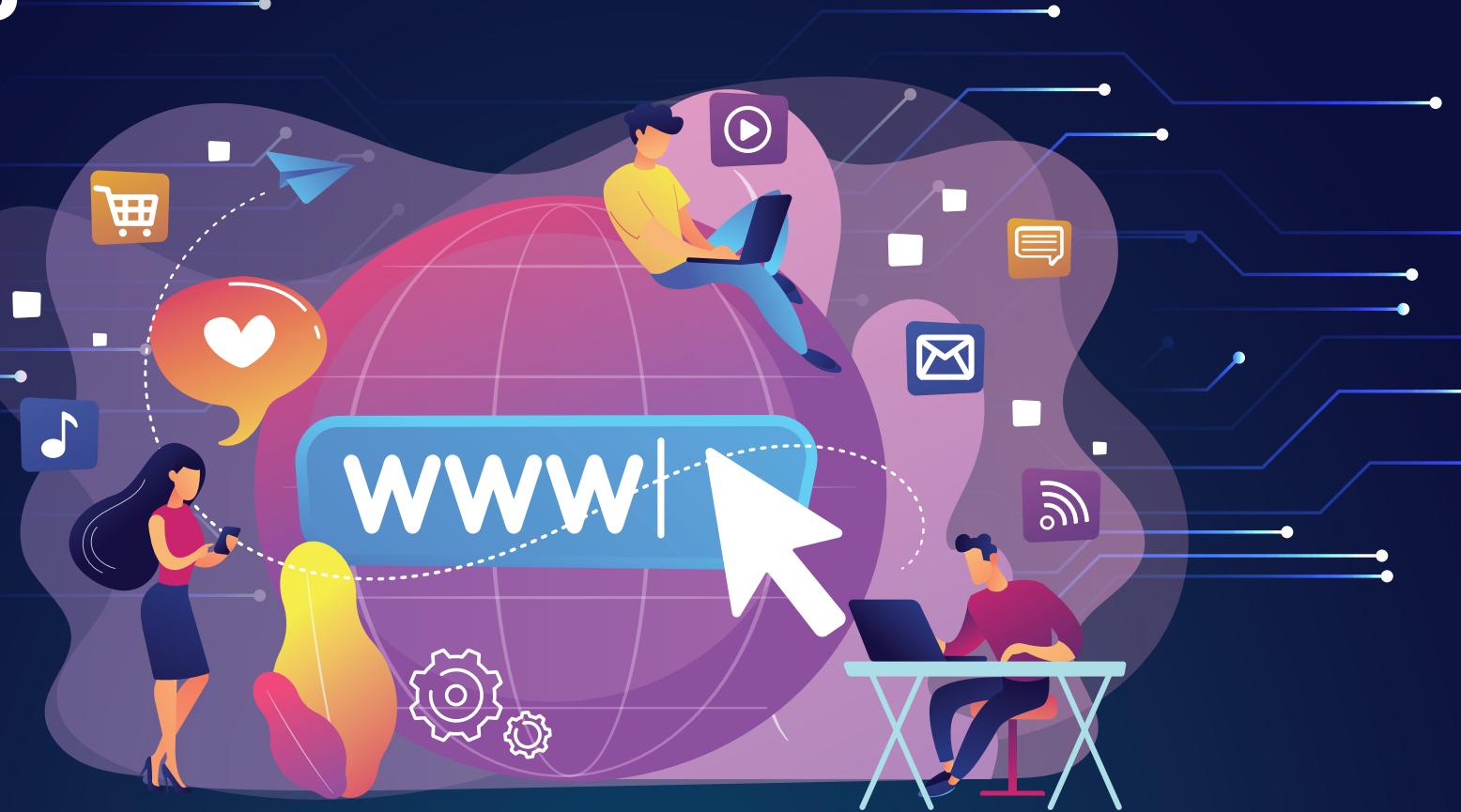
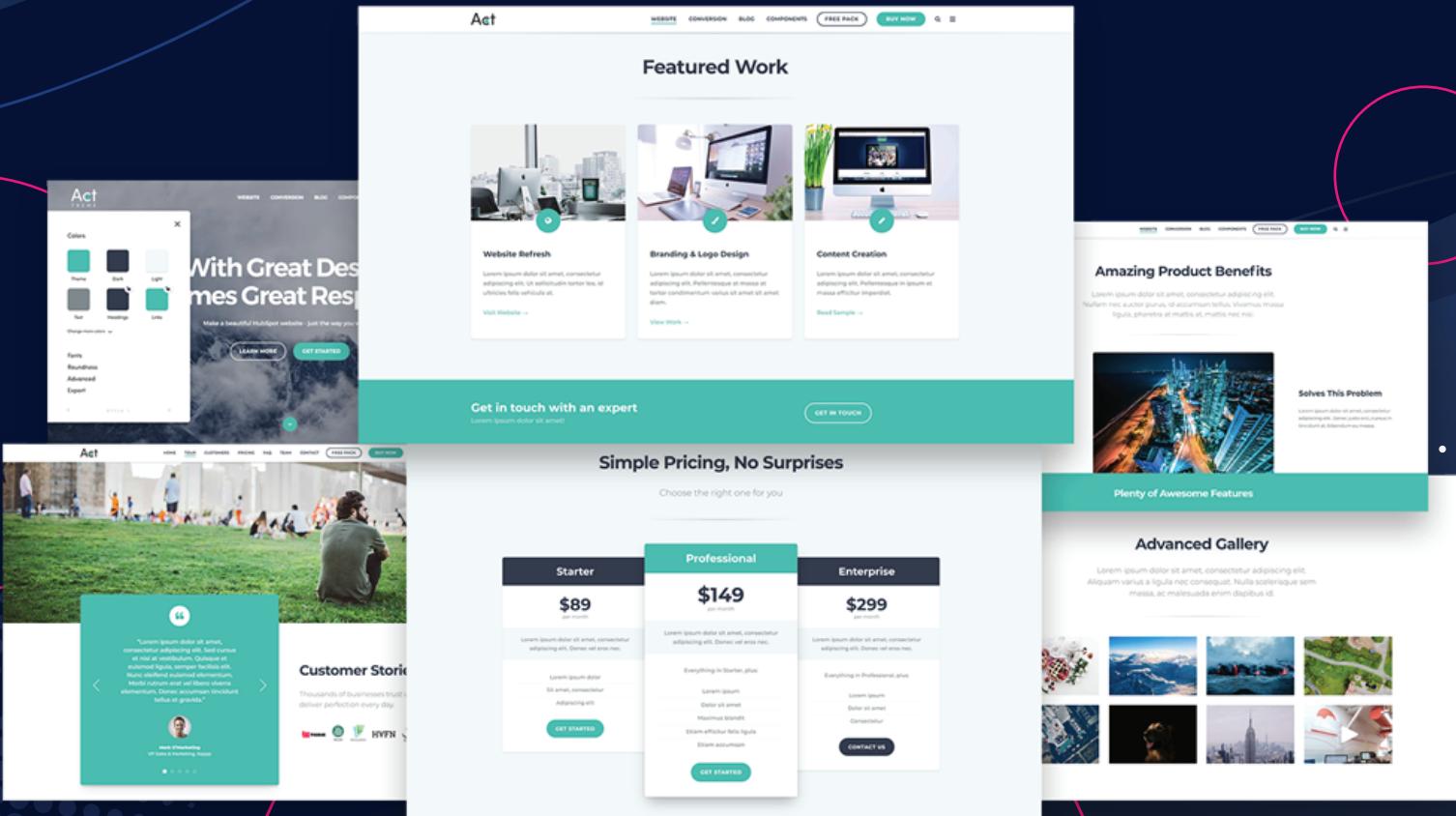


