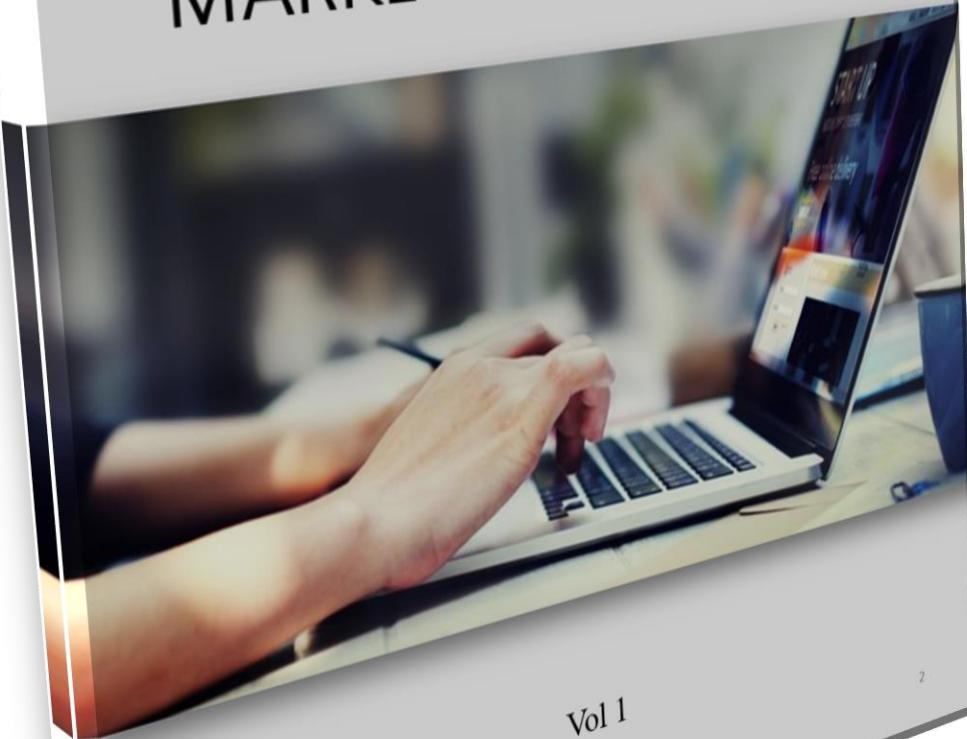


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19



COURSE HANDOUT

GRAPHICS, DIGITAL MARKETING AND WEB DESIGN



Vol 1

www.npower.gov.ng

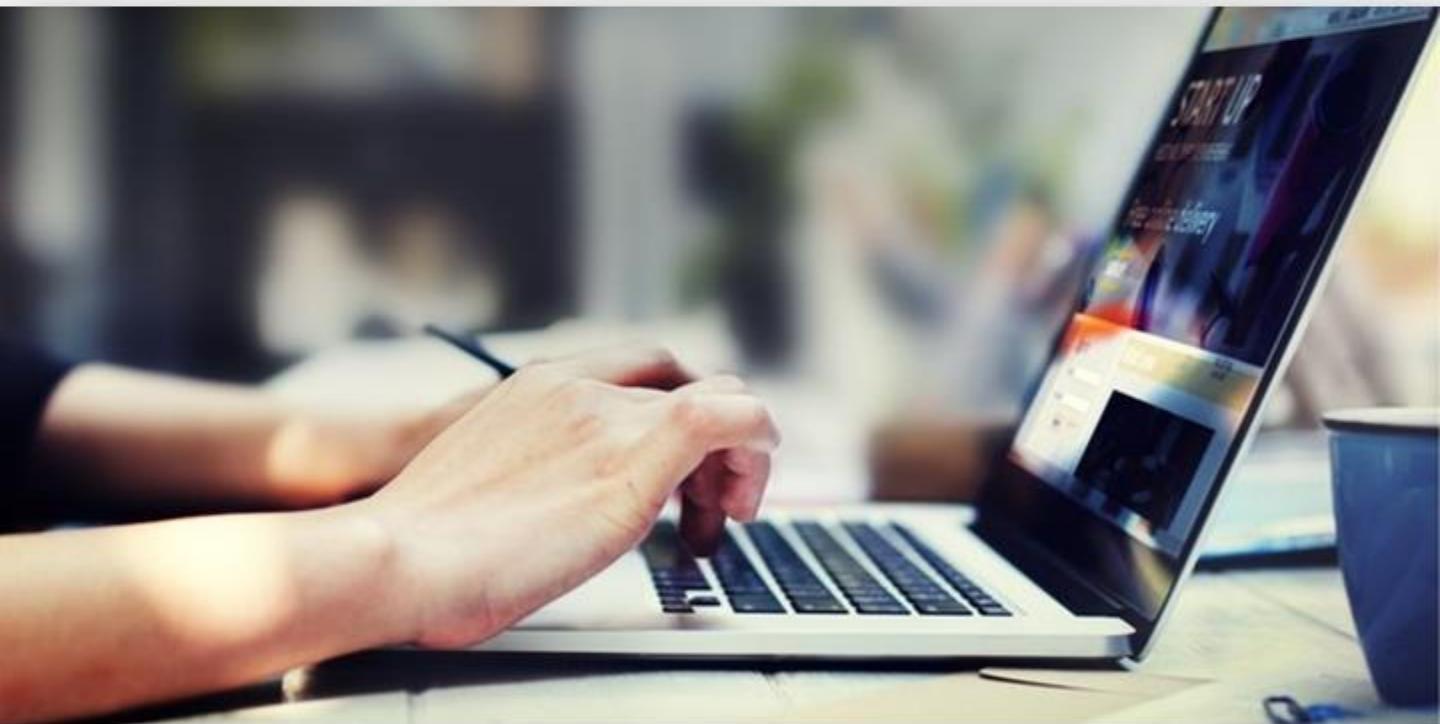
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COURSE HANDOUT

GRAPHICS, DIGITAL MARKETING AND WEB DESIGN

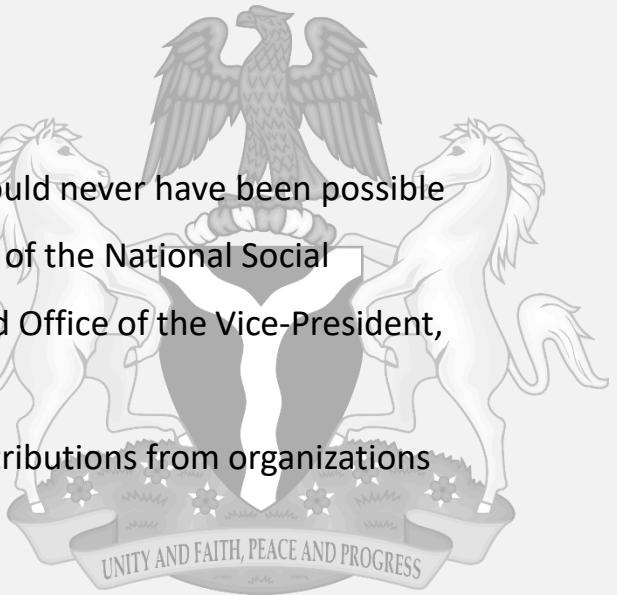


Vol 1

Acknowledgement

This documented project would never have been possible but for the valuable support of the National Social Investment Office (NSIO) and Office of the Vice-President, Federal Republic of Nigeria.

Also worthy of note are contributions from organizations too numerous to mention.



NPOWER KNOWLEDGE (DEVELOPER) MANUAL PREFACE

Our World is now Digital. Today, It is hardly possible to transact business within or outside Nigeria without using the Digital Super Highway, The Internet. This presents an immense opportunity for us the Nigerian Youth. Businesses, Governments, Non-Governmental Organizations, Religious Institutions and Individuals in Nigeria and Globally need a range of digital services like ; Corporate email accounts , Web sites , Social media accounts , Digital marketing , Web development , App development and Software development services.



Today billions of Naira is spent by Nigerian companies to get these services outside the country. Also, there are also plenty of companies outside Nigeria, looking to engage services of Nigerians who can work right here from Nigeria through outsourcing. **There are over 40 Federal Ministries, close to 1000 Federal agencies ,36 State Governments, 774 local governments , thousands of local Churches and Mosques** who need World Class Digital Marketing Services or World Class Web and Software Solutions.

These present a unique opportunity to organize and grow digital marketing and software development industry towards creating Jobs and Wealth for millions of Youths. Nigerian greatest resource, **is you**, the Nigerian Youth. The NPOWER Knowledge (Software) track within the Social Investment Program of the Buhari-Osinbajo administration, is a solution to empower our youths with the skills and tools required to earn a living servicing the local and Global Digital Economy through Digital Marketing and Software Development, A multi billion dollar industry. This program will set the foundation for you, to be able to offer these services to your local community and to the world. However, you must also maximize the opportunities available and be ready to work.

This program is arguably the largest single, IT soft skills development program in the country, with 4,000 digital and software entrepreneurs to be produced over the next 6 Months. At the completion of this empowerment program, youths will have been trained in a **practical and experiential manner** on how to earn a living helping businesses to advertise better on the internet & helping businesses to produce world class Web Solutions. The program will entail **Training , Tooling and Transitioning** youths over a 55 days period so they earn a living by applying world class Digital Marketing and Software Development Skills they have acquired to upgrade the services of their respective local businesses, communities , churches & mosques. You will receive foundational knowledge for you to deliver world class services to your local communities and also aspire to deliver world class services to the global market. At the end of the program you will be able to work as an employee or entrepreneur in the following areas:

Digital Marketing

Copy Writer

Digital Marketer

Social Influencer

SEO Expert

Basic Webmaster

Software Developer

Tester

Web Developer

App Developer

Software Developer

Advanced Web Master

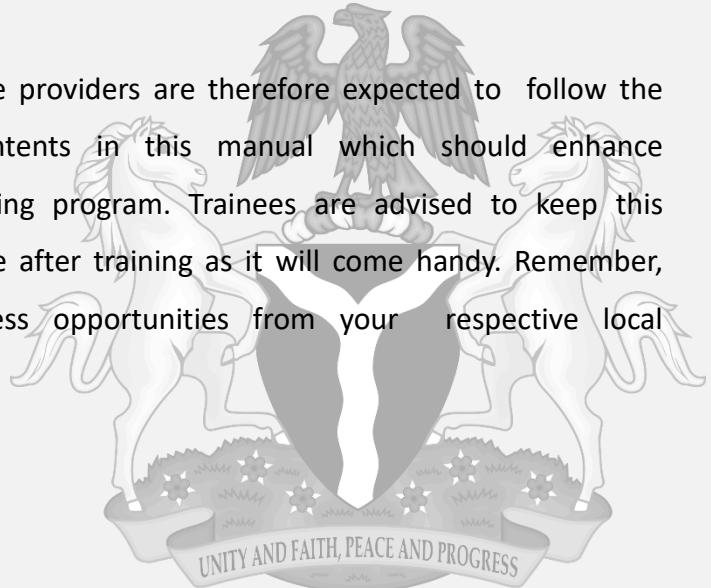
Among others.

This training manual has been developed to be compact, visual and experimental, serving both as teaching and reference tool post-training. It is expected that the manual will help participants acquire the requisite underpinning practical skills to

be digital entrepreneurs serving both the local and global Market. We have also complemented this manual for a library of audio-visual lesson to enhance learning and practicing.

All training centres and service providers are therefore expected to follow the delivery of the training contents in this manual which should enhance performance during the training program. Trainees are advised to keep this manual as a point of reference after training as it will come handy. Remember, start looking out for business opportunities from your respective local communities!

I wish you the very best.



Mrs Maryam Uwais,

Special Adviser to the President on Social Investment



MUHAMMADU BUHARI
PRESIDENT, COMMANDER-IN-CHIEF OF THE ARMED FORCES
FEDERAL REPUBLIC OF NIGERIA

Government of the Federal Republic of Nigeria

Dear N-Power Trainees,

Congratulations!

On behalf of the Federal Government of Nigeria, I welcome you to the N-power-Tech Vocational Training Programme. You have joined the ranks of the growing number of 500,000 young Nigerians between the ages of 18 and 35 who are being enlisted in Africa's largest post-tertiary training and employment-oriented programme and many more thousands in our N-Power Skills Competencies Training Programme for the Construction, Automobile, Technology and Creative sectors of our economy.

N-Power presents a life-changing opportunity for you and millions of our dear citizens. For you, N-Power should mean significant personal and professional development.

As conceived, N-Power will inspire you to achieve personal growth, self-knowledge, world-class expertise and the acquisition of new abilities. Much however will depend on you. You must take ownership of the future and take lead in shaping your course for good. With N-Power tools provided you, you now have the tool in your hands to reinvent your future and that of our great nation.

There are no promises that this will be easy. In fact, you will encounter challenges as you gain new practical skills, and interact with other colleagues during your apprenticeship. But remember, when challenges meet resilience, growth in character follows.

I urge you to be thoughtful as you remember that there are still many of our fellow compatriots who need hope, encouragement and help in their own lives. But you must be confident to reaffirm within your community that change is achievable if we all commit to doing our very best. This is why when some thought it impossible; our government grasped the responsibility to invest in as many of our young people as possible. Now is the time to join in the conversation that Nigeria can change for the good of all its citizens. We expect you to exercise good judgement and personal responsibility during the course of this programme.

We cannot overstate devotion and commitment to your tasks be it at your learning centres or during apprenticeship with any of our partner organisations. All forms of laxity and dishonesty come at great cost to the nation and your community. You must do all within your means to avoid any conduct that undermines this programme. N-Power is history in the making and you are part of making a new history of a nation that invests in her people and empowers them for greatness. Whatever history may say about N-Power and National Social investment when we are gone, we hope it will record that the men, women and children of our great nation found not only hope but also their aspirations attained. As you embark on this journey, my desire is that God will guide your way, just as the prospects of what lies ahead quicken your strides.

President Muhammadu Buhari, GCFR
President, Federal Republic of Nigeria

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1	Introduction to Npower Web Design Training Programme	2:53	Bit.ly
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WEEK ONE

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WORDPRESS I
Fundamentals & how to design
ecommerce websites



WEEK 1

SECTION ONE

1.0 INTRODUCTION

Welcome to the Npower Tech Soft training on Web design using WordPress. This manual will give you a mastery of WordPress even if you never knew how to write codes or any form of programming.

We are going to teach you what you need, to get any website up and running. You can trust that your learning with us can make you build a website for any hobby or commercial idea that you have, and make them live and operational.

Our communication is simple enough for non-techies and novices and our guide is fluid enough, to give you a grasp of everything you see and practice. This is one of the best WordPress Training you can ever have.

1.1 COURSE EXPECTATIONS

What you will learn:

- Introduction to CMS and WordPress
- Domain and web hosting.
- How to get domain and hosting account
- The fundamentals of WordPress
- How to build a blog, corporate and ecommerce website
- Practice how to build a blog, corporate and ecommerce website for clients.
- Setup your web design portfolio

1.2 COURSE REQUIREMENTS

- A working computer (Windows or Mac)
- A modern browser (Chrome or Firefox)
- Internet access
- Domain and Hosting (e.g, Yourfullname.com.ng)

1.3 WHAT YOU DON'T NEED

You don't need any programming skills or knowledge of HTML or CSS

1.4 WHO THIS COURSE IS FOR

- Those interested in learning how to build beautiful and functional websites.
- Those who are already familiar with WordPress by hearing or through self learning but want a formalised training.
- Those who are keen on making money online and don't know what exactly to start with.
- Those who are interested in working or interning at dotcom startups, internet companies and technology focused companies and organisations.

WEEK 1

SECTION TWO

2.0 WORDPRESS FUNDAMENTALS

What is WordPress?

WordPress is an open-source content management system based on PHP & MySQL. Open source means it is free and constantly being updated by different programmers. WordPress has two features: a plugin architecture and a template system.

At its core, WordPress is the simplest, most popular way to create your own website or blog. In fact, WordPress powers 34% of all the websites on the Internet. Yes – more than one in four websites that you visit are likely powered by WordPress.

Many years ago, WordPress was primarily a tool to create a blog, rather than more traditional websites. Nowadays, as a result of changes to the core code, as well as WordPress' massive ecosystem of plugins and templates, you can create any type of website with WordPress. WordPress plugins are more than 54,000.

2.1 WHY WORDPRESS

- Customizable Designs
- SEO Friendly
- Responsive Mobile Sites
- High Performance
- Manageable on the Go
- High Security
- Powerful Media Management
- Easy and Accessible

2.2 HOW TO BUILD WEBSITES

Website is a collection of folders and files structured by programming languages called codes and stored in a web server called hosting. These Files include texts, images, audio, video, pdf, APIs, etc. Programming Codes or languages include: java, css, php, html, node js, etc.

2.3 METHODS OF BUILDING A WEBSITE

There are 3 different ways of building a website namely:

1. CMS
2. SiteBuilders
3. Programming

2.3.1 CMS

A content management system or CMS is a software that facilitates creating, editing, organizing, and publishing content. WordPress is a Content Management System, that allows you to create and publish your content on the web. Although it is mostly used for web publishing, it can be used to manage content on an intranet, or in a single computer.

There are plenty of options when it comes to picking a content management system for a development project. Depending on how advanced you need the CMS to be, what language it's built with, and who is going to be using it. It can be a nightmare trying to find the "perfect" CMS for a project.

However, some CMSs have a slight edge over the rest of the competition because of the usability of the software. Some are just easier to install, use and extend, thanks to some thoughtful planning by the lead developers.

Aside WordPress, we have Drupal, Jumla, ExpressionEngine, Radiant, Cushy, TestPattern, SilverStripes but the most popular is WordPress.

2.3.2 SITE BUILDERS

Site builders are web applications or tools that make it very easy to build a website, without any technical or coding skills. Site builders can also be software you download on your computer. Most website builders use drag and drop technology.

Website builders are of two types namely: offline site builders and online site builders.

Offline site builders are softwares you download and install on your computer, for designing a website. After building the website, one would need internet access, domain and hosting, to be able to upload the files. Some might require some bit of technical know how, but most are user friendly. Example of offline site builder is [RapidWeaver](#) for Mac computers.

Online site builders require internet access unlike offline site builders and runs on a provider's service. Most site builders are also manageable on the go, with mobile phones. The interface is browser instead of software. Online site builders usually come with domain and hosting from the provider. An example of a site builder is [Whogohost Site builder.](#)

2.3.3 PROGRAMMING

This is you building a website with a combination of markup, server and database languages. Example of markup language is HTML and CSS for styling. Other languages used for styling include Java script, Jquery and Bootstrap. Server side scripting languages are PHP, Python, Node JS and more. Database languages is, but not limited to MYSQL. To deliver a beautiful and functional website through programming, one would need to install code editors, local server application and version control applications.

Code editors are used for writing and editing scripts and creating programming file formats. Local server application enable codes to run on your computer without internet, domain and hosting. Version control applications enable you to sync your programming offline with your hosting online.

Example of code editors include Visual studio code, sublime text 3 etc. Example of local server application is Xampp, Wamp etc. Example of version control applications include FileZila.

The people who write programming languages are often called programmers or developers, while people who build websites with site builder or CMS are called Web designers.

SECTION THREE

3.0 INTERNET, DOMAIN AND WEB HOSTING

The Internet

Talking about the Internet, it is important to point out that, it is not identical in meaning with the **World Wide Web**. Both terms are increasingly used as synonyms on a global scale, although this is not correct from a technical point of few. The reason for this common misunderstanding is that the World Wide Web is the most popular Internet application today. Anyway, you should distinguish both terms, knowing that the World Wide Web represents the huge set of interlinked text documents, images and other resources presented on the websites and linked by means of hyperlinks and URL elements, while the Internet provides the physical environment for the web to exist.

3.1 FACTS ABOUT THE INTERNET

Here are some amazing facts about the internet compiled for you.

- The Internet refers to the networking infrastructure that connects millions of computers across the world, the WWW is the collection of text pages, music, files, digital photographs and animation which users can access over the Internet.
- Websites are accessible by the user through a browser interface.
- The first website to ever go online was on August 6, 1991, <http://info.cern.ch>
- There about 1.9 billion websites, but less than 300 million websites are active.
- All website accumulate to more than 65 billion web pages. (According to Netcraft) and over half of all web pages are written in English.
- There are more people browsing the web on mobile than on desktop.
- There are more devices connected on the web than human beings.
- Google is the most visited website in the world. Over a decade ago, it was MySpace and AOL.

3.2 DOMAIN

A domain is the address of a website on the internet. It is a combination of alphanumeric characters and extensions. There are different ways to access a website or pages of a website, namely: IP address, domain name and URL, but domain is the easiest way to access the content of any website.

Can you remember the address of the most visited website in the world? The answer is Google.com. Can you also remember the address of the most popular social media- facebook.com. Google.com and Facebook.com are domain names of Google and Facebook respectively. There are different types of domain extensions, namely: .com.ng, .com, .ng, .net, .org,

Let me now break down the structure of a domain name for you. A domain name is structured into three parts: **subdomain.domain.extension**.

Someone would ask, what is the place of www. In a web address? www. means World Wide Web and it is simply called a sub domain, when you break it down according to the structure of domain name earlier mentioned. Subdomain is anything before the first dot.

