

## **Project Design Phase -Part 2**

### **Open Source Frameworks**

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| Team ID      | NM2023TMID04230   |
| Project Name | How To Create Brand Name, Brand Mail<br>And Brand Logo In Canva |

#### **1. Install Canva:**

Start by setting up a web hosting environment. Many hosting providers offer one-click Canva installations. You can also install it manually if needed.

#### **2. Choose a Theme:**

Select a Canva theme that suits your sapling shop's branding and content needs. Look for themes that are mobile-responsive and customizable. Some themes are specifically designed for e-commerce.

#### **3. Add E-commerce Functionality:**

To handle product listings, shopping carts, and payments, you can use e-commerce plugins like WooCommerce. WooCommerce is open-source and integrates seamlessly with Canva.

#### **4. Customize Your Website:**

Personalize your website with your logo, brand colors, and other branding elements. Many themes allow you to customize the look and feel without any coding.

#### **5. Create and Organize Content:**

Use the Canva editor to create content pages for your sapling shop. You can have pages for product listings, a blog, about us, contact, and more.

## **6. SEO Optimization:**

Implement SEO best practices using plugins like Yoast SEO to help your content rank well in search engines.

## **7. Image Gallery:**

Use Canva's media library to upload and showcase high-quality images of your saplings.

## **8. Blog Section:**

Write informative blog posts related to sapling care, gardening tips, and other relevant topics to attract and engage your audience.

## **9. Contact Form:**

Include a contact form so customers can reach out with questions or inquiries.

## **10. Social Media Integration:**

Integrate social media sharing buttons and feeds to promote your content and products.

## **11. Security and Backup:**

Install security plugins and set up regular backups to protect your content and customer data.

## **12. Analytics:**

Integrate analytics tools like Google Analytics to track user behaviour on your website.

## **13. Payment Gateway:**

Configure your chosen payment gateway to accept payments securely.

**14. User Experience:**

Ensure that your website is user-friendly and responsive on different devices.

**15. Legal Compliance:**

Make sure you comply with legal requirements regarding online sales and data protection.

**16. Regular Updates and Maintenance:**

Keep your website, themes, and plugins updated to maintain security and functionality.

Canva is versatile and can be extended with numerous free and premium plugins to enhance functionality as needed. This framework provides a solid foundation for creating content and e-commerce for your sapling shop.