Belajar Membuat Halaman **PENAWARAN di INTERNET** dengan WORDPRESS



Membuat Halaman Penawaran / Landing Page





Tujuan × Pembelajaran

- × Setelah mengikuti kelas ini, diharapkan peserta dapat membuat Landing Pagenya sendiri, dan melakukan penjualan online tanpa harus menciptakan perang harga. Sehingga diharapkan nantinya peserta dapat menciptakan keharmonisan diantara para pelaku bisnis, serta dapat meningkatkan penjualan dengan baik.





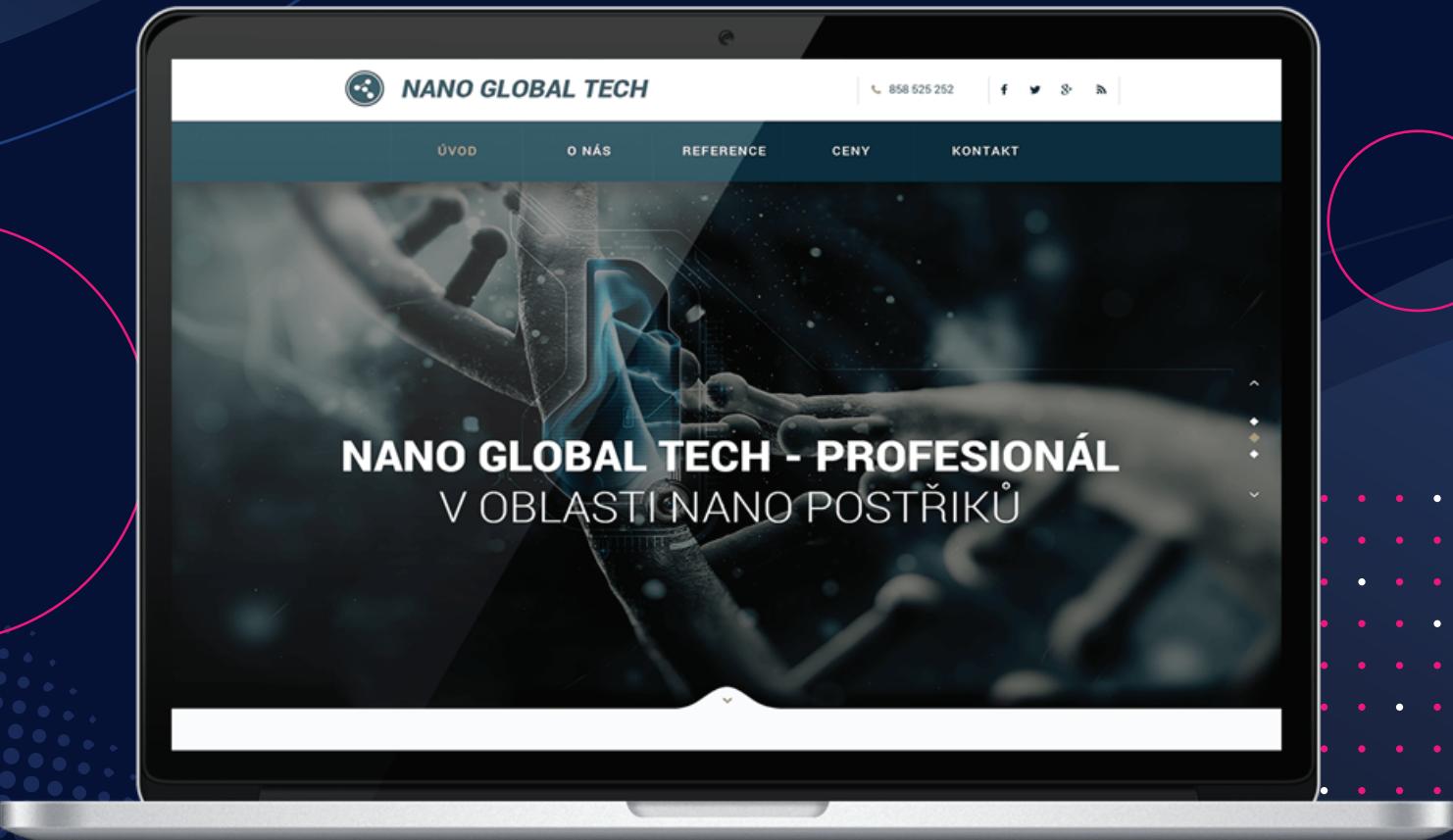
Apa itu **Landingpage?**



- Halaman website yang sengaja didesain untuk iklan atau pemasaran digital (marketing).
- Pengunjung biasanya mengakses landing pages dari link pada email atau link pada iklan seperti Google atau Social Media.
- Landing pages dibuat dengan fokus dan tujuan explore konten tertentu yang sering disebut dengan call to action (CTA).



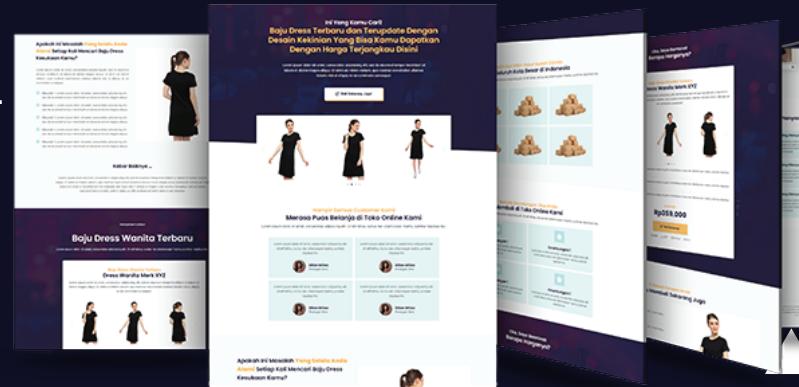
PERBEDAAN ANTARALANDING PAGE DENGAN HOMEPAGE



X Landingpage?



- Mengarah pada salah satu laman dalam website. Misalnya, www.websiteanda.com/dic-gamis.
- Fungsinya untuk menerima trafik dari satu atau beberapa saluran marketing (iklan, email marketing, ads referral, dan lain-lain).
- Fokus pada satu topik tertentu. Misalnya, laman untuk barang murah pada website.
- Mendorong calon pelanggan untuk mengambil satu tindakan tertentu. Misalnya, membeli produk atau mengisi formulir tertentu.



X Homepage

- Homepage adalah halaman depan website Anda dan apa yang pengunjung lihat ketika mereka mengetikkan nama domain Anda di browser internet.
- Mengarah pada halaman utama website, yaitu **www.babastudio.com**.
- Fungsinya untuk memberikan gambaran keseluruhan bisnis pada website. Menyediakan link ke laman-laman penting lain dalam website.
- Memungkinkan calon pelanggan untuk mempelajari semua produk yang dijual:



Hal yang Harus di Persiapkan Untuk Membuat Landing Page



Domain



Hosting



Install wordpress



Plugin Elementor atau brizy

Apa itu Domain & Hosting



Apa itu Domain & Hosting

Domain

adalah nama yang diberikan untuk mengidentifikasi sebuah jaringan tanpa menggunakan internet protocol (IP), mengingat biasanya IP menggunakan angka-angka yang sulit dihafal.



Hosting

adalah tempat untuk menyimpan semua data website





Cara Membeli Domain & Hosting

- X Ketikan Kata Kunci Di Mesin Pencari Google , Kemudian pilih penyedia dan cek paket yang mereka tawarkan

beli hosting dan domain

Monthly searches: 10 | CPC: \$0

Sekitar 594.000 hasil (0,65 detik)

Iklan · <https://www.niagahoster.co.id/>

Promo Hosting Gratis Domain - Hosting Mulai Rp.10Rb/bulan

Promo Domain gratis setiap pembelian Hosting Niagahoster. Niagahoster layanan hosting dan domain terbaik No.1 di Indonesia. Domain .xyz Rp18.000. Domain .Com Rp125.000. Hari Kemerdekaan: Diskon hingga 80% untuk Unlimited Hosting

Beli Hosting Free Domain
Gratis Domain Selamanya
Setiap Pembelian Hosting

Transfer Domain
Transfer Domain Anda ke Niagahoster
Layanan CS 24 Jam siap bantu Anda

Cek Nama Domain
Cek kebutuhan Domain Anda
Dapatkan Promo Domain

Promo .Com cuma 99rb
Kuota promo terbatas
Ambil Sekarang Juga

Iklan · <https://www.rumahweb.com/> · (0274) 882257

Hosting Unlimited Rp 99.000/th - Gratis SSL dan Website Builder

Dilengkapi TurboBooster (akses 32x lebih cepat) dan Security360 utk keamanan terbaik. Website cepat, bisnis Anda pun melesat. Gratis Elementor Pro. Dilengkapi Security360. Web Desain Rp.99.000 · Hosting & Domain 73% off

Iklan · <https://www.idwebhost.com/> · 0822-9251-9991

Pilih Salah Satu Layanan

× Penyedia Domain & Hosting

Cek Domain dan Beli Domain Murah Anda!

