once you have identified your resource base please label and list here



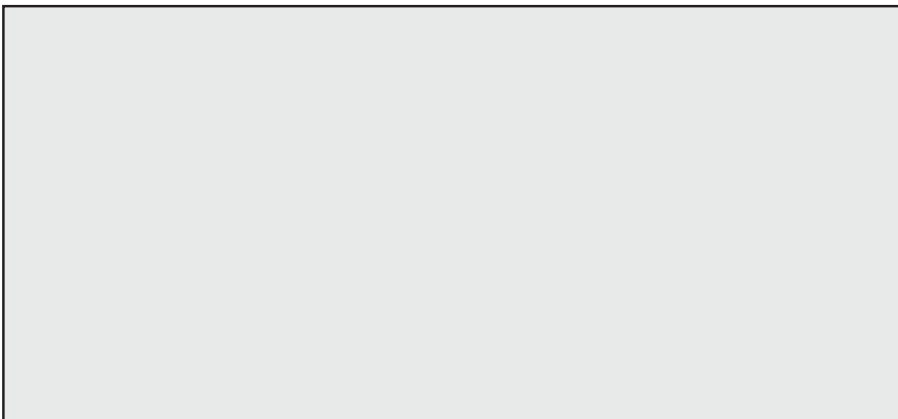
Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=xct2E84deul>

## STEP 4

You are now required to start visualizing the design and working in tandem with the developer to structure the layout, using the pre-selected template. This can be a time consuming process so it's important you reference exactly what you need to the developer. Design can be very subjective and confusing so we advise proper communication and planning in this phase.

### Some helpful hints

- ✓ Clearly define your colors and home page structure first and foremost
- ✓ Understand the Wordpress theme selected and identify areas for customization
- ✓ Use references or previous design elements to further guide the developer
- ✓ Clear and concise navigation and data points are highly advised as well
- ✓ If you wish to add further comments please list here like references and more



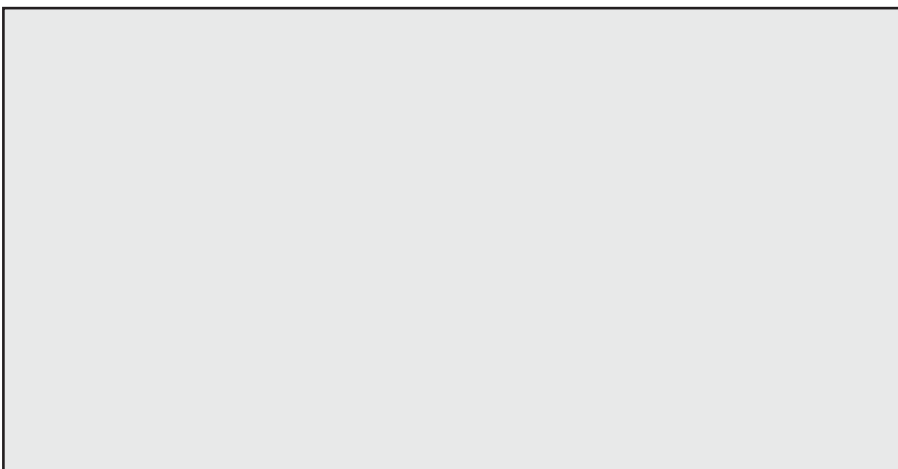
Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=sN8xx9Z99hw>

## STEP 5

You are required to provide all your website content and business data to begin the population and assimilation with the Wordpress theme. This process will be made easier again if our developer simply is migrating data from your existing website. Furthermore, we can edit and update a range of information to suit the requirements of your new website as well.