Domain names are different from URLs. A URL is a combination of protocols, domain name and path to files hosted for a website. Here is an example of a URL, <https://mail.google.com/mail/u/1/#inbox>. This is gmail's way of telling you that the #inbox of the 1st gmail user(u) account is active. You can't remember this or tell someone this, compared to when you can just say www.gmail.com. The real website is mail.google.com, but to even make it easier for users, google promotes gmail.com (simple), compared to mail.gmail.com or any other lengthy url associated with **mail.google.com**.

This is just to buttress the motion that you don't tell someone a url, like the way you would tell them a domain name, because URLs could be very lengthy. As a result, you can only share URLs with people to click, using share buttons, except if you shortened a URL with web apps called shorteners. Example of URL shorteners is bit.ly and tinyurl.com

A domain name is your website name. A domain name is the address where Internet users

can access your website. A domain name is used for finding and identifying computers on the Internet.

Computers use IP addresses, which are a series of numbers. However, it is difficult for humans to remember strings of numbers. Because of this, domain names were developed and used to identify entities on the Internet rather than using IP addresses.

A domain registrar is a company that sells domain names and most web hosting companies sell domains as well. Example of domain registrar and domain company is Whogohost.com.

Just like the sands at the seashore, there are always going to be more domain names than human beings. Because one domain name can be registered with all existing domain extensions in the world. Take <http://www.npower.gov.ng> for example, you can have npower.com, npower.com.ng, npower.org, npower.i.ng, npower.net and so on.

Let's take another example. There are over 7billion people on earth. Even if each person has a domain name to their name, every one of these names can have different domain extensions. For an example, Kanu Nwankwo can have a domain as kanunwankwo.com.ng. We can still have Kanunwankwo.ng, Kanunwankwo.org, Kanunwankwo.ball, Kanunwankwo.player. This can apply for 7billion people on earth.

Lastly, It's okay if your domain name is different from your business name. For instance, a company can be Whogohost limited but their domain name is simply whogohost.com. Also, gtbank.com is domain name for Guaranty Trust Bank.

3.3 WEB HOSTING

A website is defined as a collection of folders and files written and structured together with a programming language.

Hosting, also known as web hosting is the business of housing the files and folders of one or more websites and make it accessible on the internet. It usually comes with allocated resources such as Disk space, Bandwidth, Subdomains, Emails and more.

In real estate, your office has a building and an address where people can find it. In web estate, your hosting represents your office building, your website represents the furniture you pack inside while your domain represent the address people can find you.

There are different types of hosting

- Shared hosting
- WordPress hosting
- Email hosting
- Cloud hosting
- Reseller hosting
- Virtual Private Servers

For the purpose of this training programme, we are going to dwell on Shared hosting and WordPress hosting because they are the most common type of hosting that exist on the internet.

3.4 GETTING NPOWER TRAINING SUITE

This training programme is 100% practical. For this purpose, every participant is expected to have a domain that is your full name. For example, if your fullname is Tiwa Savage, you are to get tivasavage.com.ng and a hosting. Also, if your fullname is Ayodeji Balogun, get ayodejibalogun.com.ng. That is what your trainer/supervisor will use to access all exercises and projects.

3.5 HOW TO GET A DOMAIN

In previous pages it was mentioned that you get domain names from companies called domain registrars. Here is how to get a domain name from a domain registrar like Whogohost.com.

The screenshot shows the Whogohost website interface. At the top, there is a dark header bar with contact information: a phone number (070022332233), an email link (support@whogohost.com), and a WhatsApp link (07068714313). To the right of these links are navigation buttons for 'MAKE MONEY', 'PROMOS', 'HOW TO PAY', 'VIEW CART', and 'MY ACCOUNT'. Below the header, the Whogohost logo is on the left, followed by a navigation menu with links for 'HOME', 'DOMAINS', 'HOSTING', 'WEBSITE', 'SECURITY', 'SITEBUILDER', 'FAQs', and a search bar labeled 'DOMAIN SEARCH'. The main content area features a background image of server racks. In the center, there is a large call-to-action button with the text 'Get your domain of choice now!' above a text input field containing 'yourfullname.com.ng'. To the right of the input field is a blue button with the text 'Register Domain'. A green rectangular box highlights the 'Register Domain' button. Below the input field, there is a smaller text message: 'Build your website quickly using our easy to use sitebuilder. Get Started'.

STEP 2: Check if the domain is available (green font) or not available (red font). If available, Add to cart, checkout and proceed to Domains Registration Settings.

The screenshot shows the Whogohost website's domain registration interface. On the left, there's a sidebar with categories like Linux Hosting, Site Builder, Reseller Packages, etc. The main area is titled 'Register Domain' and contains a search bar with 'yourfullname.com.ng'. Below it, a message says 'Congratulations! yourfullname.com.ng is available!' with a green border around the text. There's also a 'Add to Cart' button. To the right, there's a yellow banner with a globe icon. At the bottom, there are buttons for '.com' (Unavailable), '.ng' (Add), '.online' (Add), '.site' (Add), '.com.ng' (Add), and '.africa' (Add).

NOTE

it is possible for a domain name you thought of, to return as unavailable and the way one can check the availability of a domain name is by doing a whois lookup of the domain at www.whois.com/whois

STEP3: If you intend to get a hosting with the same service provider, do not edit this page, else change the nameserver addresses to point the domain to the other hosting provider.

The screenshot shows the 'Domains Configuration' page. It has a sidebar with various hosting options. The main area shows a 'Registration Period' of '1 Year/S' and a 'Hosting' section with a note '[No Hosting! Click to Add]'. Below that is a 'Nameservers' section. A large green box highlights the 'Nameserver 1' field containing 'nsa.whogohost.com'. There are also fields for 'Nameserver 2' (nsb.whogohost.com) and 'Nameserver 3' (empty), and 'Nameserver 4' and 'Nameserver 5' (both empty). At the bottom is a 'Continue' button.

STEP 4: If you have any coupon, apply it to discount price, otherwise click the green checkout button to proceed.

STEP 5: Choose a payment option that suits you and check the terms of service button before completing the order.

3.6 HOW TO GET A HOSTING ACCOUNT

In this demonstration, you are going to learn how to get a hosting from a web hosting company like Whogohost.

STEP 1: Goto www.whogohost.com and select Shared hosting from the hover menu.

The screenshot shows the Whogohost website homepage. At the top, there is a navigation bar with links for 'MAKE MONEY', 'PROMOS', 'HOW TO PAY', 'VIEW CART', and 'MY ACCOUNT'. Below the navigation bar, the Whogohost logo is on the left, and a search bar with the placeholder 'Enter your domain name (e.g. yourdomain.ng)' is on the right. The main content area features a background image of server racks. A dropdown menu is open under the 'HOSTING' button, with 'Shared Hosting' highlighted in blue. Other options in the menu include 'WordPress Hosting', 'Email Hosting', 'Reseller Hosting', 'Host in Nigeria', 'Cloud Hosting', 'Virtual Server', and 'G-Suite'. Below the menu, there is a call-to-action button labeled 'Get Started'.

Hosting Purchase
Get hosting for WordPress and Joomla Hosting, and help with data migration and hosting switching.

SiteBuilder
Need a website? You may #SimplyBuildIt yourself today, using our easy-to-use sitebuilder.

Email Hosting
Get a professional email service for any kind of business with a lot of storage to manage your emails.

STEP 2: Choose a plan that suits the resources you need or budget

The screenshot shows the 'Choose a plan' page on the Whogohost website. The page title is 'Choose a plan' and the subtitle is 'Pick a plan that best fits your needs.' A banner at the top says 'Save 20% when you purchase an annual hosting plan.' Below the banner, there is a table comparing five hosting plans: Aspire, Premium, Pro, Deluxe, and Supreme. Each plan includes details like price, traffic, and included features.

Aspire	Premium	Pro	Deluxe	Supreme
N4,000 Annually N400 Monthly <small>[Basic Websites with very low traffic]</small>	N6,000 Annually N600 Monthly <small>[Standard sites with low traffic]</small>	N8,500 Annually N850 Monthly <small>[Standard sites with moderate traffic]</small>	N20,000 Annually N2,000 Monthly <small>[Standard sites with high traffic]</small>	N25,000 Annually N2,500 Monthly <small>[Standard sites with very high traffic]</small>
2GB Webspace [?] 10GB Bandwidth Free .NG Domain [?]	6GB Webspace [?] 30GB Bandwidth Free .NG Domain [?]	12GB Webspace [?] 45GB Bandwidth Free .NG Domain [?]	25GB Webspace [?] Unlimited Bandwidth Free .NG Domain [?]	Unlimited Webspace [?] Unlimited Bandwidth Free .NG Domain [?]

STEP 3: Choose the option based on your previous buying activity on the site.

Option 1 is if had initially added a domain to cart

Option 2 is if getting a hosting was the first buying activity you made and you wish to add a domain to the hosting.

Option 3 is when you want to transfer a domain from another registrar. EPP code would be required here.

Option 4 is if you had already bought a domain before and it is unassigned to any website yet.

Note. You can buy a domain without a hosting but you can't buy a hosting without assigning a domain to it.

The screenshot shows the Whogohost website's domain selection interface. On the left, there's a sidebar with various service categories like Linux Hosting, Site Builder, Reseller Packages, etc. The main area is titled 'Choose a Domain...'. It lists four options: 'Use a domain already in my shopping cart' (selected), 'Register a new domain', 'Transfer your domain from another registrar', and 'I will use my existing domain and update my nameservers'. A note at the bottom states: '* Free Domain Registration applies to the following extensions only: .com.ng, .org.ng, .name.ng'. There's also a 'Use' button and a small message bubble icon in the bottom right corner.

STEP 4: This is your product summary page. Just click continue.

The screenshot shows the Whogohost website's configuration page for a hosting package. On the left, there's a sidebar with service categories. The main area is titled 'Configure' and contains a summary of the selected plan: 'Pro (12GB) Linux Shared Hosting'. It details features like 12 GB Webspace, 45 GB Bandwidth, Free SSL, Unlimited Emails, Unlimited SQL Databases, and PHP, CGI enabled. To the right is an 'Order Summary' box showing the plan name, type, setup fees, annual cost, VAT, and total due today. The total cost is listed as N8,500.00. At the bottom right is a 'Continue' button with a right-pointing arrow. A message bubble icon is in the bottom right corner.

STEP 5: This is the page where you apply a coupon if you have, otherwise continue with the checkout

Review & Checkout

Product/Options	Price/Cycle
Pro (12GB) Linux Shared Hosting Edit Linux Hosting yourfullname.com.ng	N8,500.00 Annually
Domain Registration Edit yourfullname.com.ng	N0.00 1 Year

Order Summary

Subtotal	N8,095.24
VAT @ 5.00%	N404.76
Totals	N8,500.00 Annually

N8,500.00
Total Due Today

Checkout →

Continue Shopping

STEP 6: Choose a payment option that suits you and check the terms of service button before completing the order.

Domain Registrant Information

You may specify alternative registered contact details for the domain registration(s) in your order when placing an order on behalf of another person or entity. If you do not require this, you can skip this section.

Use Default Contact (Details Above)

Payment Details

Your available credit balance is N1,200.00.

Apply N1,200.00 from my credit balance to this order and I will pay the remaining amount via the payment method selected below.
 Do not apply any credit from my credit balance to this order. I will pay for it using the payment method selected below.

Please choose your preferred method of payment.

Bank Payment Details Paystack (Subscription) QuickTeller(MasterCard/Verve) Rave by Flutterwave

I have read and agree to the Terms of Service

Complete Order →

This order form is provided in a secure environment and to help protect against fraud your current IP address (41.203.78.235) is being logged.

3.7 HOW TO GET DOMAIN AND HOSTING TOGETHER

Start by initiating a purchase order for hosting. At the “**Choose a domain**” page, select “**register a new domain option**”. You will be taken to a page where you will get the domain and continue to a product summary page that features the domain and hosting you want to buy.

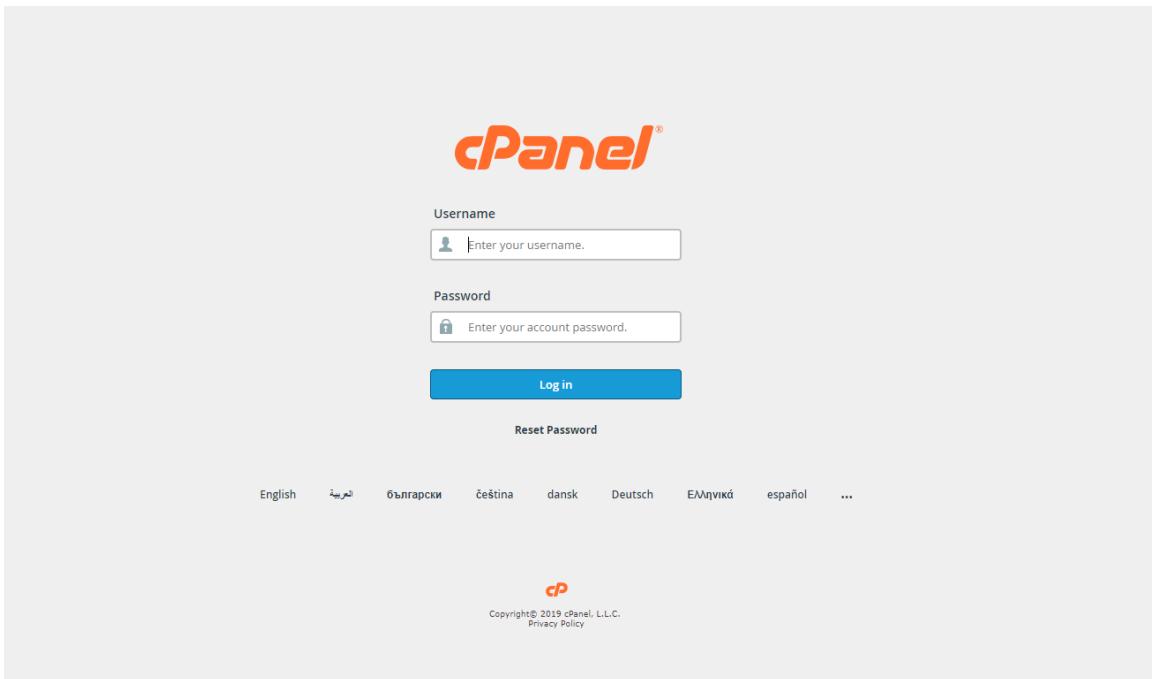
The screenshot shows the Whogohost website interface. At the top, there's a navigation bar with links for 'HOW TO PLACE AN ORDER', 'PROMOS', 'VIEW CART', and 'MY ACCOUNT'. Below the navigation is the Whogohost logo and a search bar labeled 'Search our knowledgebase'. Further down is a blue navigation bar with links for 'Dashboard', 'Hosting & Services', 'Domains', 'Billing', 'Support', 'Open Ticket', 'Affiliates', and 'Unblock IP'. The main content area has a sidebar on the left listing various services like 'Linux Hosting', 'Site Builder', etc. The main panel title is 'Choose a Domain...'. It features a list of options: 'Use a domain already in my shopping cart' (selected), 'Register a new domain', 'Transfer your domain from another registrar', and 'I will use my existing domain and update my nameservers'. A note at the bottom states: '* Free Domain Registration applies to the following extensions only: .com.ng, .org.ng, .name.ng'. A green box highlights the first option, 'Use a domain already in my shopping cart'.

3.8 HOW TO INSTALL WORDPRESS WITH SOFTACULOUS

Softaculous is the leading automatic app installer for cPanel. Softaculous can be likened to the playstore on your android phone which helps you install any app you need on the phone. With Softaculous in the cpanel, you can install any of the free CMS you need as long as the CMS is available on Softaculous.

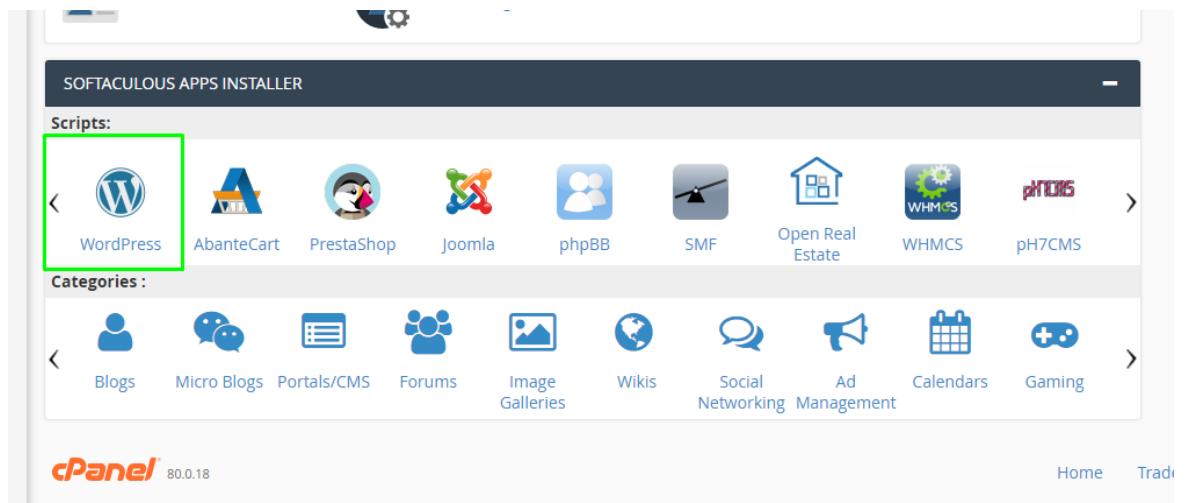
Lastly, WordPress is one of the 450 app scripts available on Softaculous. Now let's see how to install wordpress on cpanel using Softaculous.

STEP 1: Enter into your address bar “**yourdomain/cpanel**”. E.g npowertechsoft.com.ng/cpanel. Enter your cpanel login credentials



STEP 2: This is the landing page after login to your website cpanel. Scroll down until you find “**Softaculous Apps Installer**”.

STEP 3: Scroll down and Click on the WordPress icon.



STEP 4: You can read up about the installation article, then click the “Install Now” button.

The screenshot shows the Softaculous App Details page for WordPress. The left sidebar lists various app categories. The main content area shows the "WordPress" app details. It includes a star rating of ★★★★☆, the version (5.2.2, 5.1.1, 5.0.4, 4.9.10), the release date (18-06-2019), and tabs for Install, Overview, Features, Screenshots, Demo, Ratings, Reviews, and Import. The "Install" tab is selected. Below this is a preview of the WordPress dashboard. To the right, there's a description of WordPress as web software for creating websites, followed by a paragraph about its community and plugins/themes. A large blue "Install Now" button is highlighted with a green box. Below it, there's information about space requirements and a "My Apps" link. At the bottom, there's a "Manage Plugin / Theme Sets" link.

STEP 5: The domain you want to use should be in the highlighted field or input it manually

NOTE

You can install WordPress as multiple times as you want on the primary domain, then as directories.

The screenshot shows the Softaculous software interface for installing WordPress. On the left, there's a sidebar with various website builder options like SitePad Website Builder, Blogs, Micro Blogs, Portals/CMS, etc. The main area is titled 'WordPress' and shows the following details:

- Version: 5.2.2, 5.1.1, 5.0.4, 4.9.10
- Release Date: 18-06-2019
- Install tab is selected
- Overview, Features, Screenshots, Demo, Ratings, Reviews, Import tabs are available

In the 'Software Setup' section, there are two fields highlighted with boxes:

- A green box surrounds the 'Choose Installation URL' field, which contains 'http://joshuaigba.com.ng'. This is where the primary domain is specified.
- A blue box surrounds the 'Choose Domain' field, which contains 'wp In Directory'. This is where the subdirectory for the WordPress installation is specified.

Below these fields, under 'Site Settings', are fields for Site Name ('My Blog') and Site Description ('My WordPress Blog'). There's also a checkbox for 'Enable Multisite (WPMU)'.

