**Digital Marketing Guide**

**from zero to one**

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# General

## Introduction

# Web Site

## CMS

### WordPress

* Installation – refer to test\_cos.txt
* Themes

|  |  |  |
| --- | --- | --- |
| **Title** | **Content** | **Remark** |
| HitMag |  |  |
| Magnitude |  |  |

* Plugins

|  |  |
| --- | --- |
| **Title** | **Content** |
| Ad Inserter |  |
| Insert Headers and Footers |  |
| GA Google Analytics |  |
| Really Simple SSL |  |
| Sassy Social Share |  |
| Ultimate Responsive Image Slider |  |
| Yoast SEO |  |
| Elementor | drag & drop page builder |

## SEO

### Google Search Console

### Bing Web Master

# Social

## Facebook

### API

sdk:

<https://developers.facebook.com/docs/graph-api>

<https://developers.facebook.com/docs/graph-api/reference>

accesstoken:

<https://developers.facebook.com/tools/accesstoken>

<https://developers.facebook.com/tools/explorer>

graph-api-explorer：

graph explorer:

<https://developers.facebook.com/docs/graph-api/explorer>

dashboard:

<https://developers.facebook.com/apps/2170644493014814/dashboard/>

me ID:

430882267683200

# Tracking

## Google Analytics

## Facebook Pixel

# Monetization

# Resources