

## Module 3 Workbook

### My Website

#### Website Basics

Add information where appropriate

- Host chosen:
- Domain / business name chosen
- Wordpress installed
- SSL installed
- Responsive Theme chosen and installed:
- Child Theme installed:
- Google Analytics installed/ monthly reports set up
- Branding

Fonts: Header

Text

Colors:

## Module 3 Workbook

### My Website

What pages will I have on my website?

- Home / Welcome
- About
- Services/Offerings
- Blog
- Contact
- Class schedule
- Events: retreats, workshops, trainings
- Testimonials
- Opt-In
- Updates and maintenance scheduled on my monthly To-Do list
- Other:

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My Website

What other sites do I like / don't like and why?

Who are my competitors?

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### My Website

## My opt-in

Examples:

- PDF with helpful tips on how to maintain a yoga practice at home
- What to expect in a private yoga lesson
- What the foundations of yoga are
- Video series or a single class of you teaching
- Glossary of yoga terms

What will I offer as an Opt-In? List a few ideas here:

Next steps once the Opt-In is created:

- Depending on the format, you'll need to decide where to save your Opt-In.  
For a video, you may want to use a host like Vimeo  
For a PDF, you may be able to upload it to your website as a media file
- Then, you'll need to create the thank you email or email series to go along with the sign up offer
- Decide where on your site you will use the Opt-In and if you'll use a Pop Up.
- Share, share, share. Ask friends and family to sign up and share. Send an email to your current list.

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### My Website

#### RESOURCES

Below you will find resources mentioned in the videos to support you in building your website. Note: some of these are affiliate links however I only recommend what I use!

#### HOSTS AND DOMAINS

- Siteground
- Blue Host
- Go Daddy

#### THEMES AND CHILD THEMES

- Divi by Elegant Themes
- Wordpress.org themes
- Child theme: One Click Child Theme

#### PLUG INS

- Google Analytics for WordPress by MonsterInsights
- SEO by Yoast
- PopUp Ally Pro (if you want a pop up for your Opt-In)

#### BRANDING

- PicMonkey
- Canva
- Google Fonts

# INTENTIONAL ONLINE MARKETING

## Module 3 Workbook My Website

### STOCK IMAGE SITES

- Unsplash
- iStock (not free)
- Pixabay

### FORM BUILDERS

- Typeform
- Paperform
- SurveyMonkey

### EMAIL MARKETING SERVICES

- Mailchimp
- ConvertKit

Note: these will be discussed further in the next Module

### SECURITY AND BACKUP

- iThemes

### ANALYTICS

- Google Analytics