WEEK 1

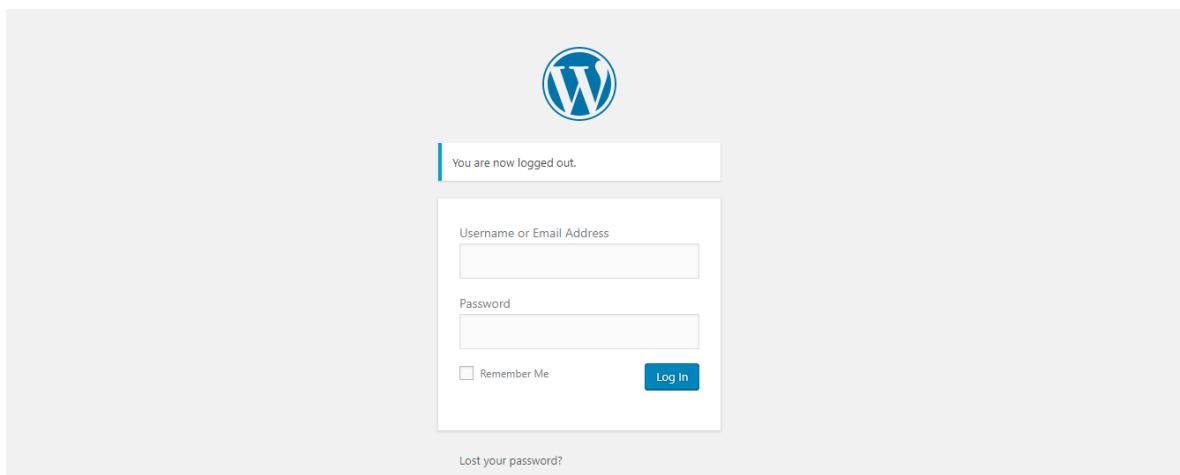
SECTION FOUR

4.0 WORDPRESS DASHBOARD

4.1 LOGIN

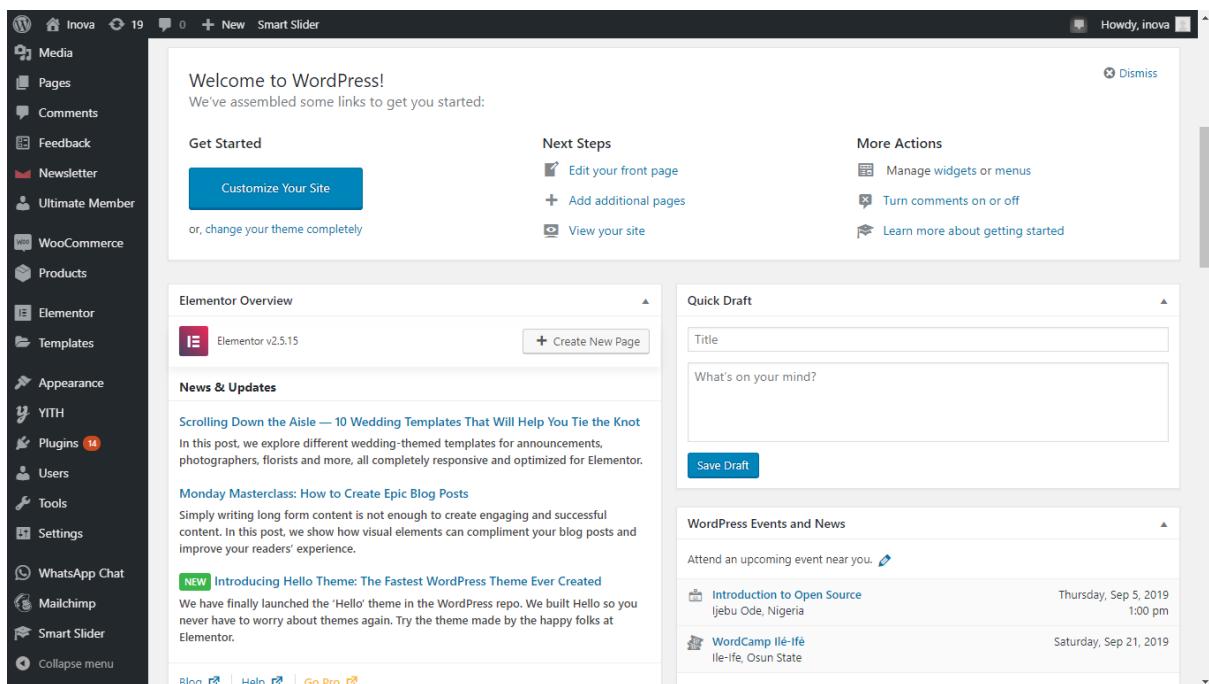
You can access WordPress dashboard by inputting this link format - `www.yourdomain/wp-admin`, into your browser e.g www.npowertechsoft.com.ng/wp-admin

It shows you this page where you input your login credentials which you had set while installing WordPress with Softaculous.



4.2 OVERVIEW

Here is how WordPress dashboard look like

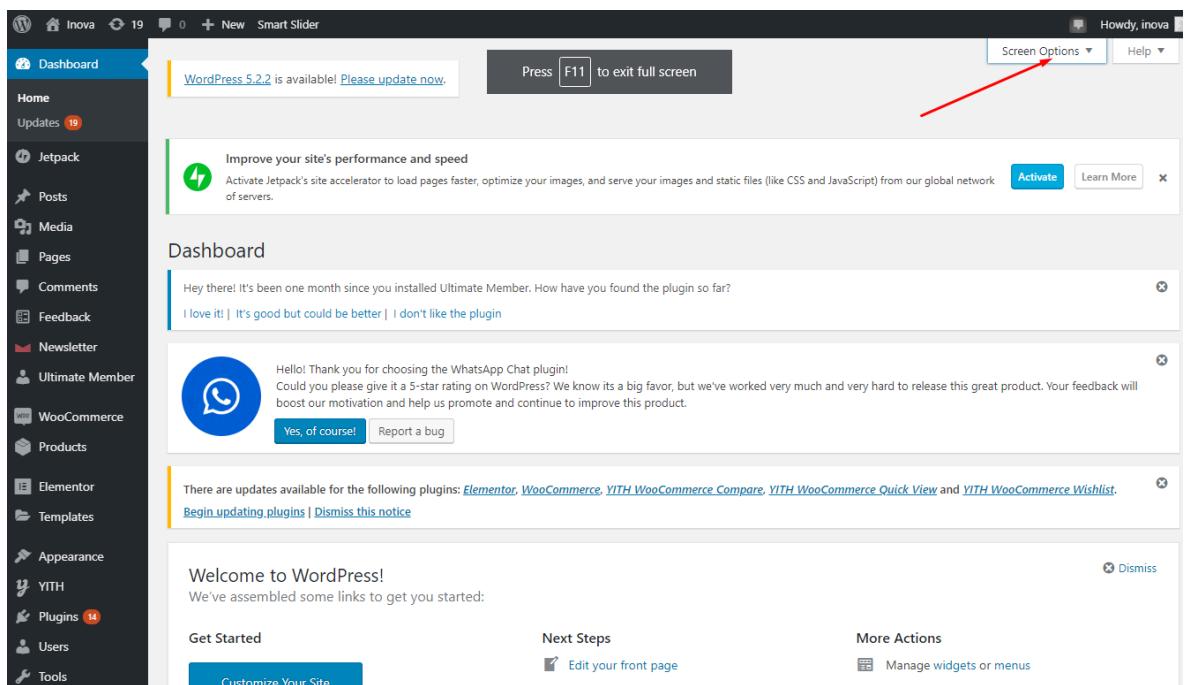


WordPress admin dashboard is very rich. At a glance you see the most frequently used actions or settings that the entire WordPress community takes. This is one of the reasons WordPress is very easy to use.

The following make up the dashboard of WordPress 5.2.1

- Elementor Overview
- At a Glance
- ActivityStats
- YITH Latest Updates
- Latest news from YITH Blog
- WooCommerce Recent Reviews
- WooCommerce Status
- Quick Draft
- WordPress Events and News
- Welcome

You can use the “Screen Option” settings to reduce the features you want to be seeing on your WordPress dashboard. Feel free to play around it.



Wordpress installation comes with a default installed theme that is neither beautiful nor functional. Hence the need to find, install and activate a choice theme. These themes can be free or paid. You will learn how to access free themes, paid themes. You will also learn how to get a premium theme for FREE.

4.3 LEFT SIDE BAR

This is the bar that contains all settings and elements that is not featured on the dashboard landing page. The following are the 6 sidebar menus every WordPress user must use.

Posts

Pages

Media

Appearance

Plugins

Users

Settings

4.4 HOW TO ADD OR CHANGE WORDPRESS THEMES

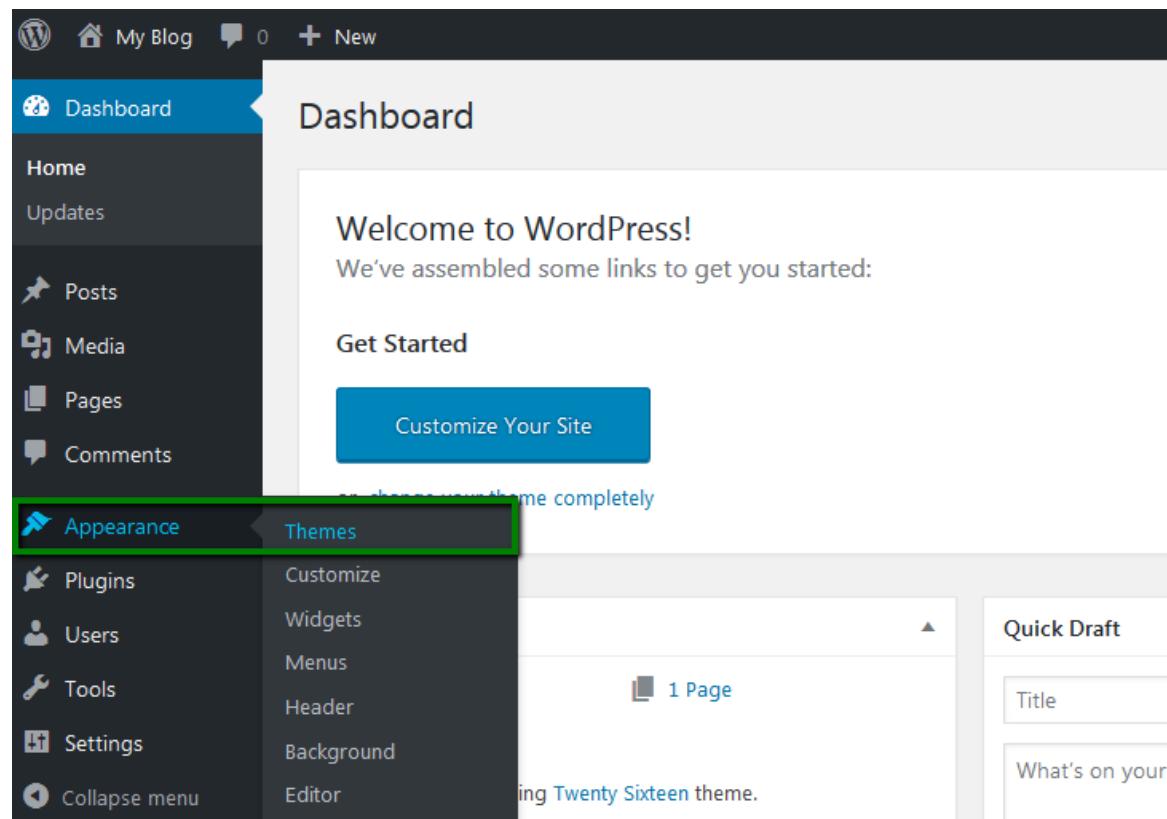
The two most important things about WordPress are **Themes** and **Plugins** and both come in free and paid versions. Themes are where your design and development begins. Themes are why you don't need to learn programming and plugins are why you don't need to bother about extra functionalities you want your website to have. The scope of this training covers two methods of adding or changing a WordPress theme. You can install multiple themes whether free or paid but only one theme can be active at a time.

METHOD ONE:

4.4.1 ADDING OR CHANGING THEME USING WORDPRESS DASHBOARD

Here is how you get to change your theme or adding a new theme.

STEP 1: Navigate to the Appearance menu on the left side >> Themes:



STEP 2: On the next page, you can manage your installed themes or install a new one. If you are going to install a theme, you hit Add New button:

The screenshot shows the WordPress dashboard with the 'Appearance' menu selected. In the 'Themes' section, the 'Twenty Sixteen' theme is highlighted as 'Active'. The theme's preview shows a sunset over the ocean. On the right, there is a sidebar for 'Twenty Fifteen' with its theme details.

STEP 3: You will see the list of the themes available for installation. It is possible to do the following:

- Select Featured, Popular, Latest or Favorites ones to install
- Use the built-in Search if you need to find a certain theme
- Set certain filters by clicking on Feature Filter

The screenshot shows the 'Add Themes' page. The 'Featured' tab is selected. A search bar is present at the top. Below, a preview of the 'Come Sail Away with Me' theme is shown, followed by other theme cards such as 'INNOVATION'.

STEP 4: After Feature Filter is selected, you will be able to narrow down your theme search by checking the necessary parameters.

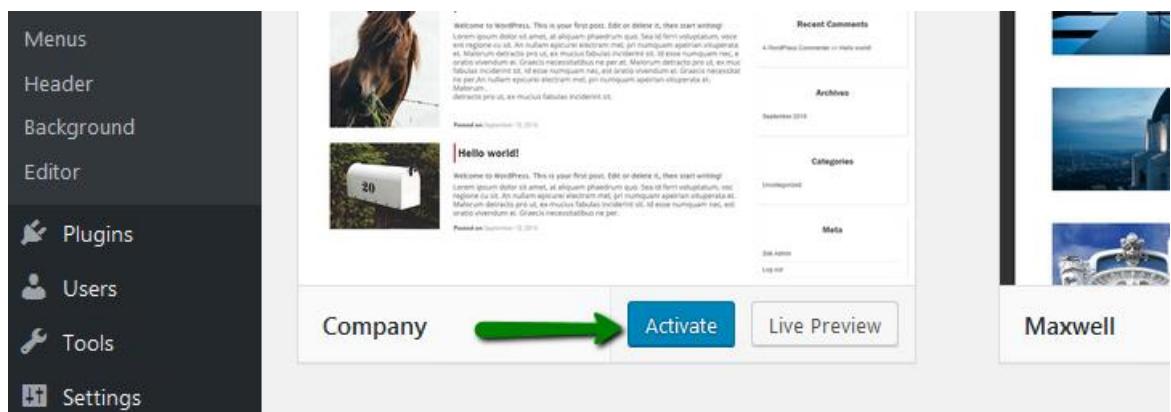
You can search by Layout (1), Features (2) and Subject (3). Once selected, click on Apply Filters:

The screenshot shows the 'Add Themes' page in the WordPress admin. On the left, a sidebar lists various settings like Appearance, Plugins, and Tools. The main area has tabs for 'Featured', 'Popular', 'Latest', and 'Favorites'. A 'Feature Filter' button is at the top right. Below it, three sections are shown: 'Layout' (with checkboxes for Grid Layout, One Column, Two Columns, Three Columns, Four Columns, Left Sidebar, Right Sidebar), 'Features' (with checkboxes for Accessibility Ready, BuddyPress, Custom Background, Custom Colors, Custom Header, Custom Menu, Editor Style, Featured Image Header, Featured Images, Flexible Header, Footer Widgets), and 'Subject' (with checkboxes for Blog, E-Commerce, Education, Entertainment, Food & Drink, Holiday, News, Photography, Portfolio). A green box highlights the 'Apply Filters 5' button, and green arrows point to the 'Layout' (1), 'Features' (2), and 'Subject' (3) sections.

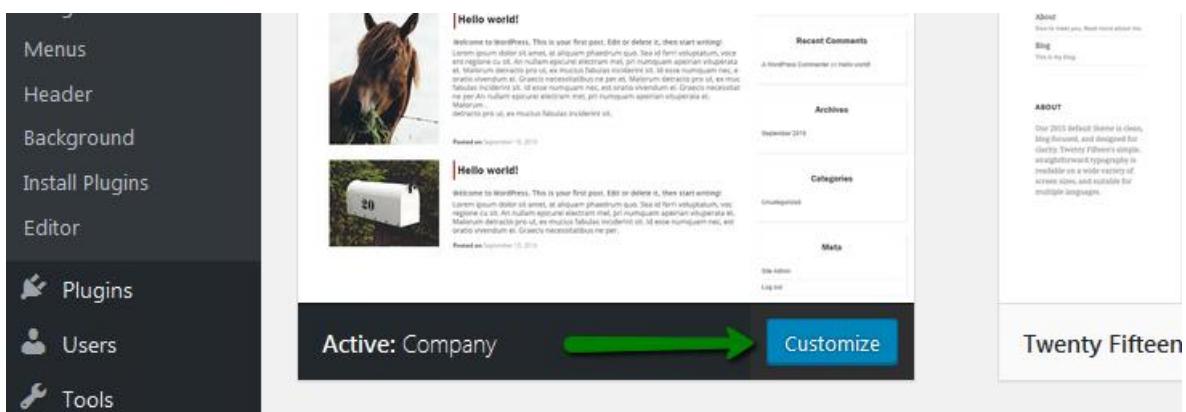
STEP 5: When the list of the themes you search for is displayed, you will be able to preview the one you like. To set it up, click on the Install button:

The screenshot shows the 'Details & Preview' page for the 'Maxwell' theme. It features a preview image of a horse, a preview image of a white box, and a preview of the theme's dashboard. At the bottom, there are buttons for 'Company', 'Install', and 'Preview'. A green arrow points to the 'Install' button.

STEP 6: As soon as the setup is finished, you can activate the theme at once by clicking Activate:



STEP 7: After that, you may start customizing it depending on your needs:



METHOD TWO

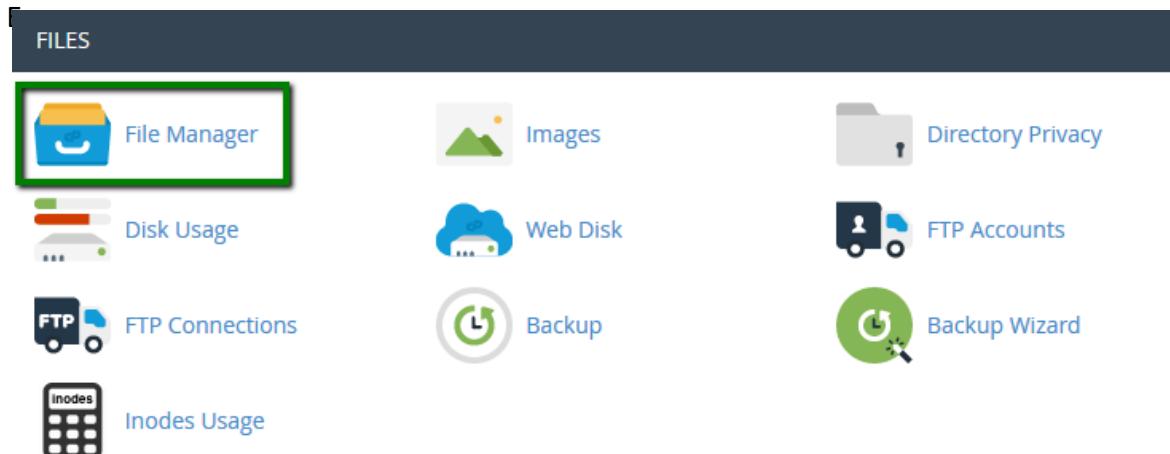
4.4.2 HOW TO ADD OR CHANGE WORDPRESS THEME ON THE SERVER WITH FILE MANAGER

The second way to install a theme for your WordPress website is via cPanel File Manager. You should have a file of archived theme files on your "computer" saved beforehand. Also ensure you remember the location where you saved the file on your computer.

In order to upload a theme file to your account,

STEP 1: Log into your cPanel.

STEP 2: Navigate to the **Files** section >> the **File Manager** menu:



STEP 3: Move to the website directory root and locate **/wp-content/themes/** folder . Click the **Upload** button, find your theme archive on your local drive and upload it to the required directory: click on select file to locate the saved file on your computer

The screenshot shows the 'File Manager' interface within cPanel. The title bar says 'cP File Manager'. The toolbar includes buttons for '+ File', '+ Folder', 'Copy', 'Move', 'Upload' (which is highlighted with a green box), 'Download', 'Delete', 'Restore', and 'Rename'. Below the toolbar is a breadcrumb navigation bar showing the path: 'Home' > 'public_html' > 'wp-content' > 'themes'. To the right of the navigation bar are links for 'Home', 'Up One Level', 'Back', 'Forward', and 'Reload'. The main area has two panes. The left pane shows a hierarchical file tree of the 'themes' directory. The 'wp-content/themes' folder is highlighted with a green box. The right pane is a table with 'Name' columns, listing files and folders: company, twentyfifteen, twentyfourteen, twentysixteen, and index.php.

Name
company
twentyfifteen
twentyfourteen
twentysixteen
index.php

File Upload

Select the file you want to upload to “/home/nctests/public_html/wp-content/themes”.

Maximum file size allowed for upload: 48.51 GB

Overwrite existing files

Drop files here to start uploading

or

Select File

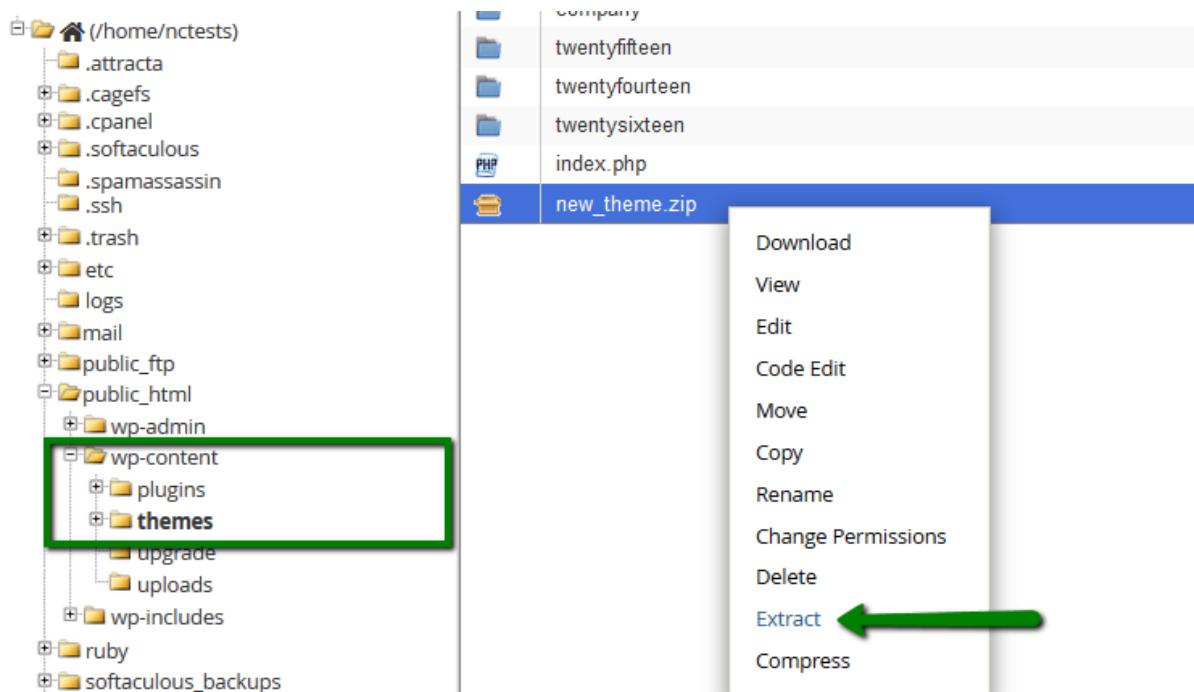
new_theme.zip

100%

601.55 KB complete

[Go Back to “/home/nctests/public_html/wp-content/themes”](#)

4. Extract the theme files and make sure the theme folder is located in the right directory and click on “go back to”, when it is completed.