### Some helpful hints

- ✓ Accuracy and consistency is the key to a well versed and structured website
- ✓ Keywords and applicable data is a necessity
- ✓ We highly advise you apply original content and information as Google will penalise sites
- ✓ Additionally, documents such as Privacy/Terms/Shipping are highly advised
- ✓ If you wish to add further comments please list here like references and more



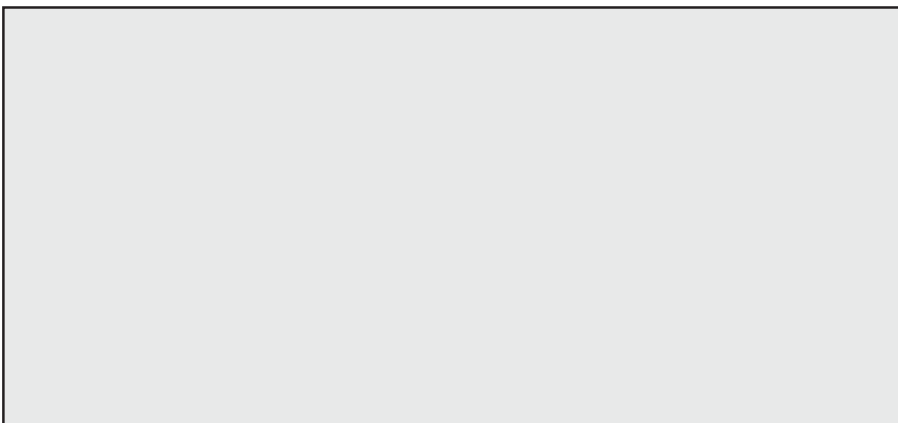
Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=Fua01z-GsK8>

## STEP 6

You are required to nominate a series of functions, features and website communication platform as part in the engine room, that will enable performance. This will entail clearly identifying how you want your website to communicate information and other areas. Features like forms, quoting systems, chat bots, log in sections and much more. Our team will assist in interpreting the right solutions and applying a plug in to suit.

### Some helpful hints

- ✓ Look at the purpose of the site to clearly define the functionality range
- ✓ Access other websites to get more clarity, purpose and understanding
- ✓ Ensure your business is in sync with these updates
- ✓ Use the website creatively to save time and money with business practices
- ✓ If selling online, various additional requirements must be adhered to also



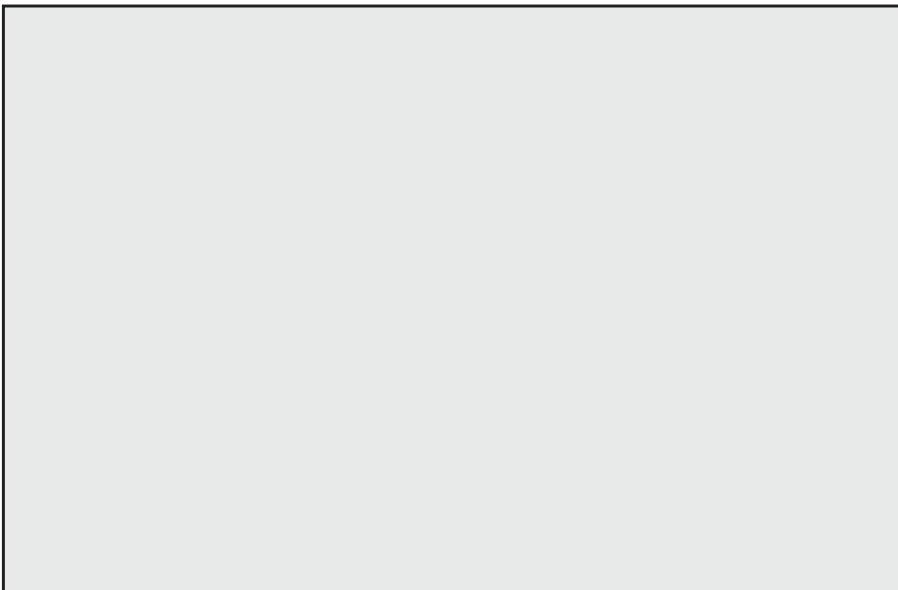
Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=EYA2LrsaeN8>

## STEP 7

It's imperative that you understand the precise nature of plug ins. They all form part of the previous steps as well as other elements like Security, Social and SEO. As a general rule all sites will require a compulsory plug in set to ensure accurate, consistent and compliant operational performance and structure.

