

The background features abstract, overlapping green geometric shapes in various shades, creating a modern and dynamic feel. The shapes are primarily triangles and polygons, some solid and some semi-transparent, arranged in a way that suggests movement and depth. The colors range from light lime green to dark forest green.

# Customizing WordPress for Better Audience Engagement and Sales

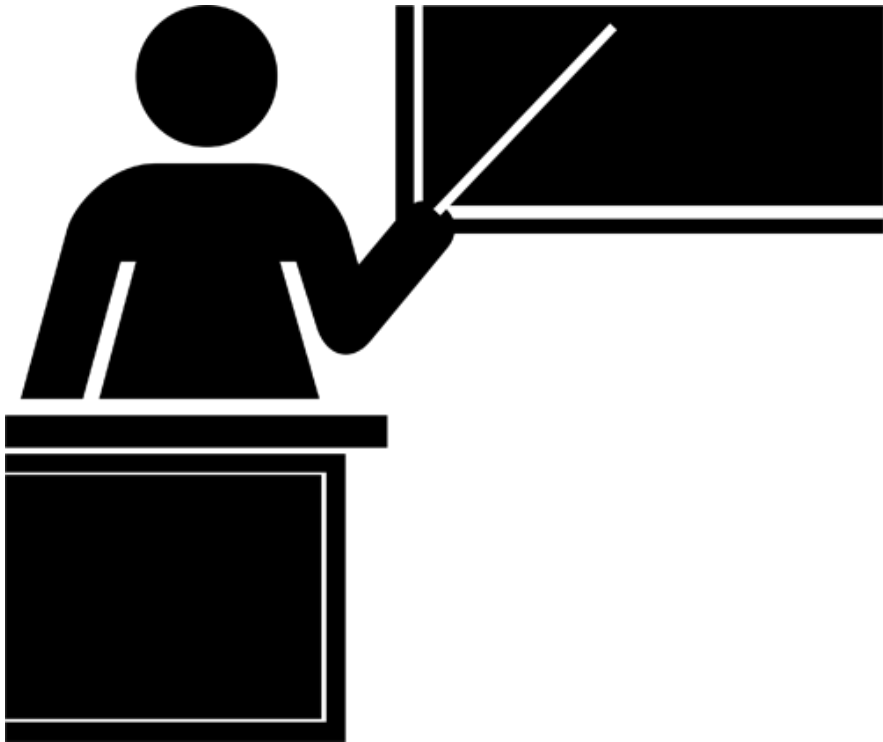
When doing business online nothing is as important as your website.

# You Have A Choice With WordPress

- ▶ Put up a Self-hosted WordPress professional website on your own.
- ▶ Hire a professional to do it for you.
- ▶ Get a WordPress website up in just a few days.
- ▶ Make unique to your business.
- ▶ Make your WordPress website stand out and user-friendly for your audience.



# Let's Go Over Some Definitions



- ▶ Framework & Themes - Reduces issues with updating the core of WordPress so that you don't lose your customizations.
- ▶ Widgets - You can put widgets in various spots.
- ▶ Plugins - Nifty little programs that you can add to increase the functionality of your website.
- ▶ Menus - This is your website's navigation.

# Choosing Your WordPress Framework & Theme

You'll be confronted with a multitude of choices for WordPress frameworks and themes. Some popular choices are:

- ▶ [Studiopress.com](http://Studiopress.com) - Built on the Genesis framework
- ▶ [Elegantthemes.com](http://Elegantthemes.com) - Built on the Divi framework
- ▶ [Pagelines.com](http://Pagelines.com) - Built on the DMS framework
- ▶ [DIYThemes.com](http://DIYThemes.com) -- The Thesis 2 framework



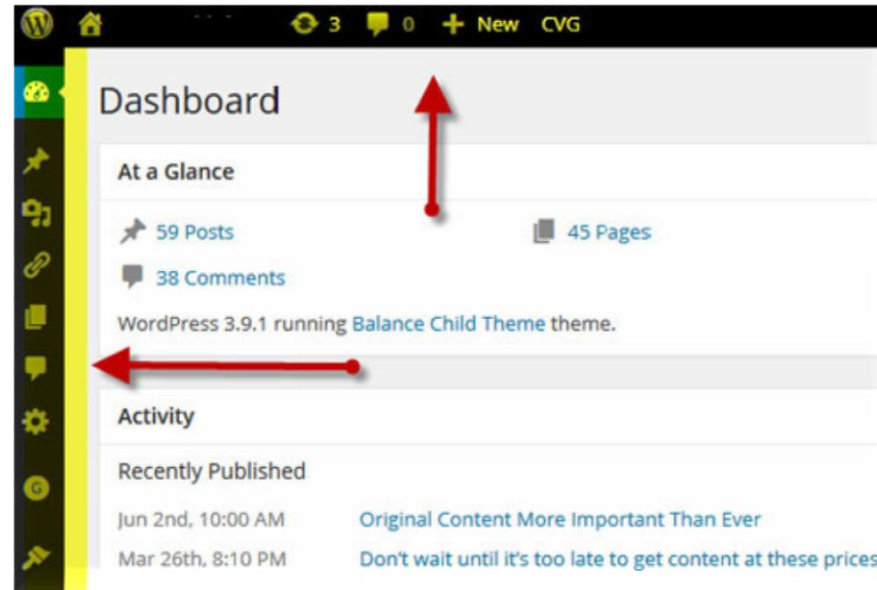
# Adding Functionality to Your Website or Blog