5. Access your WordPress Admin Dashboard then and navigate to **Appearance >> Themes**.

Find a new theme you extracted and activate it.

4.5 HOW TO FIND FREE WORDPRESS THEMES

WordPress comes, by default, with the Twenty Twelve, Twenty Thirteen and Twenty Fourteen themes. In this material, you will be learning 2 different ways to find FREE Wordpress themes

METHOD ONE

4.5.1 WORDPRESS.ORG THEME DIRECTORY

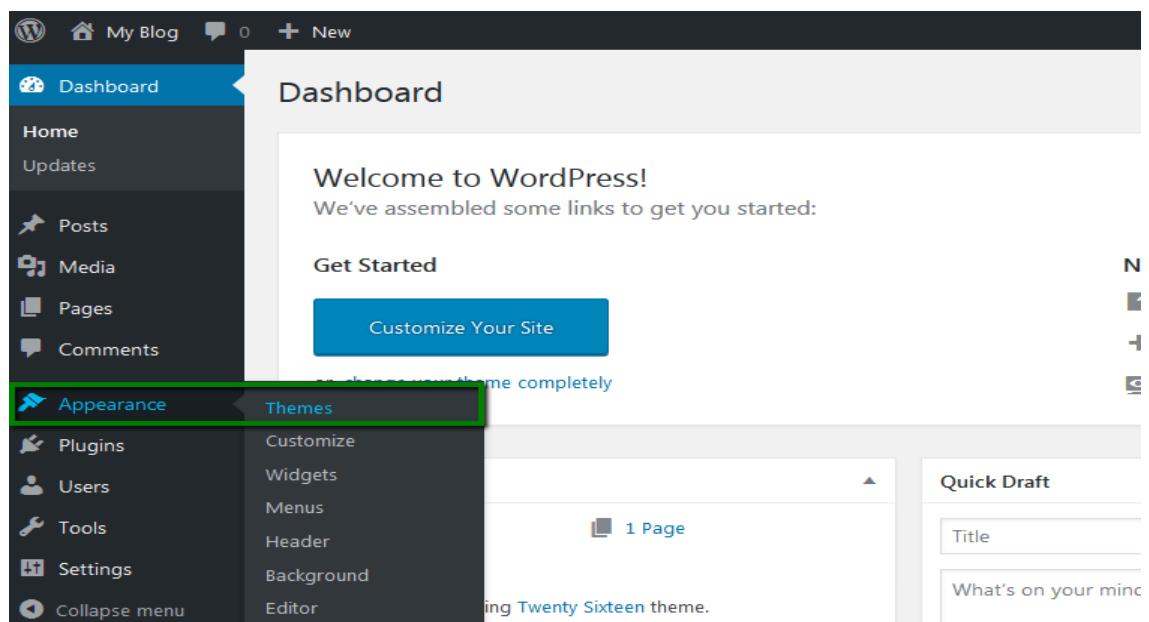
WordPress.org is the biggest and most official place to find free WordPress themes and the best place to start your search. With 4800+ free themes, it is the largest collection of free WordPress themes.

The advantage of choosing a theme from WordPress.org is that they are included after a rigorous review process. This means that these themes strictly adhere to WordPress theme directory guidelines and follow the official best practices.

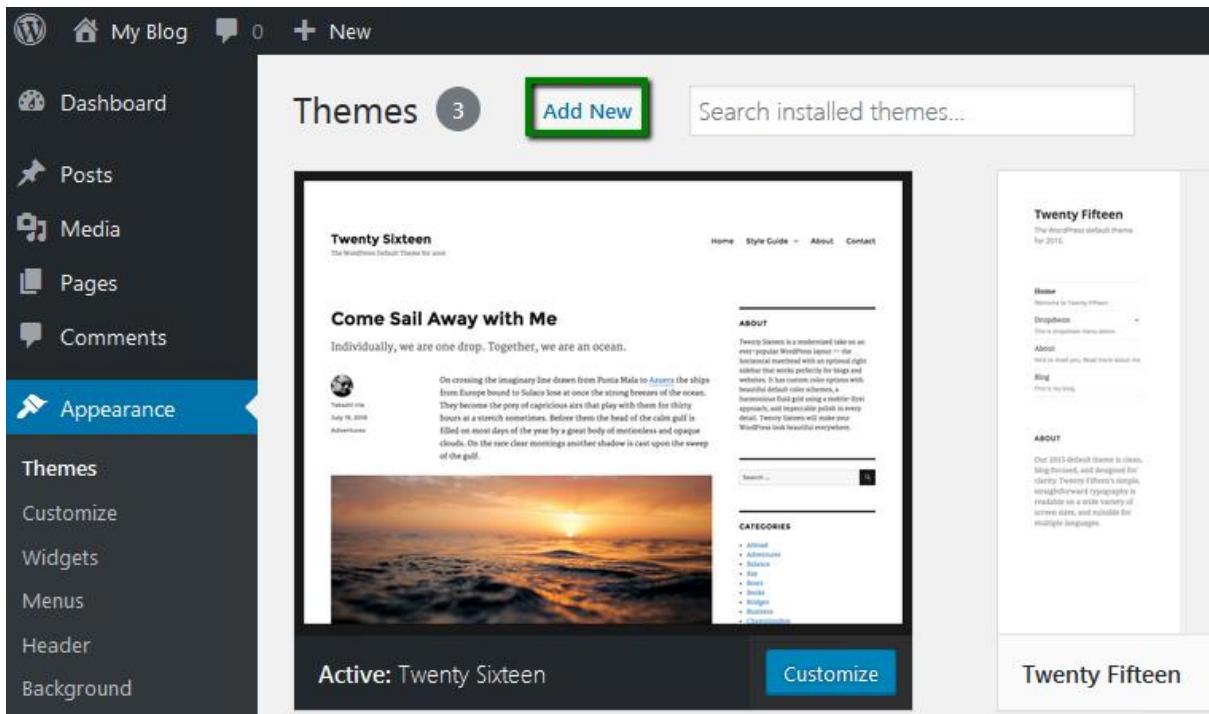
Many of these free themes will lack the features that you'd see in premium themes.

However, if you are just starting out and don't need too many features, then you can find some really cool themes there.

STEP 1: Sign into WordPress and navigate to Appearance → Themes

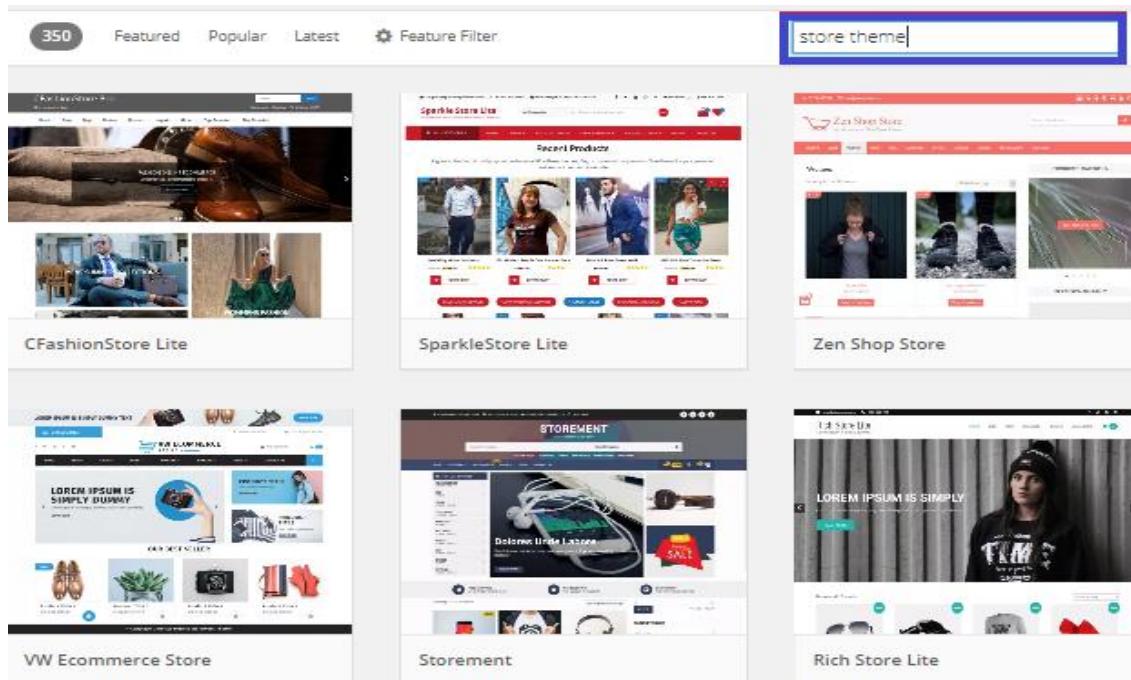


STEP 2: Click on the Add new link at the top of the screen

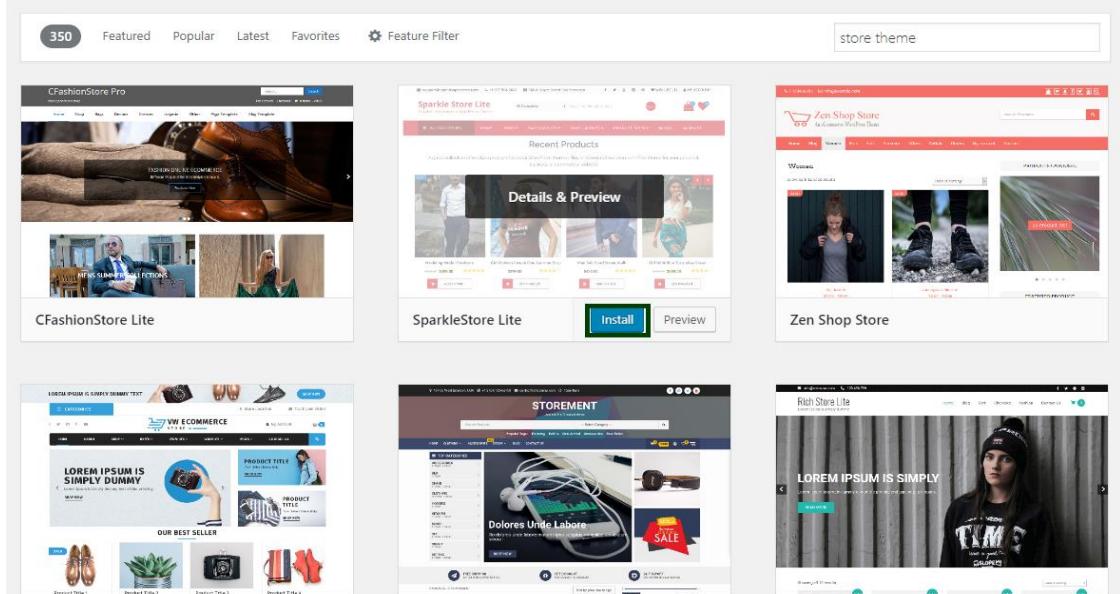


The screenshot shows the WordPress dashboard with the 'Appearance' menu selected. On the right, the 'Themes' screen is displayed. At the top right of the main area, there is a blue 'Add New' button, which is highlighted with a green rectangular box. Below it is a search bar with the placeholder 'Search installed themes...'. To the left, a sidebar lists various dashboard options like Dashboard, Posts, Media, Pages, Comments, Appearance, Themes, Customize, Widgets, Menus, Header, and Background. The 'Appearance' section is currently active. On the right, there are two theme preview cards: 'Twenty Sixteen' (active) and 'Twenty Fifteen'. Each card has a title, a snippet of text, a preview image, and a 'Customize' button.

Now, click the search box and search the keyword related to the kind of theme you are looking for example “E-commerce”, “store”, “business”, “cooperate” “booking” etc. For this manual, We are searching for an ecommerce theme and we used the keyword “store theme”. You are to search for the keyword, theme related to the keyword will come up. And you’re now looking at your best choices in the directory.



STEP 3: Once you are okay with any of the theme, you then click on “**Install**” and activate it.



METHOD 2

4.5.2 THEMES MARKETPLACE

Apart from the [WordPress.org Theme Directory](https://wordpress.org/themes/), here is a number of sites you can get free WordPress themes.

Justfreethemes

Colorlib

Themegrill

Themeisle

Athemes

Justfreethemes



Colorlib

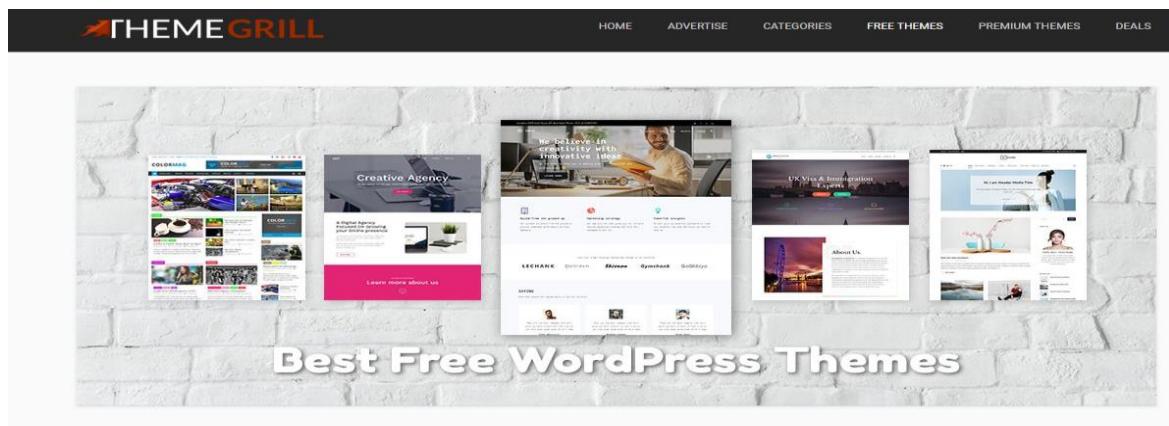
colorlib

[Home](#) [Support Forum](#) [Free Themes](#)

Probably The Best WordPress Themes



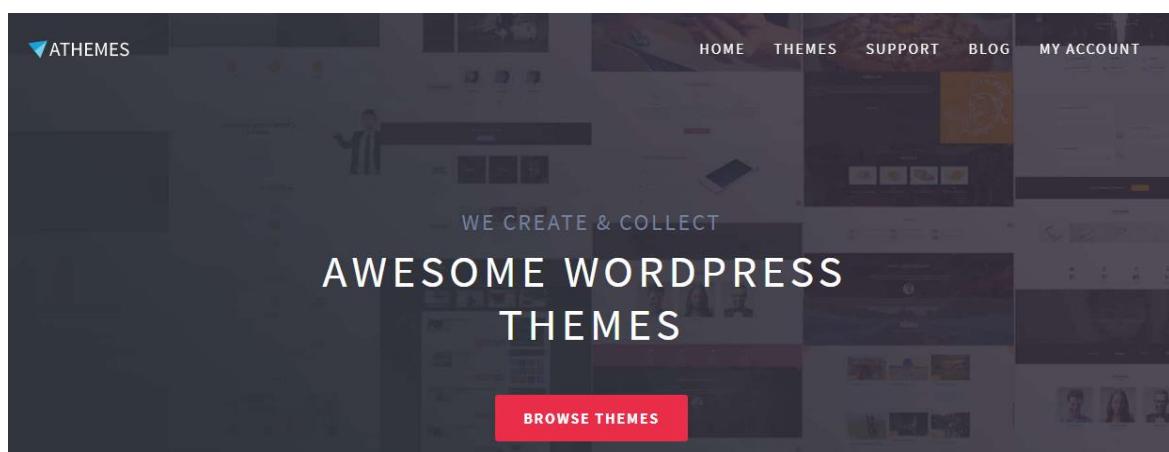
Themegrill



Themeisle



Athemes



4.6 HOW TO BUY WORDPRESS THEMES

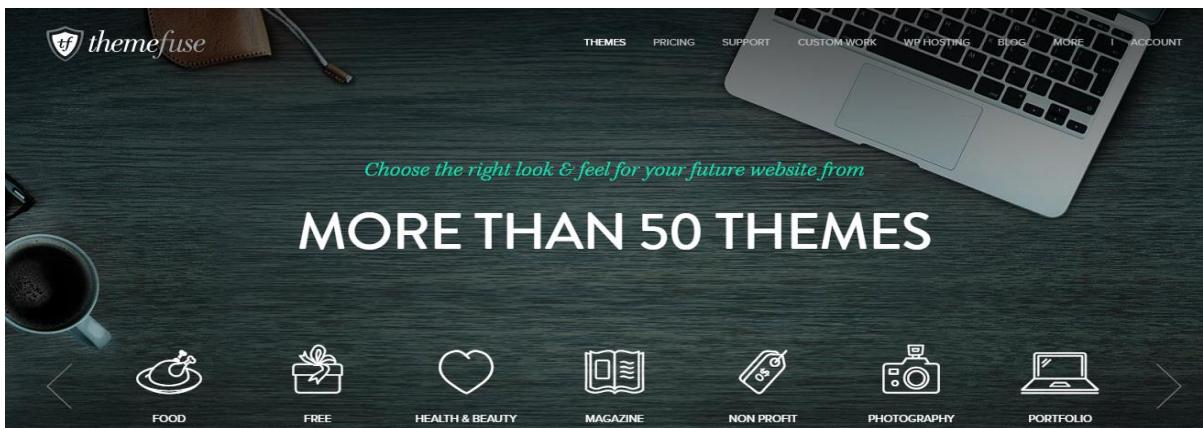
Once you've installed WordPress on your cpanel, it's time to decide on what theme you want to use for your website. And there are different platforms you can **BUY** wordpress themes from.

One of the things you must consider or take note before or while buying a Wordpress theme is the **Support**. You want to purchase your theme from a provider that offers good support and updates after the sale is complete.

It's one thing to find a theme that has the look, layout, and style you want. It's another thing to dive in to your theme once it's installed and find out you can't easily make it look like what you saw in the theme demo. This is why a solid support team is needed to answer your questions, fix issues, and help you create the WordPress website you want (and paid for!).

To make buying WordPress themes a more enjoyable experience, we listed the best e-shops you should visit:

- ThemeFuse
- ThemeForest
- Creative Market
- Rara Themes
- NimbusThemes
- Themify
- [Elegant Themes](#)
- ThemeTrust
- iThemes
- MyThemeShop
- MOJO Marketplace

[ThemeFuse](#)[ThemeForest](#)
[Creative Market](#)

Rara Themes

RARA THEME

Home Themes Theme Club Support Affiliates Sign Up

Don't want to write code to create your website? You don't have to.

Our themes enable you to quickly and easily create your beautiful websites.

[VIEW OUR THEMES](#)

NimbusThemes



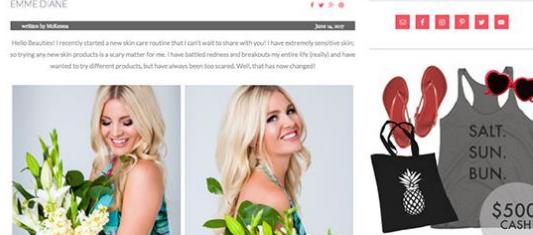
THEMES

MAGAZINE

LOGIN

FIND A THEME

High-impact
WordPress themes
for your next website
project.



Themify



Themes Plugins Builder Blog Affiliates Contact

Members

Premium WordPress Themes & Plugins

Since 2010, Themify themes and plugins have been helping **93,020+** customers make beautifully responsive WordPress sites, faster and easier than ever.

Elegant Themes



DIVI

ALL PRODUCTS

CONTACT

ACCOUNT

PRICING

WordPress Unleashed

The Most Popular WordPress Themes In The World And The Ultimate Visual Page Builder

Join 589,814 Empowered Web Design Professionals & Business Owners

[UNLOCK THE POWER OF DIVI](#)

ThemeTrust



iThemes

MyThemeShop

4.7 WORDPRESS POSTS AND PAGES

When it comes to creating content for your WordPress site, you can't do without creating posts, contents and media. We will talk about media next. Posts and pages have their respective uses and can add very dynamic elements to your site.