### Some helpful hints

- ✓ Ask questions to the developer as to the nature and origin of the plug ins
- ✓ Consider the exact nature for each function to determine the best outcomes
- ✓ Alleviate time if you consider certain features and functions to be non-critical
- ✓ Understand, the mechanics of plug ins and their capacity to be customized as well



Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=VnWQ5FPvs>

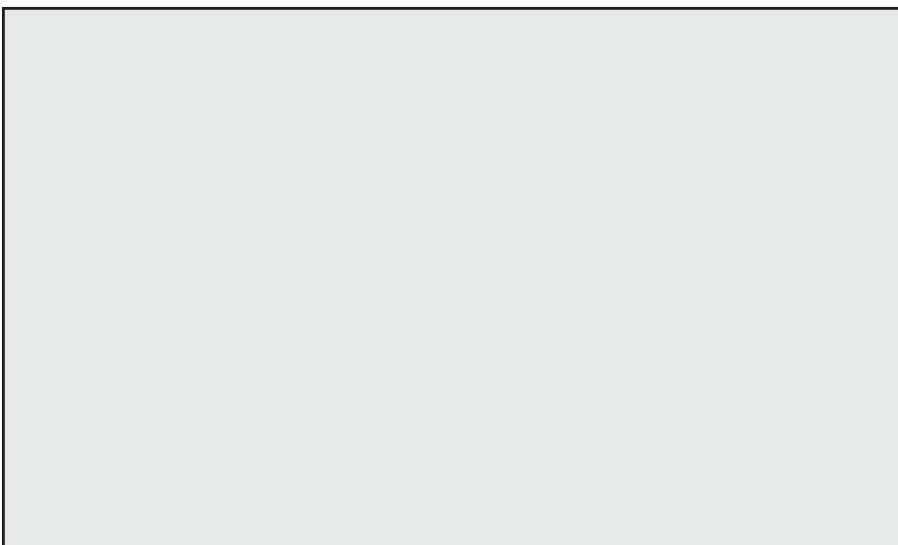


## STEP 8

This task revolves around creating basic on page SEO structure from a search perspective, which is indeed very important. Various elements and complications can exist and in turn, the level of on page SEO optimization can vary greatly. Our service however is not geared towards applying the most advanced version, just a standard set up to ensure a smooth online launch.

### Some helpful hints

- ✓ Identify keywords and phrases that enhance your business presence online
- ✓ Your website content must also support the selection of these keywords
- ✓ Research and better understand the nature of Search Optimization
- ✓ Understand that this is an ongoing requirement and as such sites take months to index



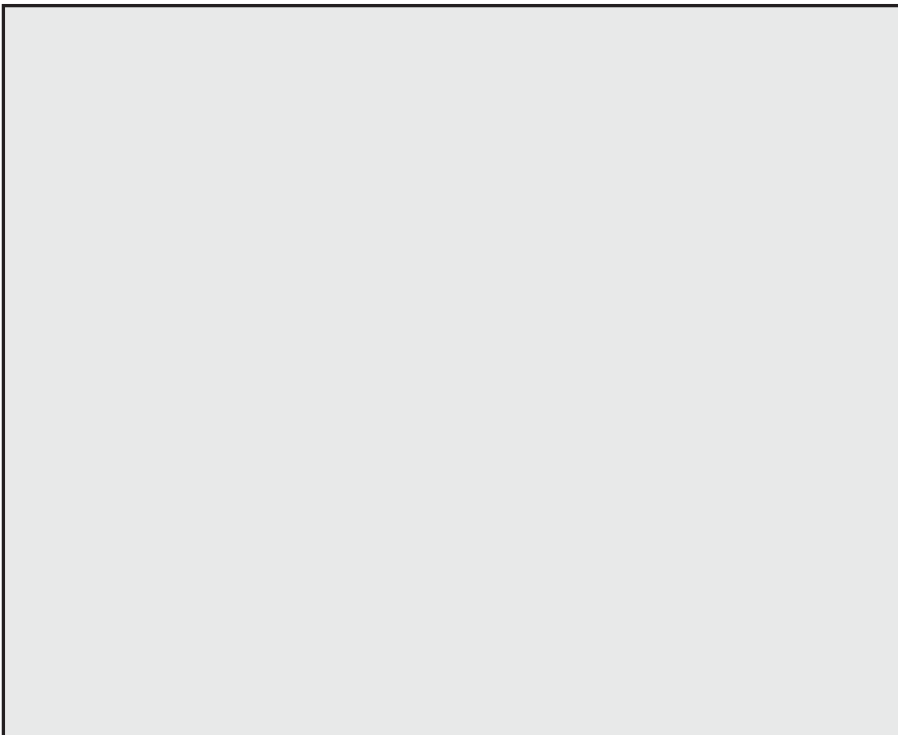
Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=JPLxvYd42xY>