Sedang mencari nama domain? Cek nama domain dan temukan domain impian Anda hanya dengan satu klik!

belilagidong .com CEK DOMAIN

.com Rp 99.000,- | .xyz Rp 18.000,- | .net Rp 155.000,- | .online Rp 15.000,- | .tech Rp 30.000,- | .store Rp 30.000,-

Di Kolom Cek Domain masukan nama domain yang ingin anda beli, untuk mengecek apakah nama domain yang anda inginkan apakah masih tersedia atau belum ada yang menggunakan



Jika Nama Domain Tersedia, Kemudian Tinggal Klik Tambahkan ke Cart

Pilih Domain

Domain Baru Transfer Domain

belilagidong .com Cari Domain

belilagidong.com Durasi: 1 Tahun Rp. 99.000,00

*Harga berlaku untuk pembelian pertama.

Tambahkan Proteksi WHOIS Rp 45.000,00 per tahun

Tambahkan ke Cart

Perhatian: Sebelum mendaftarkan domain dot ID, lihat [Persyaratan Nama Domain Indonesia](#).

1. Pilih Hosting & Domain

Pajak & Biaya Tambahan
PPN 10% Rp. 0,00

TOTAL Rp. 0,00



langkah Selanjutnya Tinggal Lakukan Pembayaran



Tahapan Membuat Landing Page





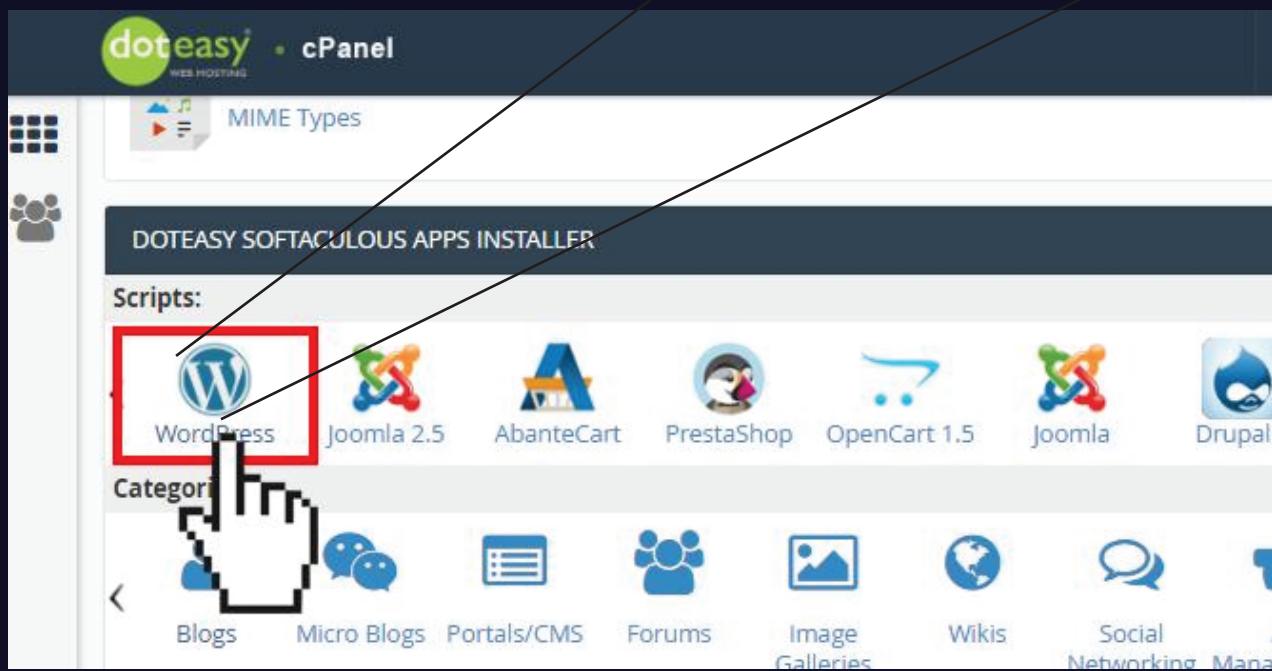
Tahapan Membuat Landingpage?

- X 1. Login ke Hosting
- X 2. Pada kesempatan kali ini,
Untuk Hosting yang digunakan
Menggunakan Cpanel

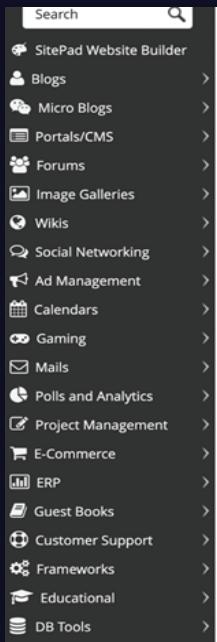


The screenshot shows the cPanel login page. At the top center is the "cPanel" logo. Below it are two input fields: "Username" and "Password". The "Username" field has a placeholder "Enter your username." and a user icon. The "Password" field has a placeholder "Enter your account password." and a lock icon. Below these fields are "Log in" and "Reset Password" buttons. A horizontal line with "OR" in the center separates these from a red button at the bottom labeled "Log in via cPanelID" with a "cp" icon.

Klik icon **WordPress**



Klik Instal Now



Search

WordPress ★★★★☆
Version: 5.7.2, 5.6.4, 5.5.5, 5.4.6, 5.3.8, 5.2.11, 5.1.10, 5.0.13, 4.9.18

Release Date : 12-05-2021

Install Overview Features Screenshots Demo

WordPress is an Open Source project. The world working on it. (More than million people) It's free to use it for anything from your recipe site to a Fortune 100 web site without paying anyone a license fee.