4.7.1 POSTS

A WordPress post is what makes up the blog aspect of your site.

These are generally news or informational updates about a certain topic or talking point.

Posts are listed in reverse chronological order and can be tagged, categorized and even archived on your site.

WordPress posts are what make up the RSS content of your WordPress blog. So, when someone subscribes to your RSS feed, your posts will be the content that's delivered to them.

Think of the posts as the news portion of your site. They're dynamic and constantly changing the content your end users sees.

Title	Author	Categories	Tags	Stats	Date
Looking Smart With INOVA	inova	new-slider	—		Published 2019/05/07
Nation-Wide Delivery	inova	new-slider	—		Published 2019/05/07
INOVA	inova	new-slider	—		Published 2019/05/07
INOVA EXPRESSIONS	inova	new-slider	—		Published 2019/05/07
Hello world!	inova	Uncategorized	—		Published 2019/05/07
SHOP THE BEST WITH INOVA	inova	new-slider	—		Published 2018/09/27
INOVA EXPRESSIONS	inova	new-slider	—		Published 2018/09/27

4.7.2 PAGES

WordPress Pages are similar to posts in that they have a title and body text, but they are different because:

- They are generally reserved for static content or information.
- Examples of this would be an About Me or Contact Us page.

- Pages are not listed by date and can't be categorized or tagged like WordPress posts,
- Pages can have a hierarchy, which means you can nest pages under other pages by making one the “Parent” of the other, thus creating a group of pages.
- Due to their static nature, pages aren't included in RSS feeds and won't have date or time publishing

The screenshot shows the WordPress admin interface. The left sidebar has a dark theme with various menu items: Dashboard, Jetpack, Posts, Media, **Pages**, All Pages, Add New, Comments, Feedback, Newsletter, Ultimate Member, WooCommerce, Products, Elementor, Templates, Appearance, YITH, Plugins (14), Users, and Tools. The 'Pages' menu item is highlighted. The main content area has a header with 'Howdy, inova'. It displays a notice about WordPress 5.2.2 being available and links to update now, begin updating plugins, or dismiss the notice. Below this, it says 'There are updates available for the following plugins: Elementor, WooCommerce, YITH WooCommerce Compare, YITH WooCommerce Quick View and YITH WooCommerce Wishlist.' A link to begin updating plugins is also present. The main section is titled 'Pages' with a 'Add New' button. It shows a list of 9 items with the following details:

Title	Author	Stats	Date
Cart — Cart Page	inova		Published 2018/09/26
Checkout — Checkout Page	inova		Published 2018/09/26
My account — My Account Page	inova		Published 2018/09/26
Newsletter	inova		Published 2019/05/07
Privacy Policy — Draft, Privacy Policy Page	inova	—	Last Modified 2019/05/07
Privacy Policy — Draft	inova	—	Last Modified 2018/09/26
Sample Page	inova		Published 2019/05/07

4.8 WORDPRESS MEDIA

Media is a tab in your WordPress admin sidebar in between posts and pages. It is used to manage user uploads (images, audio, video, and other files). Under the Media menu, there are two screens. The first screen *Library* lists all the files in the media library.

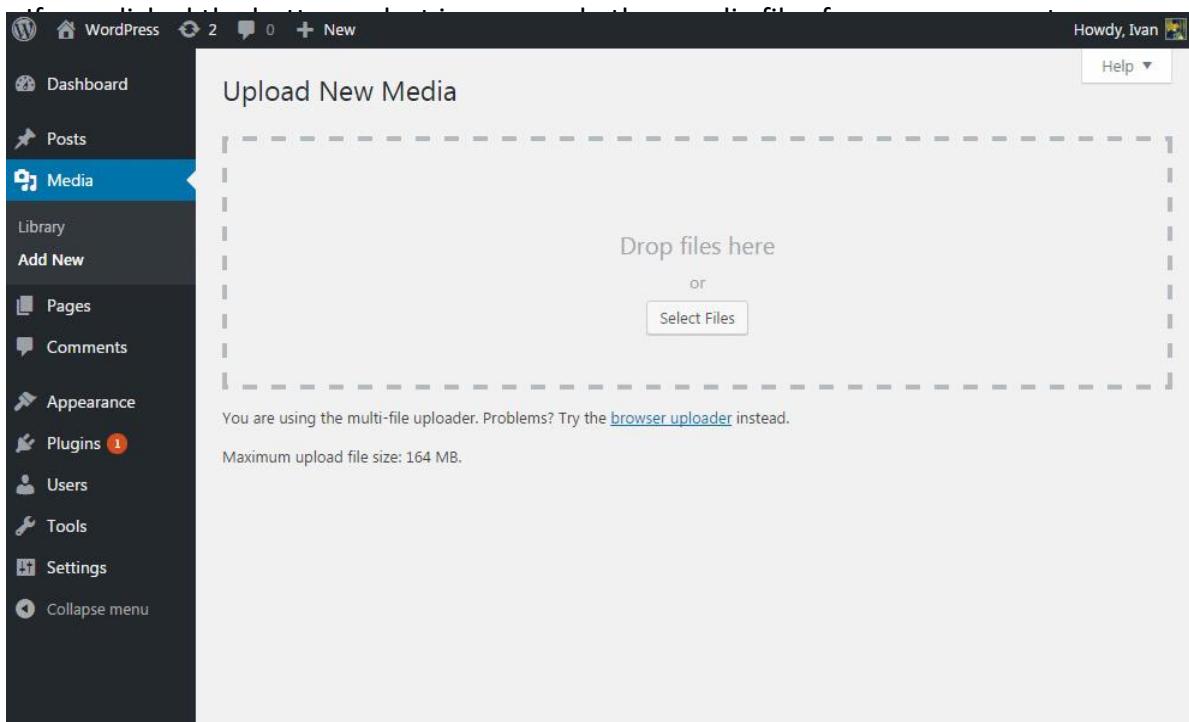
These files can be edited and deleted from the library. The second screen is *Add New*, which allows users to upload files. Remember users can also upload media (images, videos, etc) while writing a post or page. However, the Add New link under allows users to upload files without attaching them to a specific post or page.

When you open the library for the first time, there won't be any files on the list. So your first task is to upload images so that you can use them in posts and pages. Please take note that you can also add images and other files directly from the article you're editing.

4.8.1 TO UPLOAD NEW IMAGES DIRECTLY TO WORDPRESS MEDIA LIBRARY, PLEASE FOLLOW THESE STEPS:

STEP 1: Navigate to Media -> Add New

STEP 2: Click “Select Files” button or drag & drop images to the window



STEP 3: From the moment you opened images from your computer or dragged them to the dashed box, WordPress will start uploading the files. Depending on the speed of your internet connection, your hosting provider and the size of files, it may take you up to a few minutes on average until WordPress finishes the upload process.

4.8.2 UPLOAD AND INSERT IMAGES DIRECTLY TO YOUR POST

As you will probably spend time writing new posts, it is good to know that you can add images and other media files directly from media library or directly from your computer. So let's see how;

STEP 1: Click the “Add Image” button inside the section where you want the image to be.

The screenshot shows the WordPress editor interface. On the left is a sidebar with navigation links like Dashboard, Jetpack, Posts, Media, Appearance, etc. The main area has a title 'My First WordPress Post' and a paragraph 'How does web hosting work?'. In the top right, there are buttons for Save Draft, Preview, Publish, and settings. On the right, a panel titled 'Document' shows 'Text Settings' with font size and drop cap options, and 'Color Settings'. A large 'Add Image' button is highlighted with a green box.

STEP 2: Click on any of the three “Upload” “Media Library” or “Insert from Url” to select an image.

Upload: This is to upload directly from your computer.

Media Library: This is to upload from your media library (If it has been uploaded before)

Insert from Url: If you have a picture located on another server and you can't or don't want to upload it to your WordPress site, you can insert one from URL. You will need the absolute path (the complete link address) to that image.

Forexample <https://www.whogohost.com/assets/images/three-server-new.jpg>

As soon as you paste the URL, there will be a preview of the image.

The screenshot shows the WordPress editor with the title 'My First WordPress Post' and the same paragraph as the previous image. The right panel shows 'Status & Visibility' set to 'Public' and 'immediately'. In the bottom center, there's an 'Image' section with three buttons: 'Upload' (green box), 'Media Library' (red box), and 'Insert from URL' (blue box). The 'Insert from URL' button is also highlighted with a blue box.

STEP 3: Successfully uploaded. You can add an image to any part in your post.

My First WordPress Post

How does web hosting work?

Domain registration – So you can buy and manage domain and hosting from the same provider. Website builder – Drag-and-drop web editing tool to create a website. Email hosting. Get the standard and cheap hosting from [Whogohost](#)

4.9 How to Create a Photo Gallery in WordPress

Do you want to display multiple photos at once in one post or page?

Besides inserting images, you can create a gallery. WordPress allows you to create a photo gallery with just a few clicks.

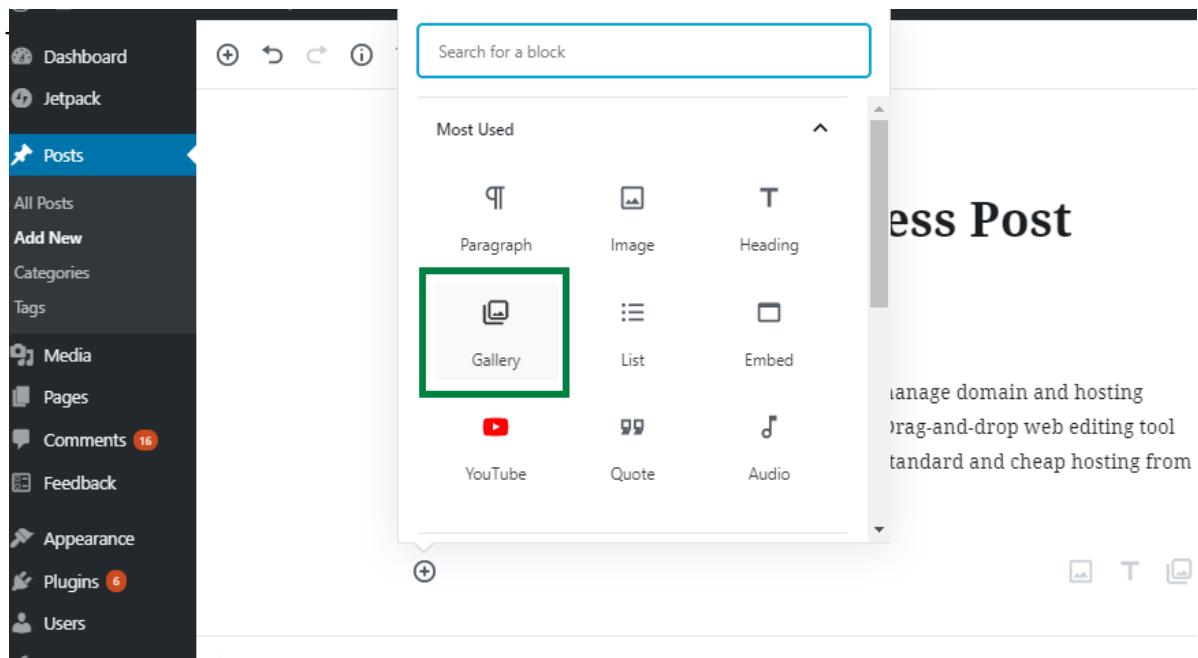
STEP 1: You are to click on “Add block” icon inside you post

My First WordPress Post

How does web hosting work?

Domain registration – So you can buy and manage domain and hosting from the same provider. Website builder – Drag-and-drop web editing tool to create a website. Email hosting. Get the standard and cheap hosting from [Whogohost](#)

STEP 2: You will see a pop up, you are to click on “Gallery”



STEP 3: Creating a gallery, you can only have “Upload” & “Media Library”. You are to click on any of them to select your images depending on where you have your images.

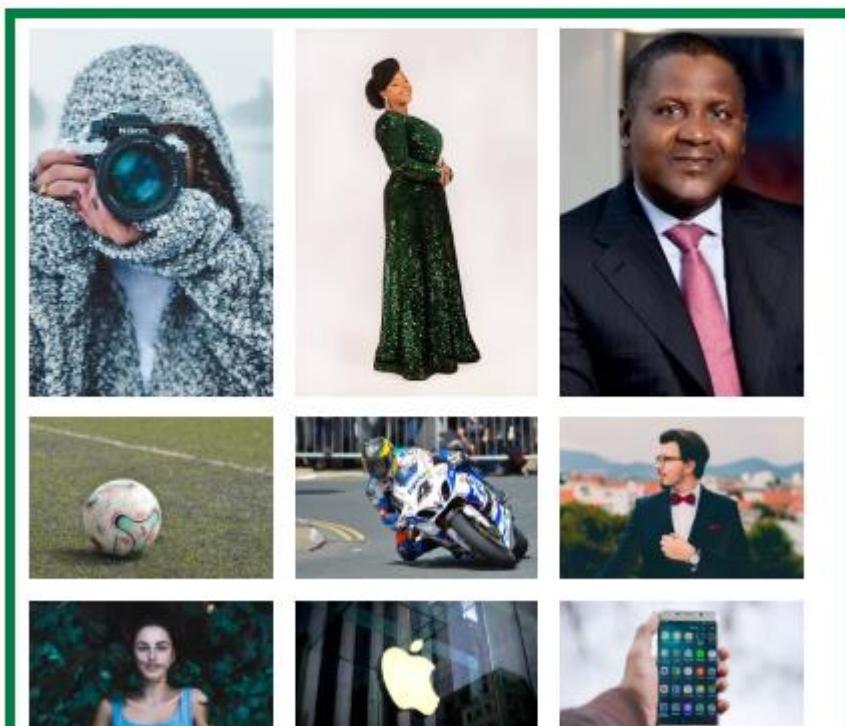
The screenshot shows the WordPress classic editor with a post titled 'My First WordPress Post' and a subtitle 'How does web hosting work?'. The content area contains text about domain registration, website builder, and email hosting, with a link to 'Whogohost'. Below the text is a media library interface for creating a gallery. It features a title 'Gallery', a placeholder text 'Drag images, upload new ones or select files from your library.', and two buttons: 'Upload' (highlighted with a red box) and 'Media Library' (highlighted with a green box). The sidebar on the left is identical to the one in the previous screenshot.

STEP 4: Then select all your images and click on “Create gallery”. This is how the gallery looks like in the wordpress classic editor

My First WordPress Post

How does web hosting work?

Domain registration – So you can buy and manage domain and hosting from the same provider. Website builder – Drag-and-drop web editing tool to create a website. Email hosting. Get the standard and cheap hosting from [Whogohost](#)



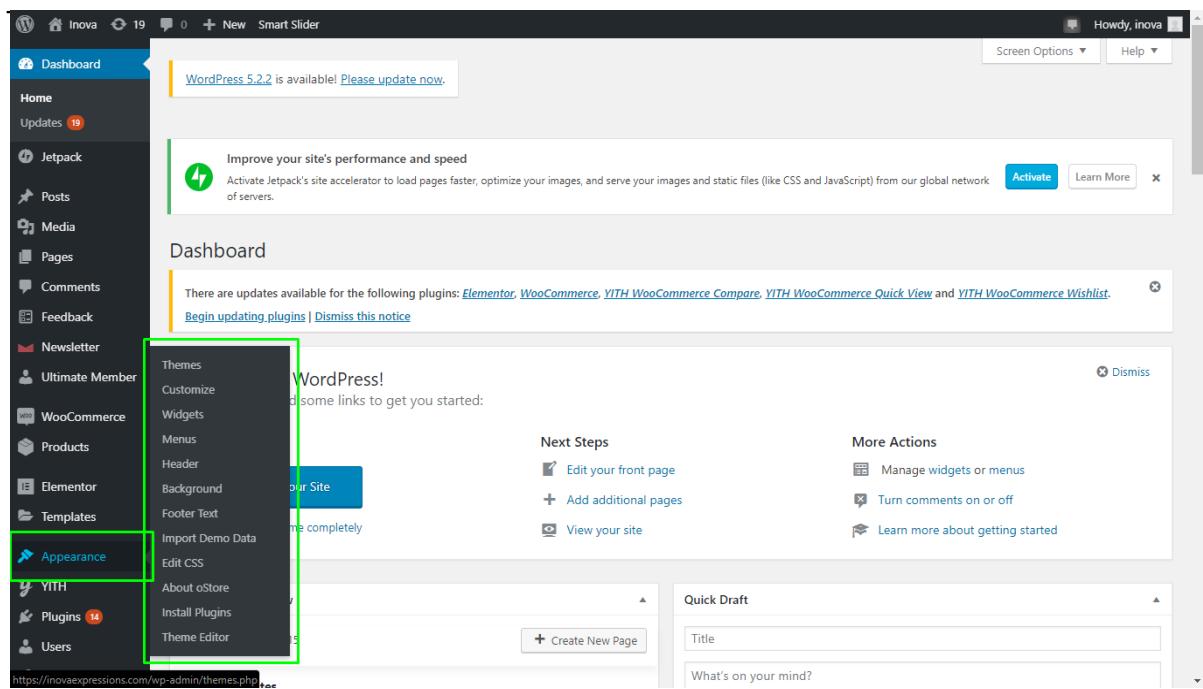
STEP 5: Done.

Working with images and other media files in WordPress is fun. But before it becomes fun, you should learn how to navigate through WordPress Media Library. We hope this section has helped you with that and that now you know how to add new images, edit them and insert into posts, show galleries.

4.10 WORDPRESS APPEARANCE

The appearance tab in WordPress contains many sub-sections. For this reason, we will be splitting this WordPress tutorial into three parts parts, based on the three projects this training will cover (blog, corporate, ecommerce).

The image below shows you all the sub-sections under the appearance tab.



4.11 WORDPRESS PLUGINS

Plugins bring a lot of functionalities and live to your wordpress website. As mentioned earlier there are over 54,000 plugins that can make your website function as though it was built by programmers.

Example of plugins that wordpress sites need include but not limited to: Contact form, Woocommerce, Yoast SEO, Akismet anti-spam etc.

You will be taught the types of plugin relevant and pertinent to blog, corporate and ecommerce website in their respective chapters.

4.12 WORDPRESS USERS AND ROLES MANAGEMENT

You can start a website as a hobby or sole proprietor. As your website business or hustle gets bigger, the need will arise to hire hands that will be involved in the efficient running of the website. WordPress uses a concept of Roles, designed to give the site owner the ability to add users and control what users can and cannot do within the site. A site owner can manage the user access to such tasks as writing and editing posts, creating Pages, creating categories, moderating comments, managing plugins, managing themes, and managing other users, by assigning a specific role to each of the users.

Here is the list of User roles and their respective capabilities.

- **SUPER ADMIN** – somebody with access to the site network administration features and all other features.
- **ADMINISTRATOR** – somebody who has access to all the administration features within a single site.
- **EDITOR** – somebody who can publish and manage posts including the posts of other users.
- **AUTHOR** – somebody who can publish and manage their own posts.
- **CONTRIBUTOR** – somebody who can write and manage their own posts but cannot publish them.
- **SUBSCRIBER** – somebody who can only manage their profile.

The screenshot shows the WordPress admin interface for adding a new user. The left sidebar is filled with various plugin and theme icons. The main area is titled 'Smart Slider'. The 'Users' section is active, indicated by a blue background. A form is displayed for creating a new user:

- Username (required)**: An input field.
- Email (required)**: An input field.
- First Name**: An input field.
- Last Name**: An input field.
- Website**: An input field.
- Password**: An input field with a 'Show password' link.
- Send User Notification**: A checkbox that is checked.
- Role**: A dropdown menu currently set to 'Customer'. Other options in the dropdown include 'Shop manager', 'Customer', 'Subscriber', 'Contributor', 'Author', 'Editor', and 'Administrator'. The 'Customer' option is highlighted with a blue background.
- Add New User**: A blue button at the bottom of the form.

At the bottom of the page, there is a message: 'Thank you for creating with [WordPress](#)' and a link 'Get Version 5.2.2'.

WEEK 1

SECTION FIVE

5.0 HOW TO DESIGN AN ECOMMERCE WEBSITE

About An Ecommerce Website:

An eCommerce websites are online portals that facilitate online transactions of goods and services through means of the transfer of information and funds over the Internet.

In a simple definition, an ecommerce website is a website that allows users to buy and sell products online. It is also a platform that allow buyers and sellers to interact and the value exchange can either be a product or a service.

5.1 CLASSIFICATION OF ECOMMERCE WEBSITE

Ecommerce website are classified as “single vendor” and “multi vendor”.

Single vendor is an e-commerce site where one seller exist for many buyers, while multi vendor are ecommerce sites where many sellers exist for many buyers. Multi Vendor ecommerce sites are also known as market place websites.

Example of single vendor sites include : www.inovaexpressions.com, www.shopperholic.com.ng, and www.whogohost.com. Example of market place websites are www.jumia.com.ng, www.jiji.ng, www.guddiesplanet.com, and www.smemarkethub.com.

5.2 TYPES OF AN ECOMMERCE WEBSITES:

The majority of eCommerce websites on the internet are B2C retailers. However, there are many types of eCommerce websites:

Business-to-Consumer (B2C): Electronic exchanges of goods and services between businesses and consumers – the end users.

Business-to-Business (B2B): Electronic exchanges of goods and services between businesses.