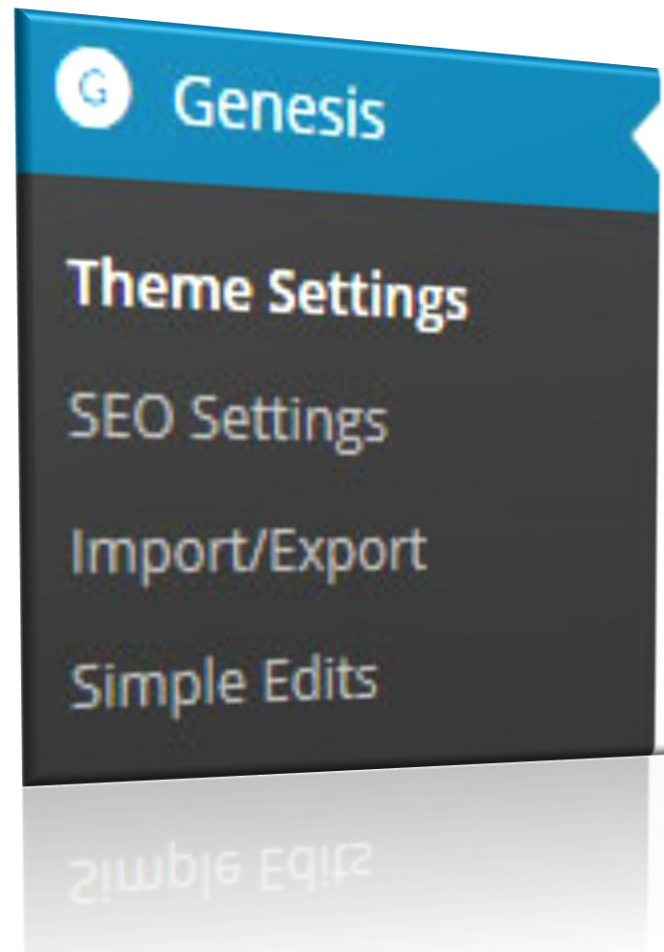
- ▶ Some functions most business owners who are selling products want and need with their site are:
- ▶ Automatic Backup
- ▶ Broken Link Checker
- ▶ Commenting System
- ▶ Link Redirect
- ▶ Site Map Generator
- ▶ Social Media Integration
- ▶ Spam Protection
- ▶ And many more!

# Dashboard of Your WordPress Installation

- ▶ Inside you'll have many choices such as:
- ▶ Posts - write or edit blog posts.
- ▶ Media - Upload images and graphics.
- ▶ Comments - See and monitor comments here.
- ▶ Genesis - Editing the framework.
- ▶ Plugins - View or edit.
- ▶ Settings - General settings.
- ▶ You'll have more or less options, depending upon the theme's functionality and your plugins.