## STEP 9

The QA process is the final stage of the program and we are near the launch phase. The team will now proceed with a series of testing, assessing and processing, that will optimize performance and also secure the new website files. This stage validates all the proceeding steps, with a standard QA system that details and affirms, all the performance essentials.

### Some helpful hints

- ✓ Allow developers to follow internal process
- ✓ Ask questions if required
- ✓ Choose a reliable and secure hosting provider as well
- ✓ You will also need a schedule maintenance every 6 months



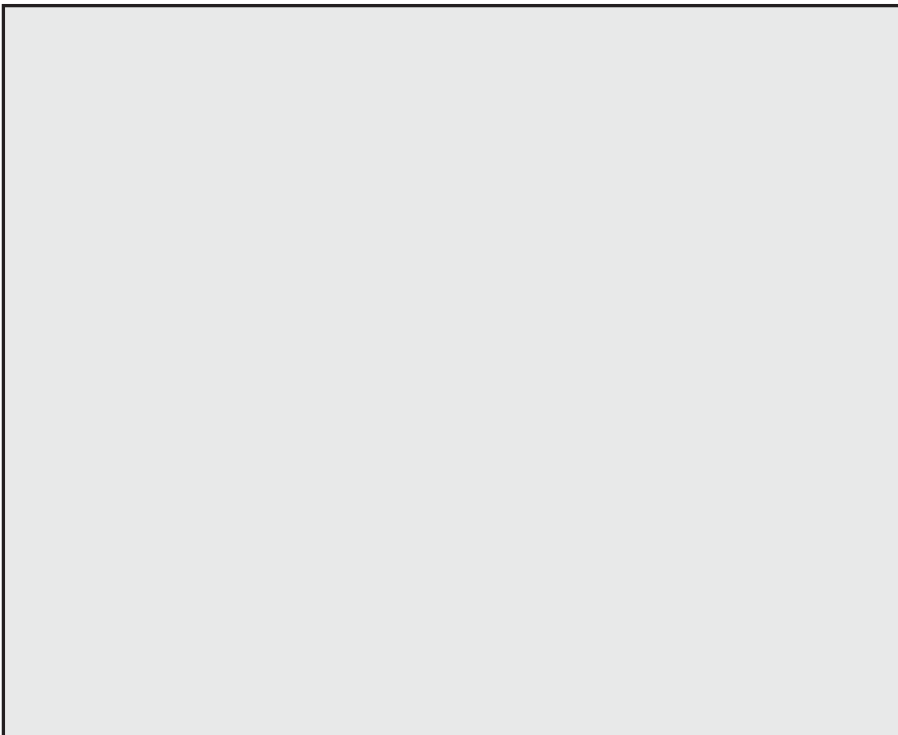
Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=ll3RQHrGkDo>

## STEP 10

Congratulations, you have reached the final frontier of this program and ready to launch your new WordPress website. This is a very delicate stage and heavily reliant on our team having either CPanel or FTP access to your hosting service or provider. Setting up files is a critical phase of the launching process and requires clear communication and information translation, with our team.

### Some helpful hints

- ✓ Do a full review of your site to ensure your total compliance
- ✓ Make sure all log ins are provided and secured
- ✓ This will include hosting and Wordpress CMS log ins
- ✓ Contact our Web Club Live team for further updates anytime



Please watch this video for further guidance -  
<https://www.youtube.com/watch?v=3lrOFt1KMOQ>



CONTACT US

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