Consumer-to-Business (C2B): Electronic exchanges of goods and services where people offer items or services to businesses.

Consumer-to-Consumer (C2C): Electronic exchanges of goods and services between buyers, normally through a third party.

Consumer-to-Administration (C2A): Electronic exchanges when a consumer sells goods and services to people and public organizations.

Business-to-Administration (B2A): Electronic exchanges of products and services between organizations and public administrations.

5.3 TOP E-COMMERCE WEBSITES

These are some of the most popular examples of e-commerce websites across the world (in no particular order) –

[Amazon](#)

[eBay](#)

[Alibaba](#)

[Walmart](#)

[Taobao](#)

[Etsy](#)

[Target](#)

[Flipkart](#)

[NewEgg](#)

[Overstock](#)

[BestBuy](#)

5.4 GETTING STARTED

5.4.1 DOMAIN AND HOSTING FOR ECOMMERCE WEBSITES

Firstly, you are to do this major two things before proceeding.

Register a Domain & Get Hosting: You will need a domain name and a hosting account in order to create an ecommerce website with WordPress.

For this training you are to use your fullname.com.ng for domain as previously instructed.

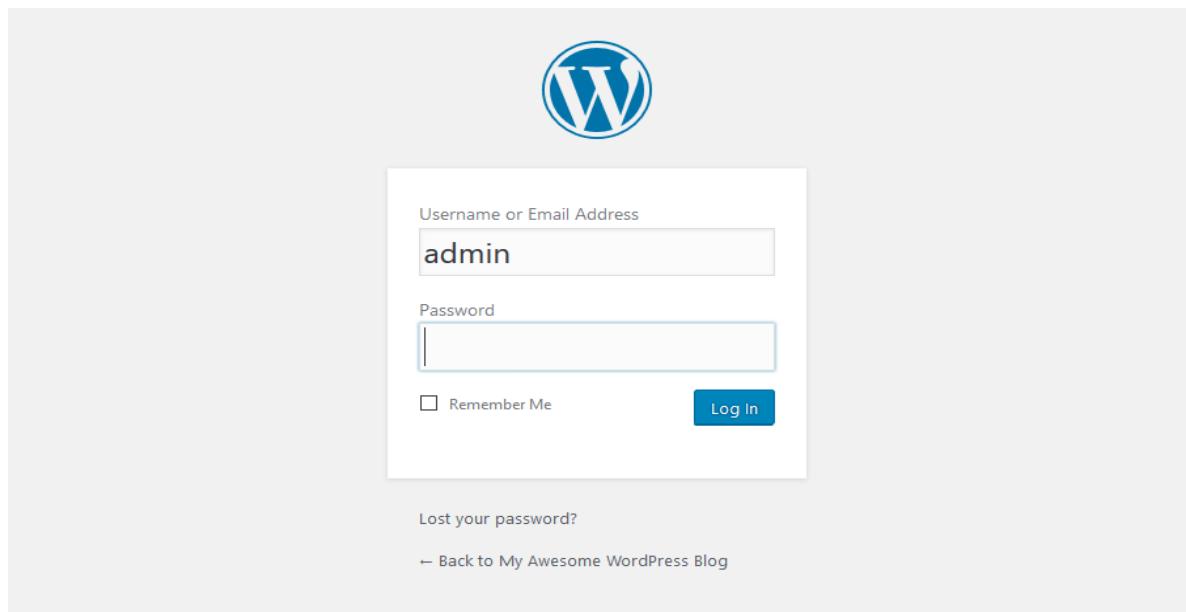
Install WordPress: You are to install WordPress on your hosting account with your domain name, but writing “ecommerce” in the directory field. See image below.

The screenshot shows the Softaculous interface for installing WordPress. The 'Install' tab is active. In the 'Choose Installation URL' field, the URL 'http://npowertechsoft.com.ng/ecommerce' is entered. The word 'ecommerce' is highlighted with a green box.

5.4.2 LOG INTO WORDPRESS

If done properly, your WordPress admin page url should be like this:

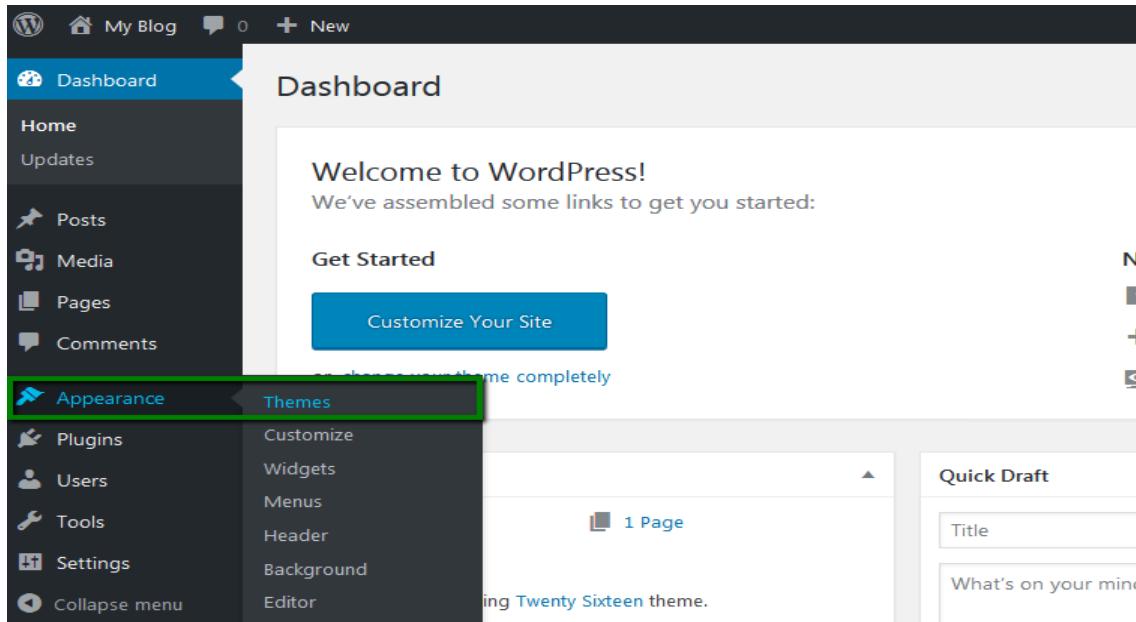
`youfullname.com.ng/ecommerce/wp-admin`



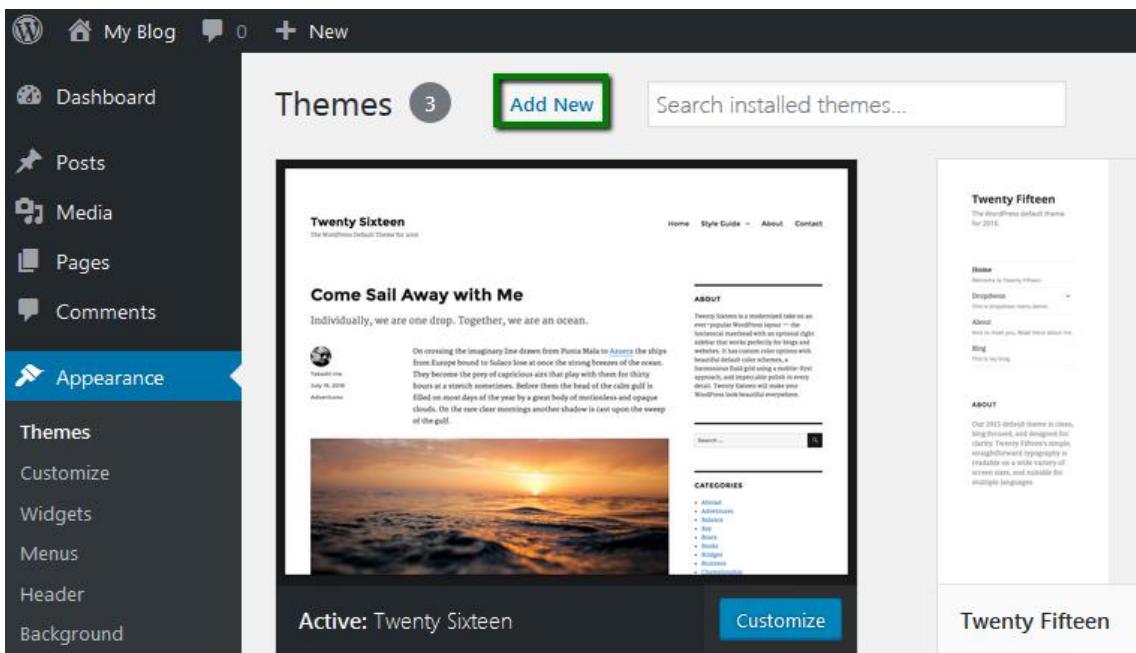
5.5 THEMES FOR ECOMMERCE WEBSITES

Get a Compatible Ecommerce WordPress Theme

STEP 1: Sign into WordPress admin page and navigate to Appearance → Themes

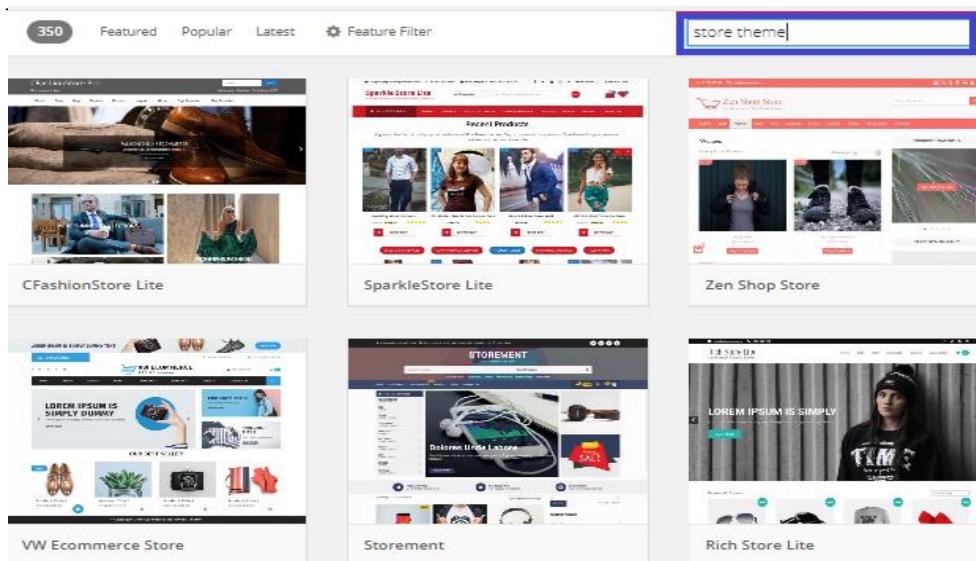


STEP 2: Click on the Add new link at the top of the screen

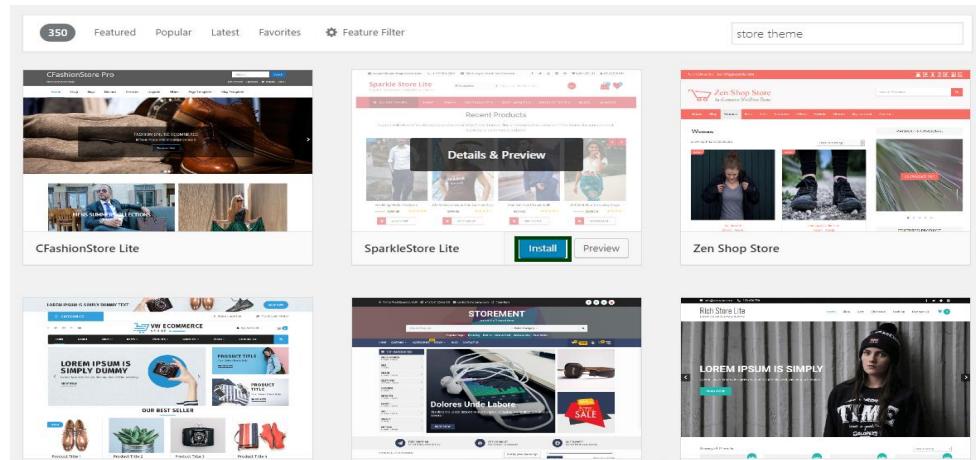


If you have a theme you have downloaded, you can do well to upload it. If not, you can go to the search box and search the keyword related to ecommerce theme example “E-commerce”, “store”, “shopping” etc

You are to search for the keyword related to e-commerce, the theme related to the keyword will come up. You can see examples in the screenshot below.



STEP 3: Once you are okay with any of the theme, you then click on “Install” and activate it.



5.6 ECOMMERCE PLUGINS

Now that the ecommerce wordpress theme is activated, you should see a notification to install some required plugins.

Click on begin installing/activating plugins like;

- E-Commerce plugin (Woocommreco)
- Visual Composer Page builder
- YITH Woocommerce Wishlist
- WP Super Cache

Other recommended plugins to install

- Wpform
- OptinMonster
- Yoast SEO
- Live chat

It is important that all themes and plugins used are updated. This should not be an option.

There is a reason updated versions are released which is for security purpose. I think it should be stated in the beginning that installing updated version of WordPress, themes and plugins is very crucial for the security of the website.

5.7 ECOMMERCE STORE MANAGEMENT SYSTEMS

5.7.1 CHOOSING A PLUGIN TO BUILD A SCALABLE SHOP

We need a plugin that will create custom product pages, that will have a shopping cart functionality allowing individual visitors to add products to a cart throughout the time they are on the site, and that will sync up with a payments system to accept payments, and match those payments up with the visitors' products purchased.

Example of an ecommerce plugin:

- [WooCommerce](#)
- [Shopify](#)
- [Magento](#)
- [Easy Digital Downloads](#)
- [Ecwid](#)
- [BigCommerce](#)
- [Jigoshop](#)
- [Cart66 Lite](#)
- [WP Ecommerce](#)
- [Marketpress](#)

— Top Ecommerce Platforms By Market Share —



WooCommerce



Magento



shopify

There are a lot of plugin options to turn your WordPress site into an ecommerce site, but by far and away the leader is **WooCommerce** by **Automattic**

It has the functionality, the ease of use, the reputation, community, and versatility to be a solid long term choice for an ecommerce plugin.

5.7.2 INSTALL YOUR ECOMMERCE PLUGIN

STEP 1: To get started with WooCommerce, navigate to your WordPress Dashboard and

STEP 2: Add New Plugin. Search for WooCommerce, and simply install and activate WooCommerce by WooThemes.



Before you can start selling, there are a few things like currency, payments, and shipping information that you need to set up.

STEP 3: You will be seeing a 'Welcome to WooCommerce' notification on your WordPress admin pages. Go ahead and click on the 'Run setup wizard' button in the notification.

The screenshot shows the WordPress dashboard on the left with a sidebar containing links like Posts, Media, Pages, Comments (16), Feedback, WooCommerce, Products, Appearance, Plugins (6), Users, Tools, and Settings. The main content area is titled "Welcome to WooCommerce – You're almost ready to start selling :)" with two buttons: "Run the Setup Wizard" (highlighted with a green arrow) and "Skip setup". Below this, there's a section about the new interface and a button to "Install WooCommerce Admin". The central part of the screen says "Welcome to WordPress!" and provides links to Get Started, Customize Your Site (highlighted with a blue box), and Next Steps (Edit your front page, Add additional pages, Add a blog post).

When installing WordPress for the first time , you must always install an updated version. There should be no option to install an outdated version of WordPress.

STEP 4: For ecommerce websites, you would need a store management plugin such as WooCommerce. You will be prompted to Install WooCommerce by running its setup wizard.

The screenshot shows the WooCommerce setup wizard. At the top, it says "WooCommerce". Below it is a progress bar with five steps: "Page Setup", "Store Locale", "Shipping & Tax", "Payments", and "Ready!". The "Ready!" step is highlighted with a green circle. The main content area says "Welcome to the world of WooCommerce! Thank you for choosing WooCommerce to power your online store! This quick setup wizard will help you configure the basic settings. It's completely optional and shouldn't take longer than five minutes." It also says "No time right now? If you don't want to go through the wizard, you can skip and return to the WordPress dashboard. Come back anytime if you change your mind!" At the bottom are two buttons: "Not right now" and "Let's Go!" (highlighted with a purple box).

STEP 5: WooCommerce needs few essential pages for cart, account, shop, and checkout. You can click on the continue button to automatically create these pages.

Page Setup

Your store needs a few essential [pages](#). The following will be created automatically (if they do not already exist):

Shop	The shop page will display your products.
Cart	The cart page will be where the customers go to view their cart and begin checkout.
Checkout	The checkout page will be where the customers go to pay for their items.
My Account	Registered customers will be able to manage their account details and view past orders on this page.

Once created, these pages can be managed from your admin dashboard on the [Pages screen](#). You can control which pages are shown on your website via [Appearance > Menus](#).

[Skip this step](#) [Continue](#)

This will bring you to the next step.

STEP 6: Now you will need to tell WooCommerce where your store is located and which currency and unit measures to use.

WooCommerce

Store setup [Payment](#) [Shipping](#) [Recommended](#) [Ready!](#)

The following wizard will help you configure your store and get you started quickly.

Where is your store based?

Nigeria

Address

You address here

Address line 2

City

Ikeja

State

Lagos

Postcode / ZIP

What currency do you accept payments in?

Choose a currency...

STEP 7: Kindly input the necessary details required consisting the Location, Currency and product types.

City: Ikeja

State: Lagos

Postcode / ZIP: 100271

What currency do you accept payments in?

Nigerian naira (₦ NGN)

What type of products do you plan to sell?

I plan to sell both physical and digital products

I will also be selling products or services in person.

Help WooCommerce improve with usage tracking.

Gathering usage data allows us to make WooCommerce better — your store will be considered as we evaluate new features, judge the quality of an update, or determine if an improvement makes sense. If you would rather opt-out, and do not check this box, we will not know this store exists and we will not collect any usage data. [Read more about what we collect.](#)

Let's go!

STEP 8: After selecting your location and currency, click on the continue button to move on.

Payment Method	Description	Status
Offline Payments	Collect payments from customers offline.	<input type="button" value="▲"/>
Check payments	A simple offline gateway that lets you accept a check as method of payment.	<input type="button" value="▼"/>
Bank transfer (BACS) payments	A simple offline gateway that lets you accept BACS payment.	<input type="button" value="▼"/>
Cash on delivery	A simple offline gateway that lets you accept cash on delivery.	<input type="button" value="▼"/>

[Additional payment methods](#)

Continue

STEP 9: Then you'll need to enter Payments. Payments are the trickiest part of running your own store. You can click on **Additional payment methods** to explore other options in the settings as needed.

There are many other payment methods available for WooCommerce which you can install later if you need.

Next, you need to enter shipping and tax information.

Shipping Zone	Shipping Method	Description	Status
Nigeria	Free Shipping	Don't charge for shipping.	<input checked="" type="checkbox"/>
Locations not covered by your other zones	Flat Rate	Set a fixed price to cover shipping costs.	<input checked="" type="checkbox"/>

If you'd like to offer live rates from a specific carrier (e.g. UPS) you can find a variety of extensions available for WooCommerce [here](#).

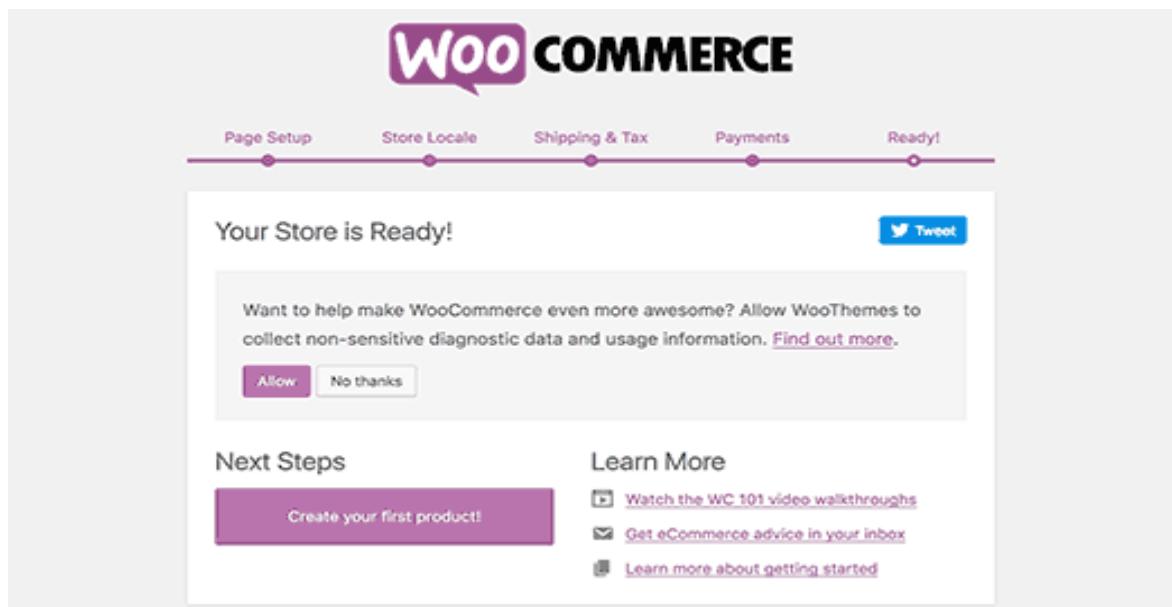
We'll use Kilograms for product weight and Centimeters for product dimensions.

