

## Module 3 Workbook

My Website

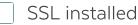
Website Basics

Add information where appropriate

- I	Host	chos	en:
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Domain / business name chosen





Responsive Theme chosen and installed:

Child Theme installed:

Google Analytics installed/ monthly reports set up

Branding

Colors:

Fonts: Header

Text







# 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:







# Module 3 Workbook

My Website

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

Who are my competitors?





## INTENTIONAL ONLINE MARKETING

## Module 3 Workbook

# 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.





#### INTENTIONAL ONLINE MARKETING

## Module 3 Workbook

## 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