Install Now

Space Required
Available Space : Unlimited MB
Required Space : 51.43 MB

WordPress is web software you can use to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of plugins and themes available to transform your site into almost anything you can imagine.

Over 10 million people have chosen WordPress to power the place on the web they call "home". We'd love you to join the family.

WordPress is an Open Source project, which means there are hundreds of people all over the world working on it. (More than most commercial platforms.) It also means you are free to use it for anything from your recipe site to a Fortune 100 web site without paying anyone a license fee.

My Apps

Space Required
Available Space : Unlimited MB
Required Space : 51.43 MB

Software Support
[Visit Support Site](#)

Note: Softaculous does not provide support for any software.

Manage Plugin / Theme Sets

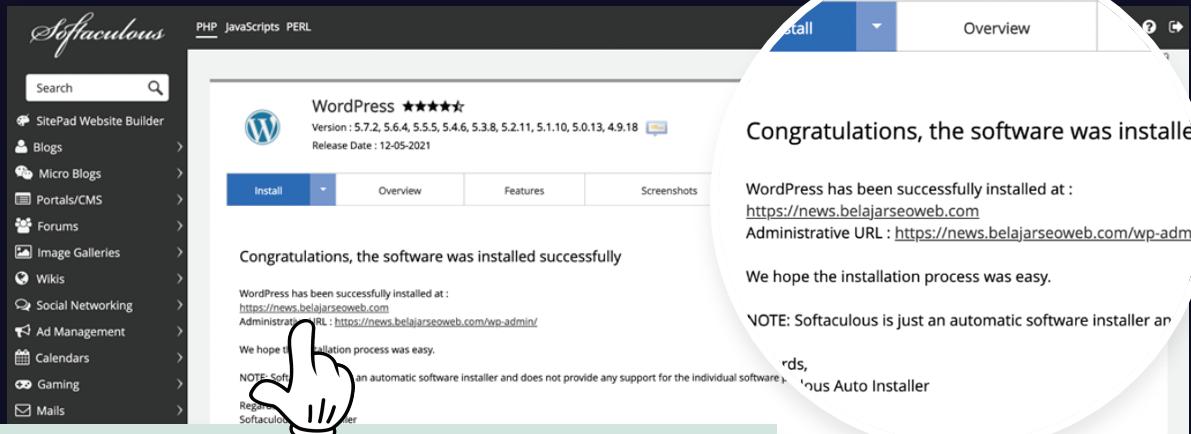


Kemudian Klik
Instal



The screenshot shows the Softaculous software interface for installing WordPress. The sidebar on the left lists various application categories like SitePad Website Builder, Blogs, Micro Blogs, Portals/CMS, Forums, Image Galleries, Wikis, Social Networking, Ad Management, Calendars, Gaming, Mails, Polls and Analytics, Project Management, E-Commerce, ERP, Guest Books, Customer Support, Frameworks, Educational, DB Tools, Music, Video, RSS, File Management, and Others. The main panel displays the WordPress installation page. At the top, it says "WordPress ★★★★" with a release date of "12-05-2021". Below that is a "Software Setup" section where the user can choose the version (5.7.2) and the installation URL (https://news.belajarseoweb.com). Under "Site Settings", the site name is set to "Kursus SEO" and the description to "Belajar Seo". There's also a checkbox for "Enable Multisite (WPMU)". In the "Admin Account" section, the username is "otsby" and the password is "LA74PTI@IA", which is marked as "Strong (65/100)". The email field contains "admin@news.belajarseoweb.com". At the bottom of the page, there's an "Install" button and a note about email details. A large white circle highlights the "Install" button, and a hand cursor icon points to it.

Jika sudah di Instal klik Nama Domainnya



Tampilan masih sederhana



Tampilan Dashboard (Admin)

Welcome to WordPress!

We've assembled some links to get you started:

Get Started

[Customize Your Site](#)

or, [change your theme completely](#).

Next Steps

- [Write your first blog post](#)
- [Add an About page](#)
- [Set up your homepage](#)
- [View your site](#)

More Actions

- [Manage widgets](#)
- [Manage menus](#)
- [Turn comments on or off](#)
- [Learn more about getting started](#)

Site Health Status

No information yet...

Site health checks will automatically run periodically to gather information about your site. You can also [visit the Site Health screen](#) to gather information about your site now.

At a Glance

1 Post 1 Page
1 Comment

WordPress 5.7.2 running [Twenty Twenty-One](#) theme.

Activity

Recently Published

Quick Draft

Title

Content

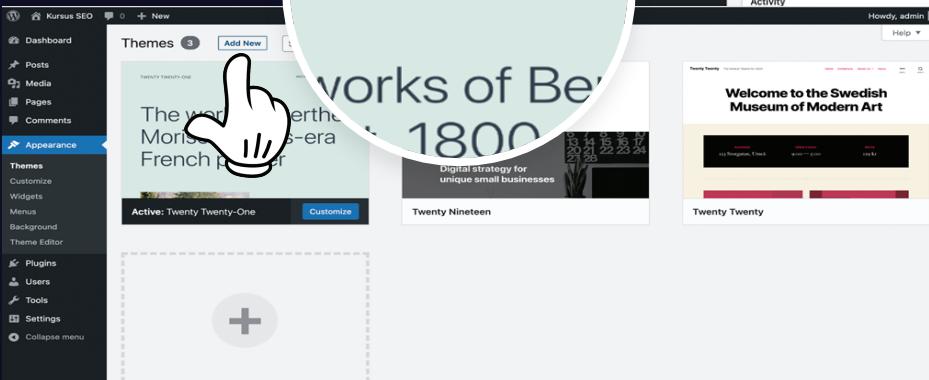
What's on your mind?