Continue

STEP 10: WooCommerce can be used to sell both digital downloads and physical goods that need shipping.

You need to check the box if you will be shipping goods, or you can leave it unchecked if you will only be selling digital goods.

Then click on continue and complete after reading the recommendations.



Once you're done, your WooCommerce online store is all setup.

STEP11: You need to click on the 'Return to WordPress dashboard' link to exit the setup wizard.

Once done with the WooCommerce setup, you are now ready to add products to your online store.

5.8 ECOMMERCE POST AND PAGES

5.8.1 PAGES REQUIRED FOR ECOMMERCE WEBSITE

Once you install and activate the WooCommerce plugin, the pages below would be created automatically.

- Shop Page
- Wishlist Page
- Cart Page
- Checkout Page
- My Account Page

If you do not have these extra pages. Create a new page and add the following text to each

- Cart Page – **[woocommerce_cart]**
- Checkout Page – **[woocommerce_checkout]**
- My Account – **[woocommerce_my_account]**
- Wishlist Page – **[yith_wcwl_wishlist]**

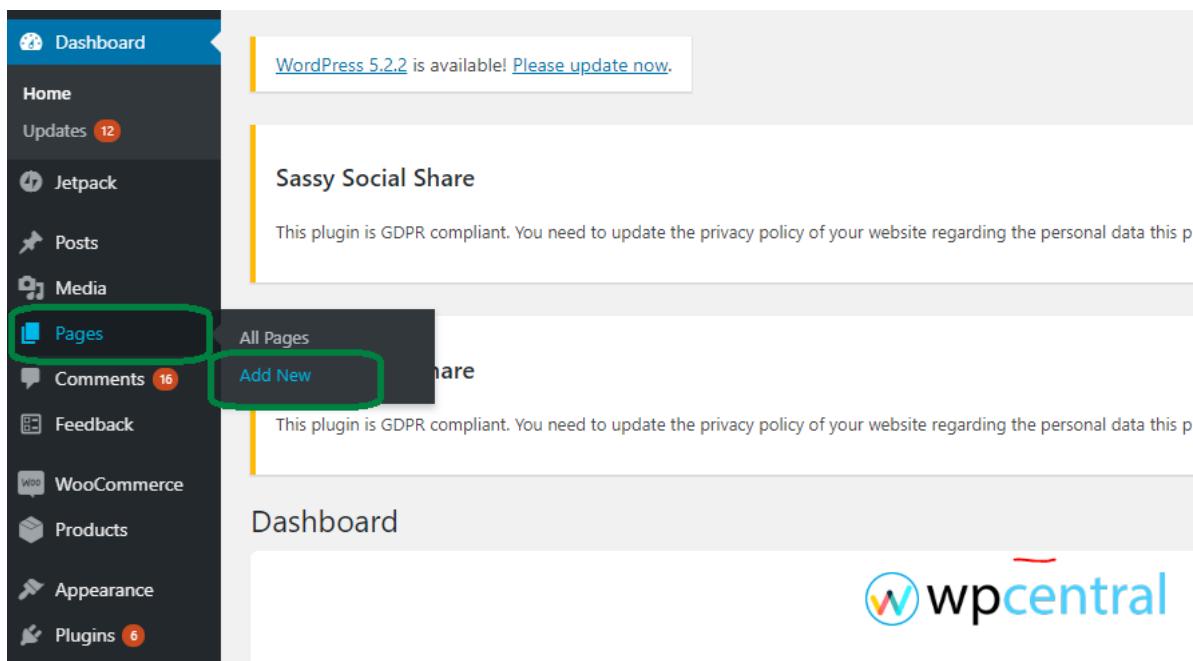
Other pages you need to create;

6. Homepage
7. Blog Page
8. About Page
9. FAQ Page
10. Privacy Policy Page
11. Terms and Conditions Page

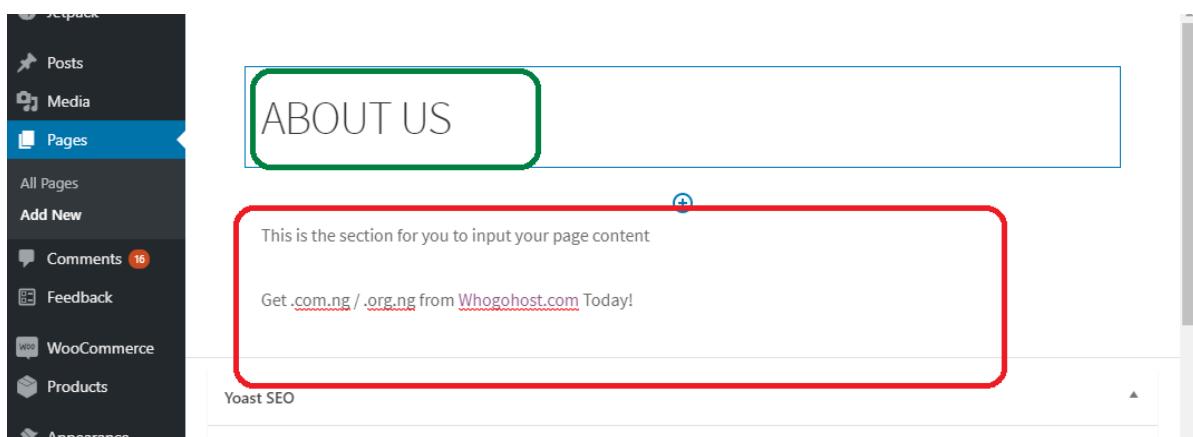
5.8.2 HOW TO CREATE A PAGE

To show how to create a page we will be using “About Us” Page for example.

STEP 1: Once you login to your dashboard, Navigate to “Pages” and click on “New Page”



STEP 2: Input the page title in the first column and content below it.



IUT US

section for you to input your page content

[.org.ng from Whogohost.com Today!](#)

Status & Visibility
Visibility Public
Publish Immediately
Pending Review
Move to trash
Permalink
Featured Image

Your are done creating your page!. You can now do the same for other pages.

5.9 ECOMMERCE PRODUCTS

5.9.1 ADDING PRODUCTS TO YOUR STORE & MANAGING

Before adding your first product, let's get familiar with some few things.

5.9.2 PRODUCT CATEGORIES

Product categories and tags work in much the same way as normal categories and tags you have when writing posts in WordPress. They can be created, edited, and selected at any time. This can be done when you first create a product or come back and edit it or the category/tag specifically.

5.9.3 ATTRIBUTES

These can be added per product, or you can set up global attributes for the entire store to use.

5.9.4 PRODUCT TYPES

With attributes and categories set up and stock management configured, we can begin adding products. When adding a product, the first thing to decide is what type of product it is.

Simple – covers the vast majority of any products you may sell. Simple products are shipped and have no options. For example, a book.

Grouped – a collection of related products that can be purchased individually and only consist of simple products. For example, a set of six drinking glasses.

Virtual – one that doesn't require shipping. For example, a service. Enabling this, disables all shipping related fields such as shipping dimensions. A virtual product will also not trigger the shipping calculator in cart and checkout.

Downloadable – activates additional fields where you can provide a downloadable file. After a successful purchase, customers are given a downloadable file as a link in the order notification email. This is suitable, for example, for a digital album, PDF magazine, or photo.

External or Affiliate – one that you list and describe on your website but is sold elsewhere.

Variable – a product with variations, each of which may have a different SKU, price, stock option, etc. For example, a t-shirt available in different colors and/or sizes.

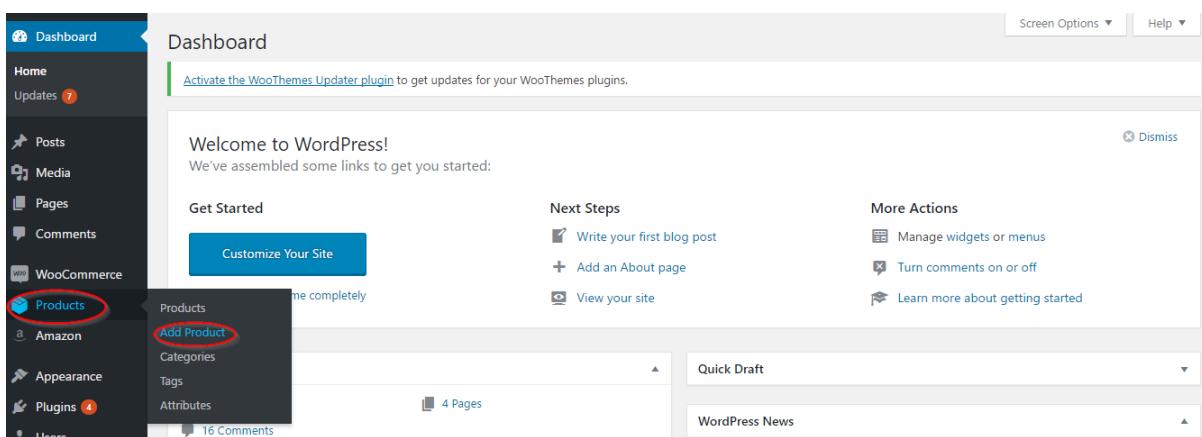
Other types are often added by extensions.

5.9.5 ADDING A SIMPLE PRODUCT

STEP 1: Go to **WooCommerce > Products > Add Product**. What is product category and attributes. How do you set them. You need to state a clear process with screenshot. Remember they are novice and learning this for the first time.

its demonstrated in the video

How is stock management configured



STEP 2: You can start by adding a Product name and description for your product. Ideally, writing a paragraph would be good enough for your product description.

Add New Product

Activate the WooThemes Updater plugin to get updates for your WooThemes plugins.

Product name

Permalink: <http://demo02.cydlab.com/product/278/> [Edit](#)

[Add Media](#)

Visual Text

B I ^{ABE} Paragraph

Write a description of your product here...

Publish

- Save Draft
- Status: Draft [Edit](#)
- Visibility: Public [Edit](#)
- Publish immediately [Edit](#)
- Catalog visibility: Catalog/search [Edit](#)
- Move to Trash
- Publish**

Product Categories

All Product Categories [Most Used](#)

- Clothing
- Hoodies
- T-shirts
- Music
- Albums
- ...

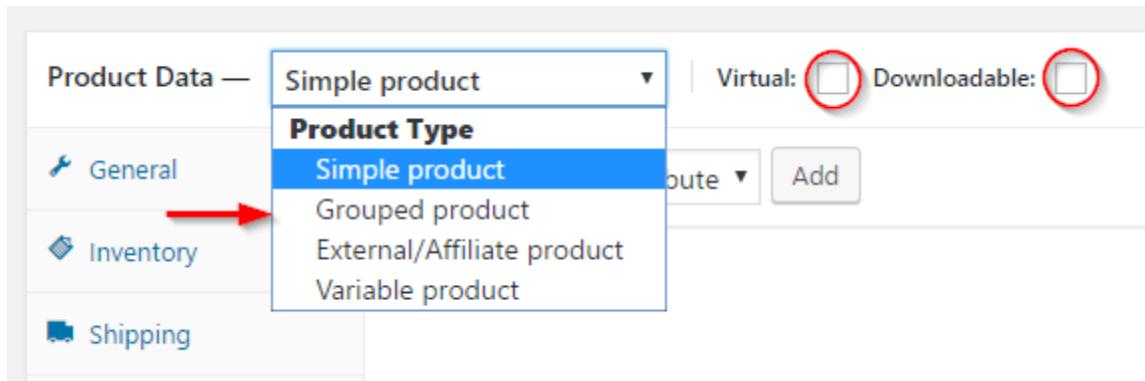
STEP 3: On the bottom part of the page, there is a Product Data meta box, where you set up the basic features of your product including product type, price, available stock, dimensions, attributes and stock management.

Product Data — Simple product	
<input type="checkbox"/> General	Regular price (\$)
<input type="checkbox"/> Inventory	Sale price (\$) Schedule
<input type="checkbox"/> Shipping	MSRP Price (\$)
<input type="checkbox"/> Linked Products	
<input type="checkbox"/> Attributes	Tax status: Taxable
<input type="checkbox"/> Advanced	Tax class: Standard

Now, let's look into each of these settings in detail.

STEP 1: First, you can choose what type of product you want to add. You can choose from Simple, Grouped, External/Affiliate and Variable.

There are also options to set Virtual and Downloadable products here.



STEP 2: In the General settings, you can set the regular price for your product. Whether your product price is inclusive or exclusive of tax is dependent on what you have chosen in the tax settings.

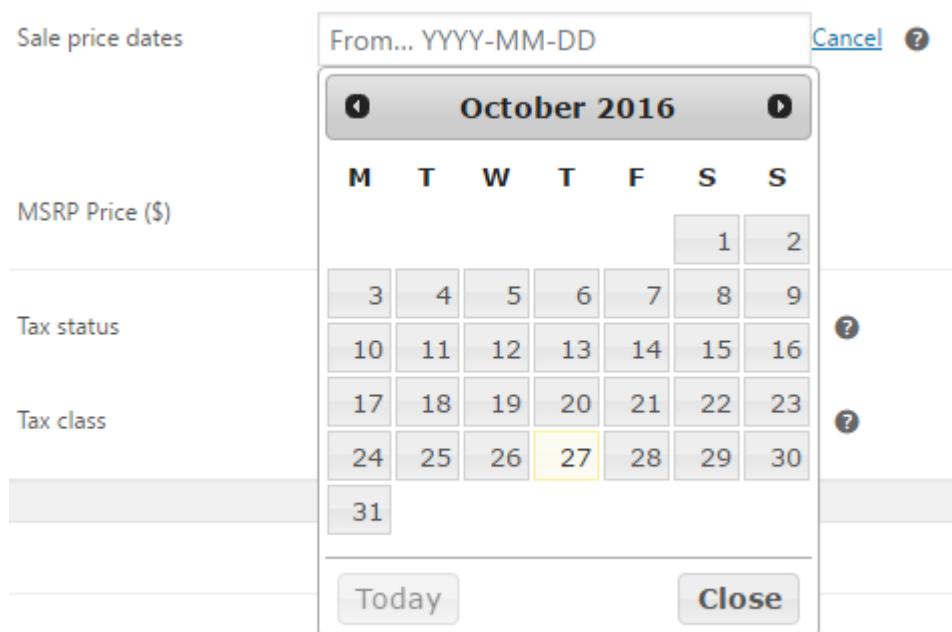
Product Data —	Simple product	Virtual: <input type="checkbox"/>	Downloadable: <input type="checkbox"/>
General	Regular price (\$)		
Inventory	Sale price (\$)	Schedule	
Shipping	MSRP Price (\$)		
Linked Products	Tax status	None	
Attributes	Tax class	Standard	
Advanced			

5.9.6 DISCOUNT OFFERS ON THE PRODUCT

STEP 1: You can also set a Sale price for your products. The price can be made available for a time period, which you can set by clicking the Schedule link.

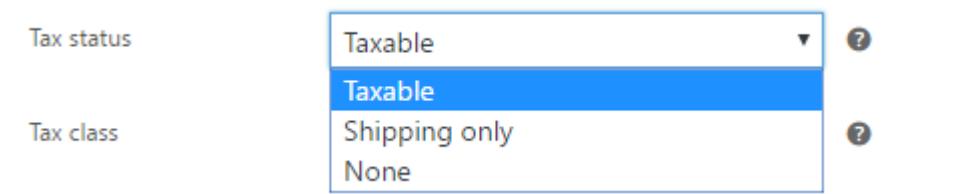
Sale price (\$)	
Sale price dates	From... YYYY-MM-DD Cancel ?
	To... YYYY-MM-DD

STEP 2: You can schedule a sale price by clicking the From... and To... fields and choosing the date from the calendar.

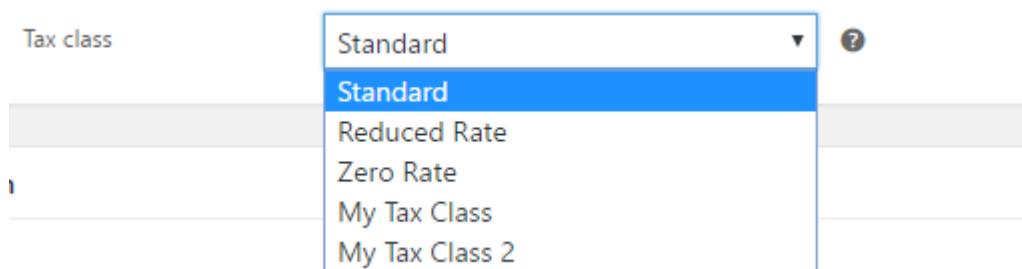


5.9.7 APPLYING TAXES ON THE PRODUCT

You can define how you want the tax to be applied to this product – either make the entire product taxable, or just the shipping amount for this particular product.



You can also choose which tax class your product will fall under. you can choose from all the default Standard Rate or one of the additional classes, or your custom-made tax classes.



5.9.8 PRODUCT IDENTIFIER AND STOCK MANAGEMENT

In the Inventory settings, you can set up a few options.

You can assign an **SKU** for your product. SKU or Stock Keeping Unit is a unique identifier that you can assign to the product you are creating.

You can enable stock management at product level by ticking the Manage stock checkbox.

You can edit the Stock status of the product as well. This will update whether your product is in stock or out of stock in the front-end of your store.

Enable **Sold individually** check box to restrict buying this product more than once in a single order.

General	SKU	<input type="text"/>	
Inventory	Manage stock?	<input type="checkbox"/> Enable stock management at product level	
Shipping	Stock status	<input type="button" value="In stock"/>	
Linked Products			
Attributes	Sold individually	<input type="checkbox"/> Enable this to only allow one of this item to be bought in a single order	
Advanced			

5.9.9 FITTING INTO THE SHIPPING FRAMEWORK

Shipping settings allow you to set Weight and Dimensions of your product. Care should be taken to accurately add these features, as any wrong information here may lead to issues with your customer.

You can also assign the product to any of the applicable shipping classes that you have already created.

General	Weight (lbs)	<input type="text" value="0"/>			
Inventory	Dimensions (in)	<input type="button" value="Length"/>	<input type="button" value="Width"/>	<input type="button" value="Height"/>	
Shipping	Shipping class	<input type="button" value="No shipping class"/>			
Linked Products					

5.9.10 CREATING A LINK BETWEEN PRODUCTS

WooCommerce allows linking other products in your inventory with the current product.

This is a good marketing strategy for your store.

In the Linked Products settings, you can set three options for this

They are:

Up-sells – Up-sells are a way of suggesting another similar product to your customer that you assume the customer would like. This is most likely to be a more expensive product as well.

Cross-sells – These are somewhat related products that you want to suggest to the customer.

Grouped products – The current product will be set as a part of a grouped product.

The screenshot shows the 'Product Data' section of the WooCommerce admin interface. At the top, it says 'Simple product'. Below that, there are tabs for General, Inventory, Shipping, and Linked Products. The 'Linked Products' tab is currently selected. To its right are three search input fields: 'Up-sells', 'Cross-sells', and 'Grouping', each with a placeholder 'Search for a product...' and a help icon.

You can add and assign categories for your product in the **Categories** section.

The screenshot shows the 'Product Categories' screen. It has tabs for 'All Product Categories' and 'Most Used'. Below is a list of categories with checkboxes: Clothing, Hoodies, T-shirts, Music, Albums, Singles, and Posters. At the bottom is a link '+ Add New Product Category'.

You can add tags, a featured image and gallery images also from the respective sections.

The screenshot shows three stacked sections within a form. The top section is titled 'Product Tags' with a red box around it. It contains a text input field, an 'Add' button, and two links: 'Separate Product Tags with commas' and 'Choose from the most used Product tags'. The middle section is titled 'Product Image' with a red box around it. It contains a link 'Set product image'. The bottom section is titled 'Product Gallery' with a red box around it. It contains a link 'Add product gallery images'.

5.9.11 PUBLISHING THE PRODUCT

The first three options in the Publish section looks and operates similarly to a WordPress post editor.

The screenshot shows the 'Publish' section of a form. It includes a 'Save Draft' button, a 'Preview' button, and a group of settings with a red box around them. The settings are: 'Status: Draft' with an edit link, 'Visibility: Public' with an edit link, and 'Publish immediately' with an edit link. Below this group is a link 'Catalog visibility: Catalog/search' with an edit link. At the bottom is a large blue 'Publish' button.

There's a feature in the Publish section that you have to pay attention while organizing your product – **Catalog visibility**

This will define how this product will be seen in response to searches.

There are four options to choose from:

Catalog/search – If you choose this option, your product will be displayed everywhere, including category pages, search results and shop page.

Catalog – Selecting this option will hide your product from search results. It'll be visible only on category pages and shop page.

Search – This is the reverse of catalog option. A product will be visible in search results, but not on category pages or shop page.

Hidden – Choosing this option means the product can only be seen on the single product page; not on any other pages.

You can choose your preferred option and click the OK button.

You can also tick the checkbox to make the product a Featured Product.

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

Catalog visibility: Catalog/search

Choose where this product should be displayed in your catalog. The product will always be accessible directly.