# Genesis

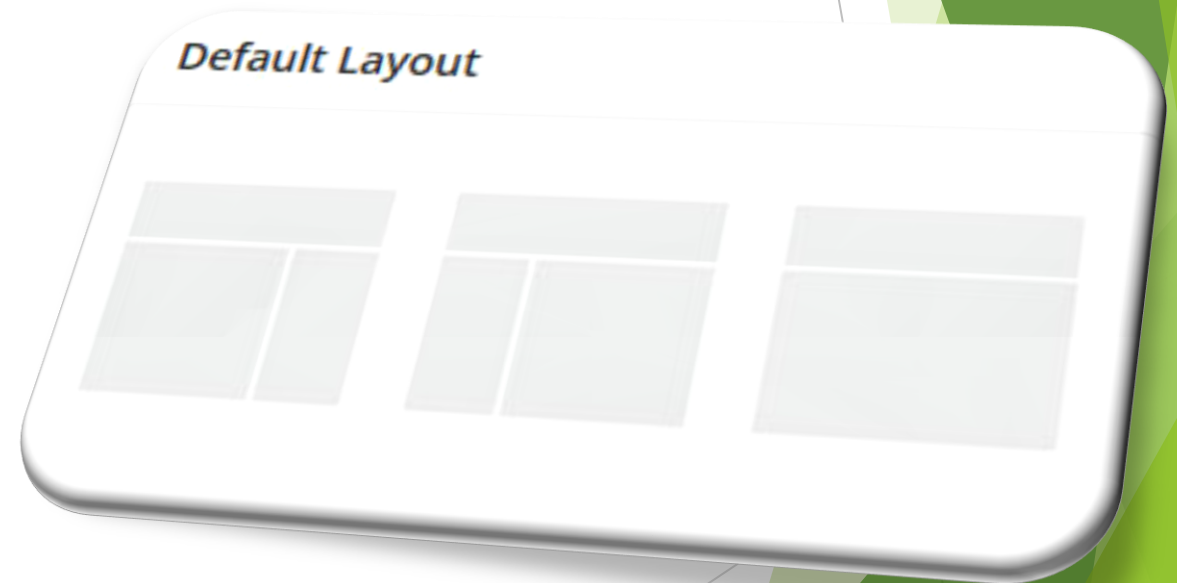


- ▶ If you click on Genesis in the maximized view, a new menu appears and looks like the image to the left. Inside of these menu items, you can adjust the Genesis framework theme settings, SEO settings and more.
- ▶ These are choices built right into the Genesis framework.
- ▶ Note that Simple Edits is a Genesis specific plugin.



# Theme Settings

- ▶ If you click on Theme Settings, a dropdown menu will appear to the right, showing you many choices.
- ▶ You'll be able to change the default color to any others the theme creator has included, as well as your default layout.
- ▶ The layout is very important because when someone comes to your home page you want them to notice the point of your website right away.

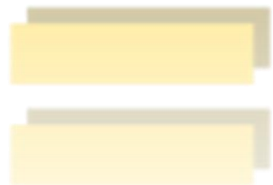




# Making Your Home Page Stand Out

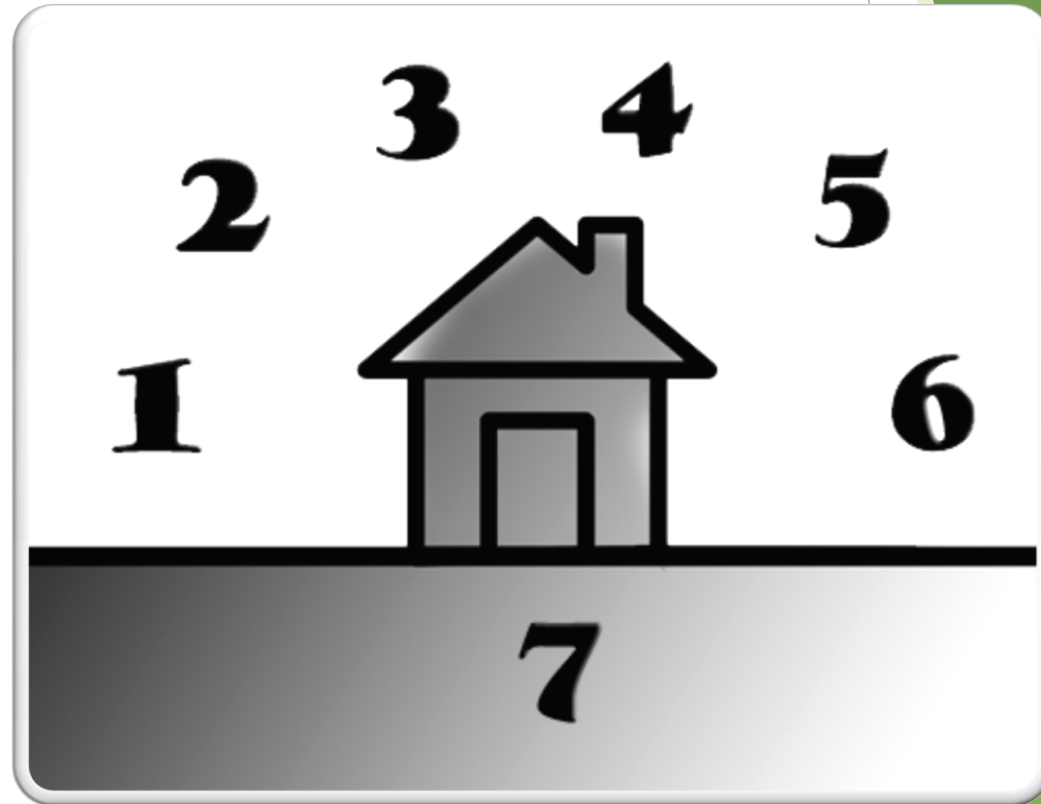


- ▶ You only have a few seconds, at the most, to hook your visitor.
- ▶ The page needs to be reflective of your vision, mission and goals, but present them in such a way that your audience feels as if this page is just for them.



# 7 Must Have Elements for Your Home Page

- ▶ Your Business Name & Tagline
- ▶ A Differentiator
- ▶ User-Friendly Navigation
- ▶ A Unified Look & Feel
- ▶ Social Media Links
- ▶ The Main Point
- ▶ Informative Footer



# Wrapping It Up



- ▶ We've gone over a lot of information about customizing your WordPress for better audience engagement and more sales.
- ▶ Consider the factors and use what you learned to make your WordPress work for your audience, product, and niche, you will increase your sales exponentially.