Save Draft

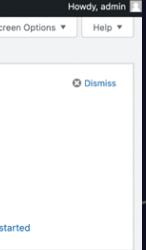
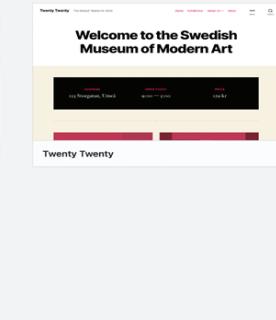
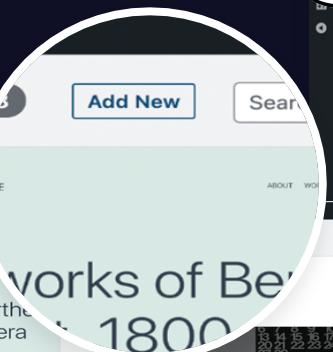
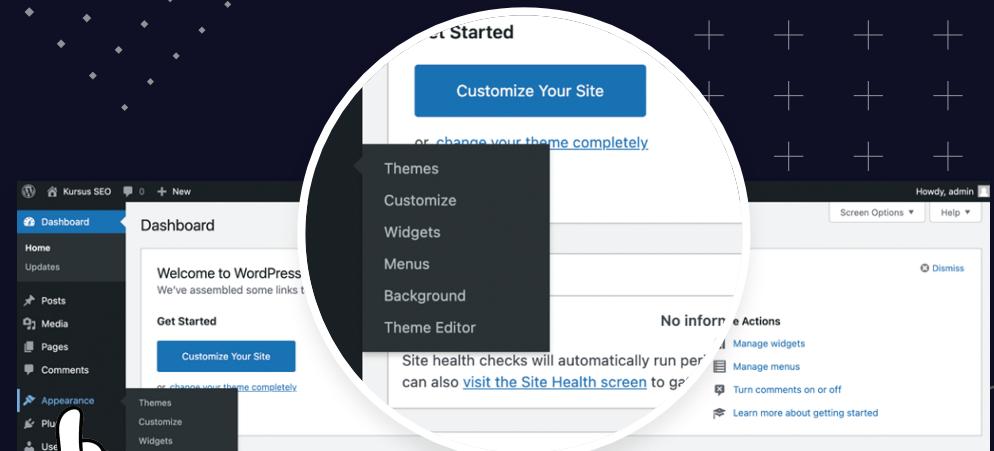
WordPress Events and News

Attend an upcoming event near you. [Edit](#)

Klik Menu
Add New



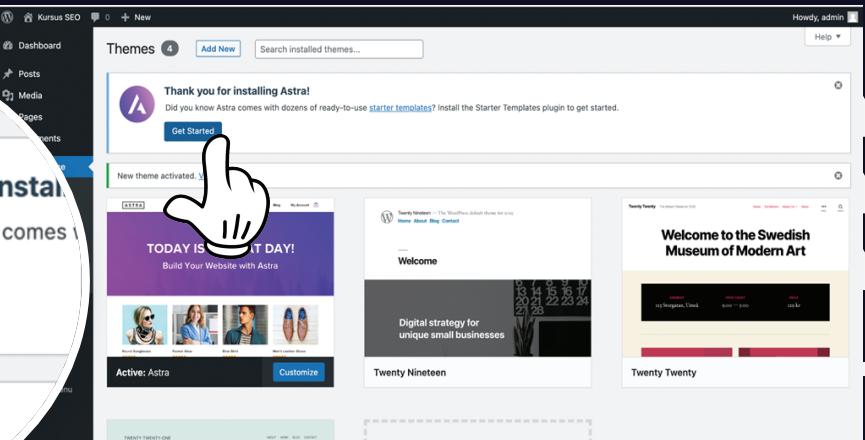
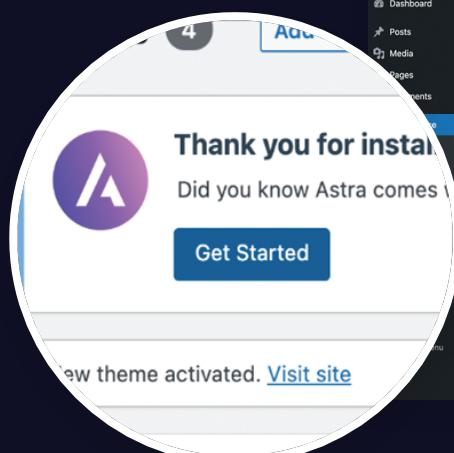
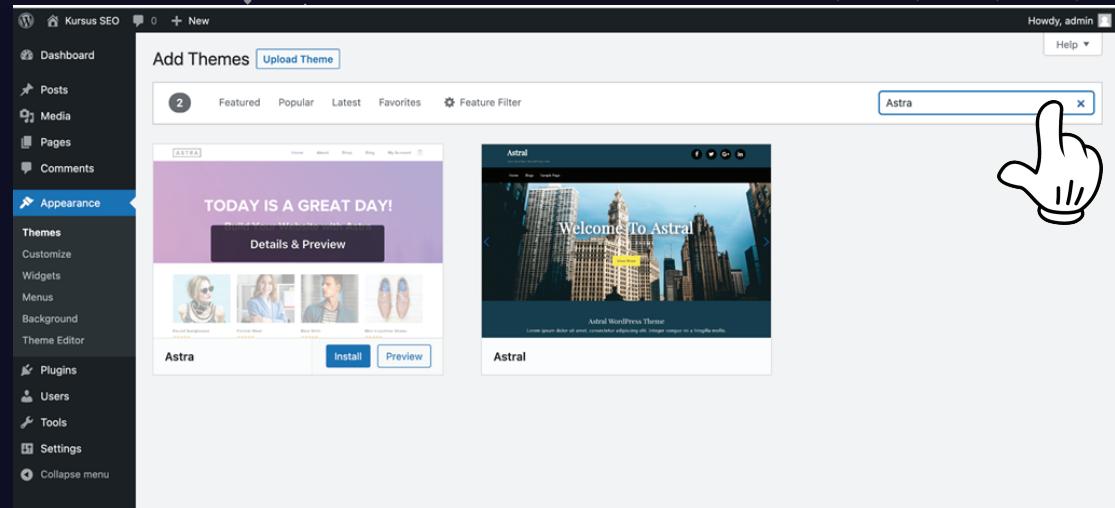
Klik Menu
Appearance
-> Themes



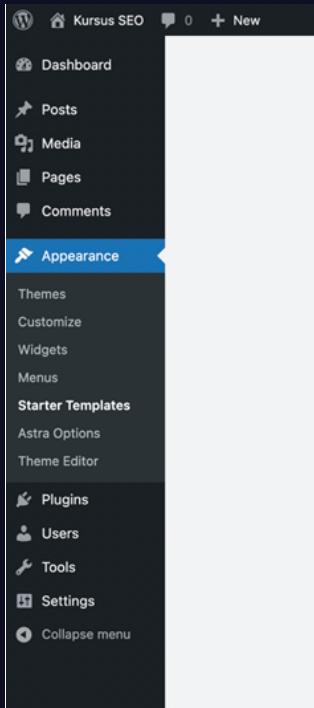
Pilih Themes

 Untuk Themes kita akan menggunakan "Astra" jika sudah tampil silahkan Klik Install dan aktifkan.

 Klik Menu
Get Started



Pilih Elementor



GETTING STARTED

Select Page Builder

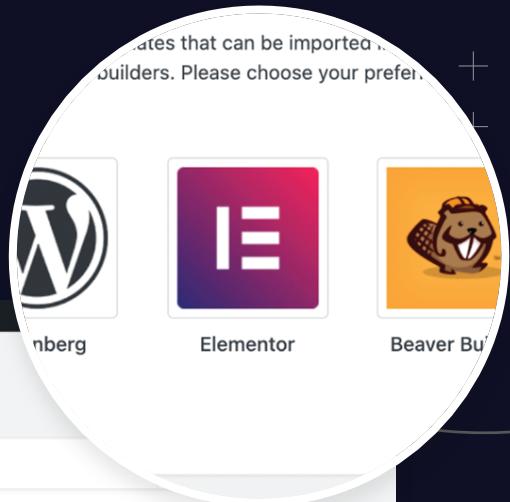
We offer starter templates that can be imported in one click. These sites are available in the following page builders. Please choose your preferred page builder from the list below.

 Gutenberg

 Elementor

 Beaver Builder

 Brizy





Pilih Theme yang akan di Gunakan, Gunakan yang Gratis ya!



Untuk Contoh saya
Pilih theme ini,
silahkan Klik dan
sesuaikan dengan
Kebutuhan Anda.



The screenshot shows the WordPress admin interface. The left sidebar has 'Appearance' selected under 'Themes'. The main area shows 'Site Templates' with several preview cards:

- Simply Natural**: 3 Templates
- Beer Launch Landing Page**: 1 Template
- Webinar**: 1 Template
- Freelance Copywriter**: 4 Templates
- INGENIOUS DESIGN ARCHITECTURE**: Premium

A large white hand cursor is positioned over the 'Webinar' template card.

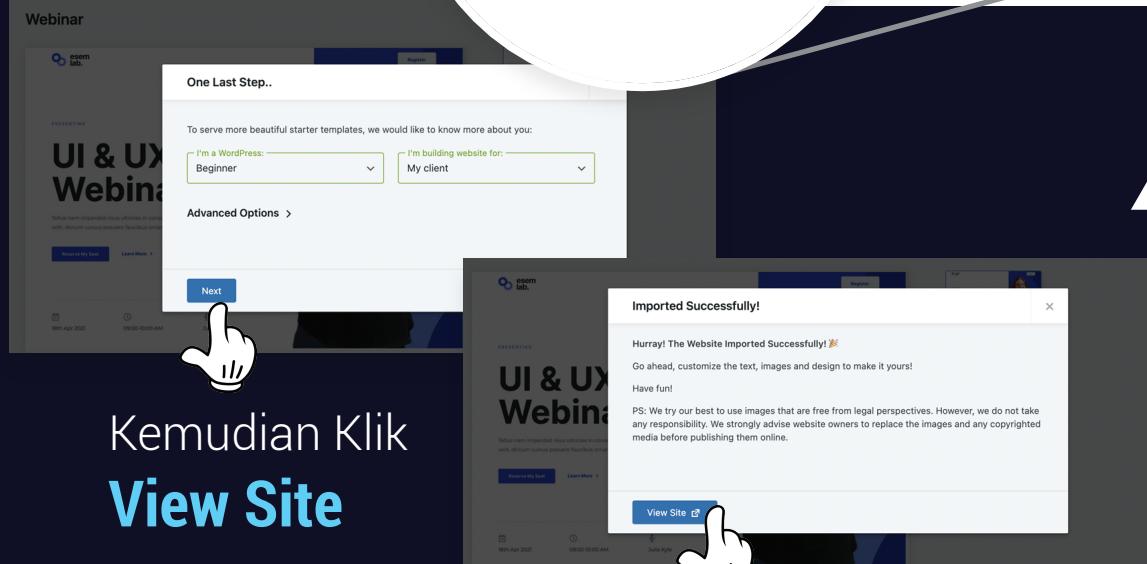
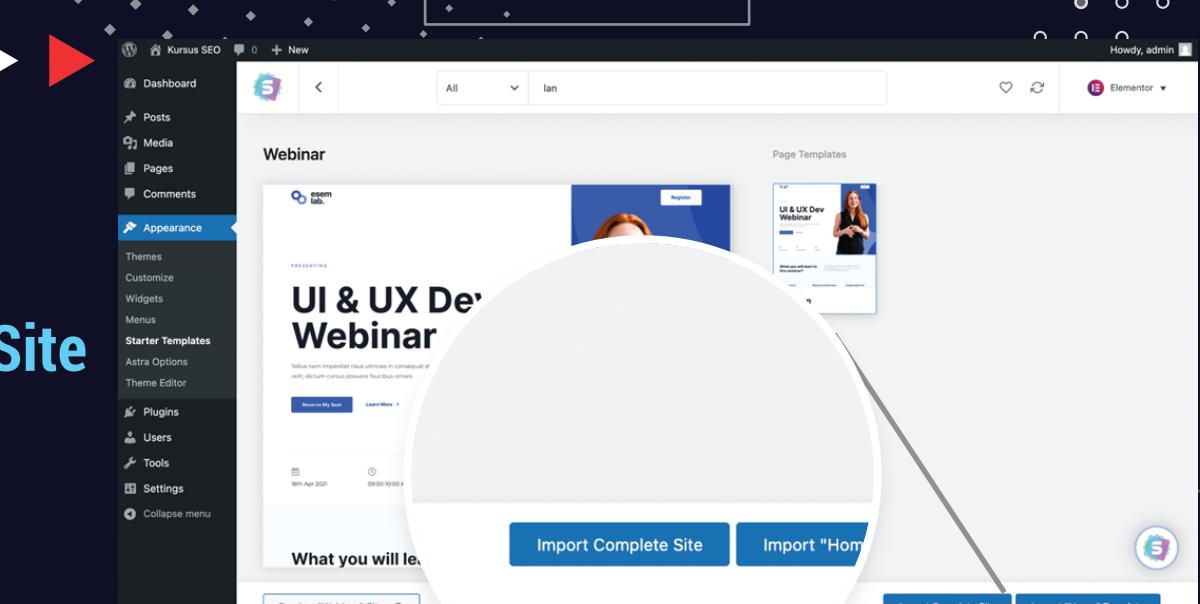
X Kemudian Klik
Import Complete Site



Kemudian Klik
Next



Kemudian Klik
View Site



X Hasil yang Sudah dibuat

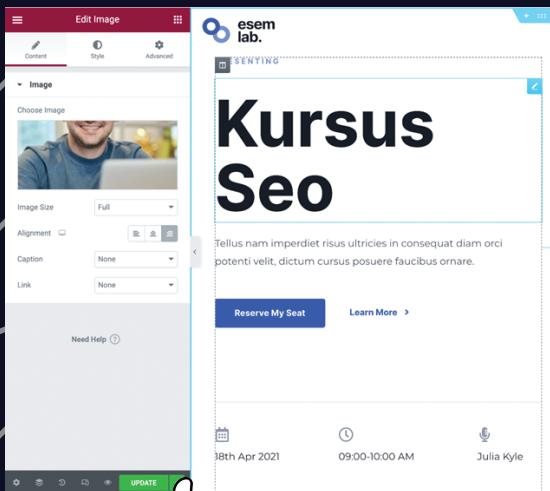


The screenshot shows a landing page for a 'UI & UX Dev Webinar'. At the top left is the 'esem lab.' logo. The main title 'UI & UX Dev Webinar' is prominently displayed in large, bold, black font. Below the title is a subtext: 'Tertius nam imperdiet. Inscit ultricies in consequat diam ceci potenti' followed by a line of placeholder text. Two blue buttons at the bottom are labeled 'Reserve My Seat' and 'Learn More'. At the bottom right is a photo of a woman with long red hair, smiling, wearing a black sleeveless top. Below her photo is the text 'Julia Hyde'. At the very bottom, it says 'What you will learn in this webinar?'.

This screenshot shows a registration page for the same webinar. It features a large photo of the woman, Julia Hyde, on the right. To her left is a section titled 'What you will learn in this webinar?' with several bullet points. Below this is a 'Register' button. Further down, there are two more sections for other webinars: '18th Apr 10am EST' and '18th Apr 10am EST', each with a photo of a person and their name below it. At the bottom is a large blue 'Don't Miss Out!' button.

Cara Edit Atau Desain Web

Klik Edit With Elementor



PRESENTING

UI & UX Dev Webinar

in consequat diam orci potenti
us ornare.

Tellus nam imperdiet risus ultricies in consequat diam orci
potenti velit, dictum cursus posuere faucibus ornare.

Reserve My Seat Learn More >

18th Apr 2021 09:00-10:00 AM Julia Kyle

Page Edit with Elementor WPForms Site Settings Site Theme Builder

Howdy, admin Register

Klik Icon Pensil, Dan edit sesuai Kebutuhan. Jangan Lupa Update, Untuk Melihat Perubahanya.