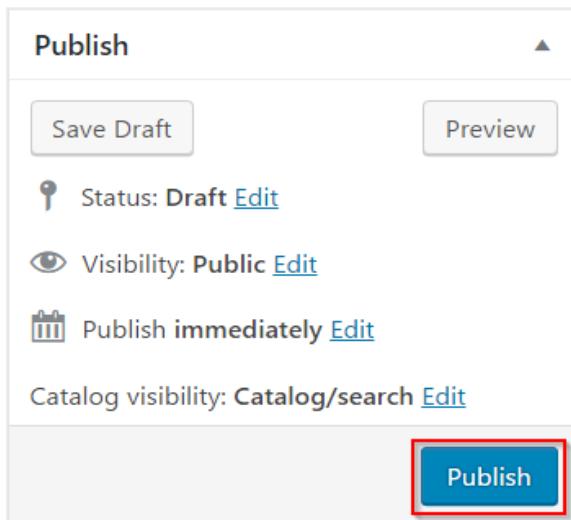
Catalog/search
 Catalog
 Search
 Hidden

Enable this option to feature this product.

Featured Product

OK [Cancel](#)

After updating all the fields, you can click the publish button.



5.9.12 FILTERING PRODUCTS

Use the Filter function to get a product count, view products by type, or see which products are On Backorder or Out of Stock.

Go to: **WooCommerce > Products**.

Select a **Category**, **Product Type** and/or **Stock Status**, or any combination of the three.

Click **Filter**.

The screenshot shows the 'Products' screen in the WooCommerce admin. At the top are buttons for 'Add New', 'Import', and 'Export'. Below that is a filter bar with 'All (27) | Published (27) | Trash (4) | Sorting'. The 'Select a category' dropdown is shown. Two specific filters are highlighted: 'Filter by product type' (highlighted with an orange box) and 'Filter by stock status' (highlighted with a green box). Both have dropdown arrows next to them. A 'Bulk Actions' dropdown, an 'Apply' button, and a 'Filter' button are also visible.

5.9.13 DELETING A PRODUCT

To delete a product:

Go to: **WooCommerce > Products**.

Find the product you wish to delete.

Hover in the area under the Product name and click **Trash**

The screenshot shows the 'Products' screen in the WooCommerce admin. At the top are buttons for 'Add Product' and 'Screen Options'. Below that is a filter bar with 'All (23) | Published (23) | Sort Products'. The main area shows a table of products. One row for 'Woo Single #2' is selected, indicated by a red box around its checkbox. The table columns include Name, SKU, Stock, Price, Categories, Tags, and two small icons. Below the table, there is a link: 'ID: 96 | Edit | Quick Edit | Trash | View | Duplicate'.

WEEK TWO

2

STUDENT ASSESSMENT PROJECT

Designing an ecommerce website



WEEK 2

SECTION ONE

1.0 STUDENT ASSESSMENT PROJECT

Design a beautiful and functional ecommerce website for any consumer category business or products. The site shall feature a well place logo, contact information, catchy landing sliders and products should be well listed, costed and categorized.

You are going to be provided with a folder containing graphics, stock images, product name/price, as content for the development of the site. You can use it or populate the site with your own content, as long as it looks beautiful and functional

Beautiful means the User Interface and User Experience (UI/UX) is good and functional means it can be used by the public.

You are to host the web site in a directory named ecommerce, where your supervisor can access your work. If done correctly, your site address should be yourfullname.com.ng/ecommerce . Do not host it on your primary domain but in the ecommerce directory as already instructed.

If you encountered any challenge, go over the aspect of the manual that teaches about the issue and fix it or speak with your supervisor/trainer.

You are to submit by mid week or as directed by your supervisor/trainer, in partial fulfilment of the Requirements for NPOWER certification by the federal republic of Nigeria.

WEEK THREE

3

INTRODUCTION TO GRAPHICS DESIGN *+ Digital marketing*



WEEK 3

SECTION ONE

1.0 WHAT IS DIGITAL MARKETING?

Digital marketing is sometimes referred to as “online marketing”.

It is simply using the internet to market a business through different online channels to get across to people you want to sell a product or service.

According to Wikipedia, digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.



1.1 WHY DOES DIGITAL MARKETING MATTER SO MUCH?

Businesses spending on online marketing has tremendously increased and has been growing year on year compared to its counterpart “traditional marketing”. The mass adoption of the internet into everyday life is the single biggest event that has affected marketing over the last two decades.

Other things that have impacted the growth of Digital marketing includes:

Big data

All our online activity is being stored as digital information. Big data has made it possible to track patterns and trends of human behavior, and data-driven marketing is the new oil.

Transparency

Customers get to research a company online before making their buying decisions, which is quite fair on behalf of the audience trying to patronize a new business. A company also see every activity/interaction of intended customers with their business, which gives room for them to improve on their business.

1.2 GRAPHICS & ONLINE MARKETING

Graphic design plays a huge role in your online marketing strategy ranging from message delivery to user experience. Many marketers neglect the fact that graphic design in marketing is essential to finding sales success.

The 8 types of Graphics Design

1. VISUAL IDENTITY GRAPHIC DESIGN

Visual identity graphic design is simply creating the visual elements of a brand (business), that act as the face of the brand to communicate those intangible qualities through images, shapes and color e.g. Logos



2. MARKETING & ADVERTISING GRAPHIC DESIGN

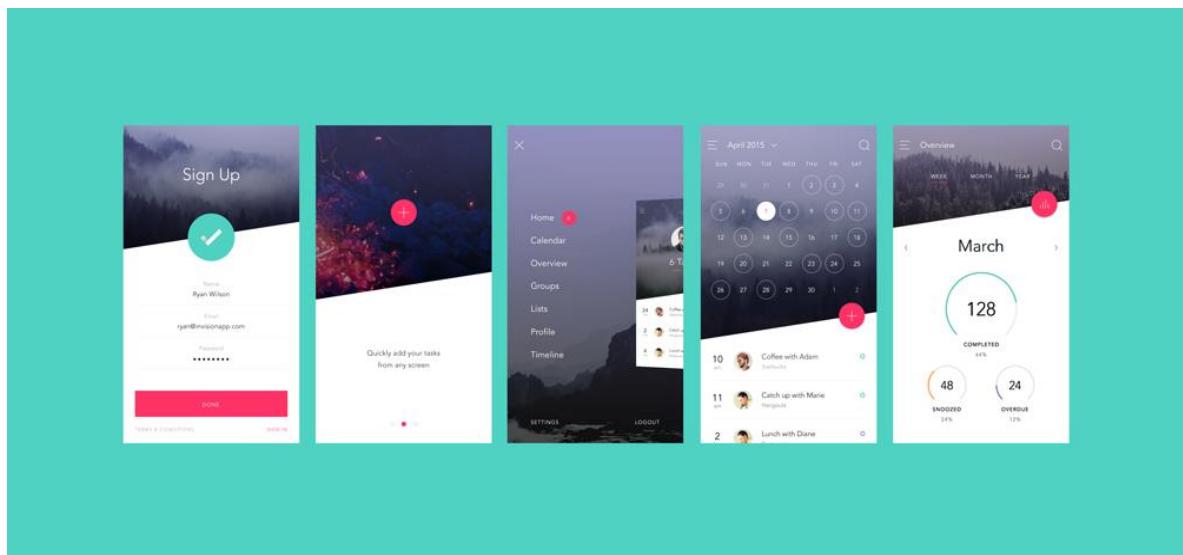
Just as the name implies, it simply is designs that are meant for marketing or advertising purposes. They can range in different forms and sizes.



Here are some more examples:

- Postcards and flyers
- Magazine and newspaper ads
- Posters, banners, and billboards
- Infographics
- Brochures (print and digital)
- Vehicle wraps
- Signage and trade show displays
- Email marketing templates
- PowerPoint presentations
- Menus
- Social media ads, banners and graphics
- Banner and retargeting ads
- Images for websites and blogs

3. USER INTERFACE GRAPHIC DESIGN



A user interface (UI) is simply how a user interacts with a device or application. User interface design is the process of designing interfaces to make a website or a mobile app easy to use and provide a user-friendly experience.

A user interface designer, for example, will worry about a particular website will look on a mobile phone (Android and iOS) and a desktop (laptop).

4. PUBLICATION GRAPHIC DESIGN

They are simply a long-form piece that communicates with an audience through public distribution. Examples are books, newspapers, directories, annual reports.

5. PACKAGING GRAPHIC DESIGN

Packaging graphic design is essentially designing packaging for a specific product to create a customer perception of the product. Some products are sold far more expensive than its counterpart not because the ingredient or composition are different but because of the perception of the product which in turn sometimes happens with good product design.



6. MOTION GRAPHIC DESIGN

Motion graphics are graphics that are in motion. This can include animation, audio, typography, imagery, video and other effects that are used in online media, television, and film.



7. ENVIRONMENTAL GRAPHIC DESIGN

Environmental graphic design visually connects people to places to improve their overall experience by making spaces more memorable, interesting, informative or easier to navigate.

For example, wayfinding is a specific type of environmental graphic design that consists of strategic signage, landmarks and visual cues that help people identify where they are and where they need to go so they can get there without confusion.

8. ART AND ILLUSTRATION FOR GRAPHIC DESIGN

Arts & Illustration takes a combination of art types and transforms it into storytelling. Some examples are;

- T-shirt design
- Graphic patterns for textiles
- Graphic novels
- Video games
- Comic books
- Album art
- Book covers
- Picture books
- Infographics
- Technical illustration
- Concept art



1.3 WHY GRAPHICS IS VERY IMPORTANT TO ONLINE MARKETING?

Graphics and marketing are sorts of interwoven and they somewhat work together. As you can see from the “8 types of graphic design” listed above, there is a subset of graphic design that focuses on advertisement.

The main of a graphic designer is to have the artistic task to share a story with images and copy that are not only catchy but memorable. The most successful campaigns are the ones that are seen once and remembered for some time after.

Graphics design can also be attributed to the face of a company or probably how it makes

you feel about them. For example, when the color is chosen wisely, we attribute it to a brand. You know there is a GTBbank in an area when that orange color pops 50 to 100 meters away from you.

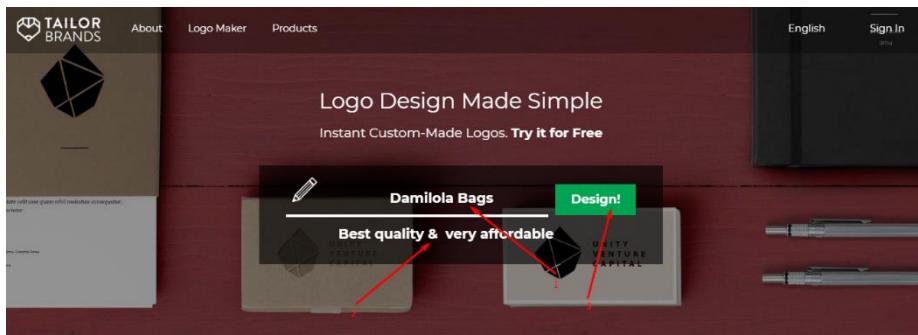
1.4 GRAPHIC DESIGN TOOLS TO SAVE YOU TIME FOR DESIGN

There are a lot of tools that can be used but for the purpose of this course, I will only mention two types. You can read up more by doing a google search with the name above.

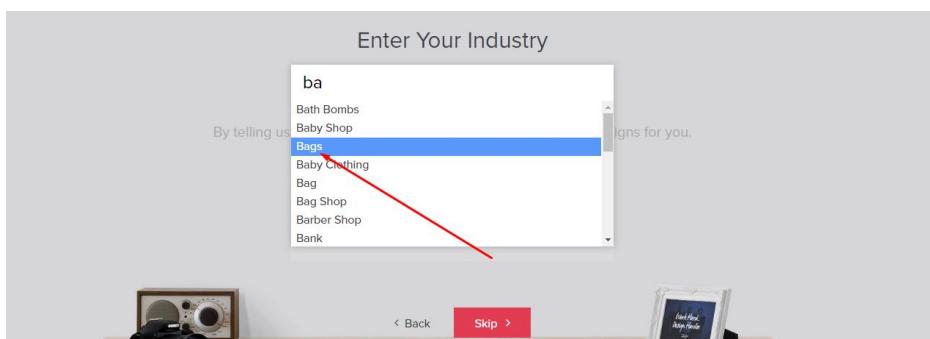
1. Tailor brands (tailorbrands.com). Tailor brands a quick way to make logos online. You can create awesome logos in under 5 minutes.

Quick navigation

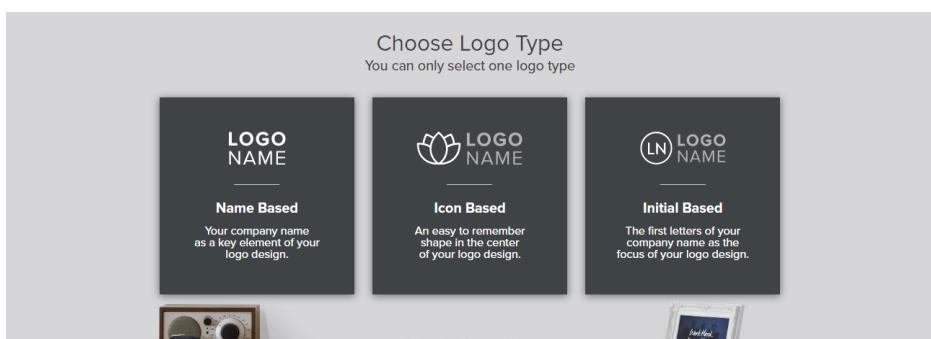
Step1: Choose business/website name and tagline



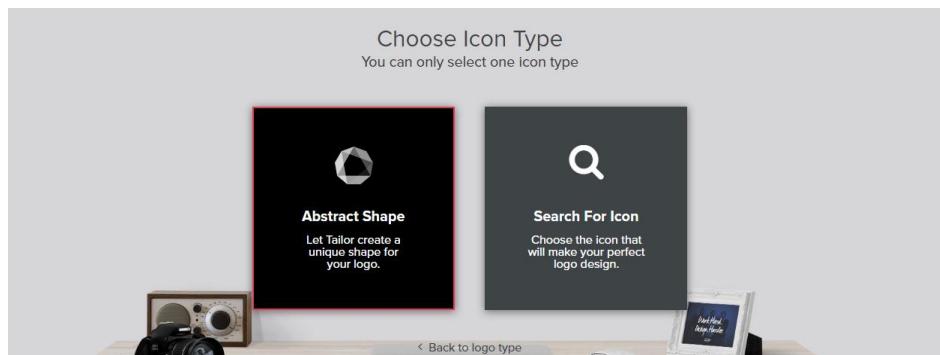
Step 2: Add your industry. This is optional, you can decide to skip



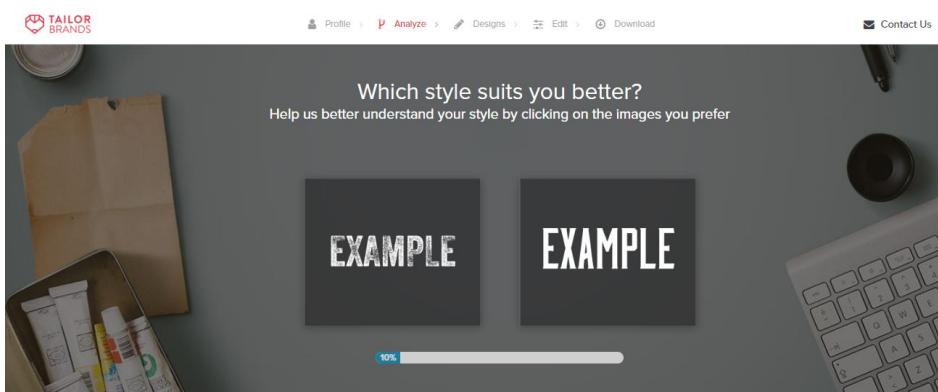
Step 3: Choose the type of logo you want, e.g text- based or icon based



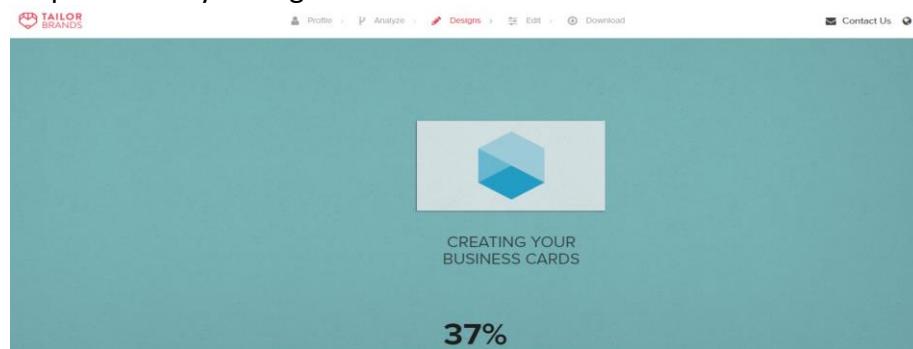
Step 4: Choose an icon, if you have chosen to use an icon from step 3 like I did



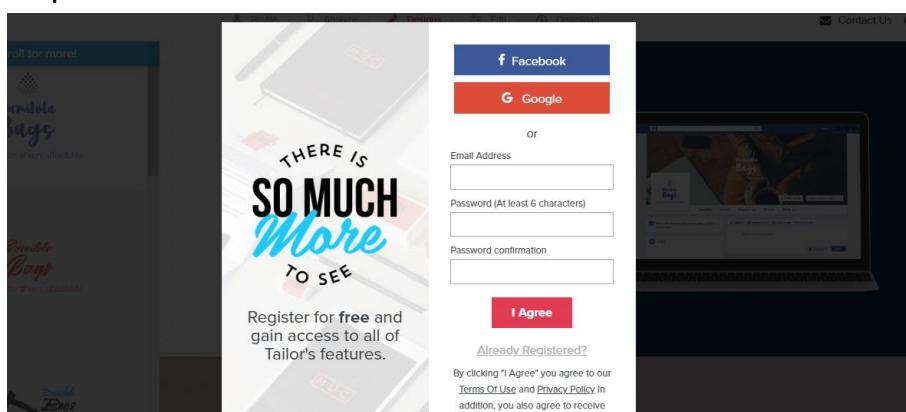
Step 5: Choose the type of fonts you want



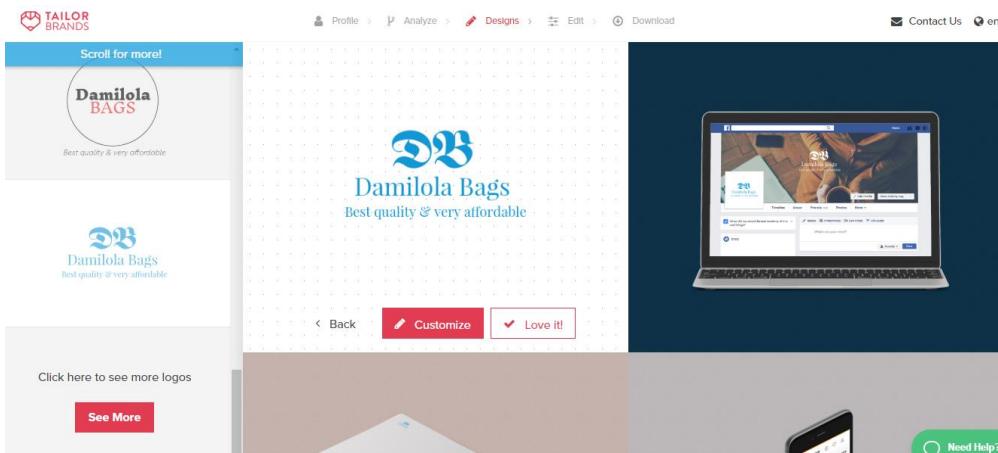
Step 6: Create your logo



Step 7: Create a free account

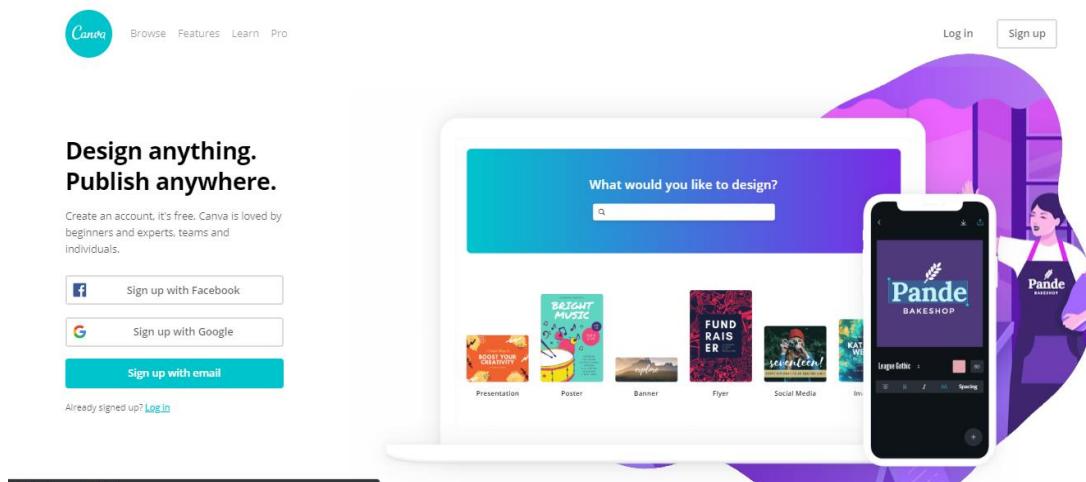


And voila, you have a logo to use immediately for your website.

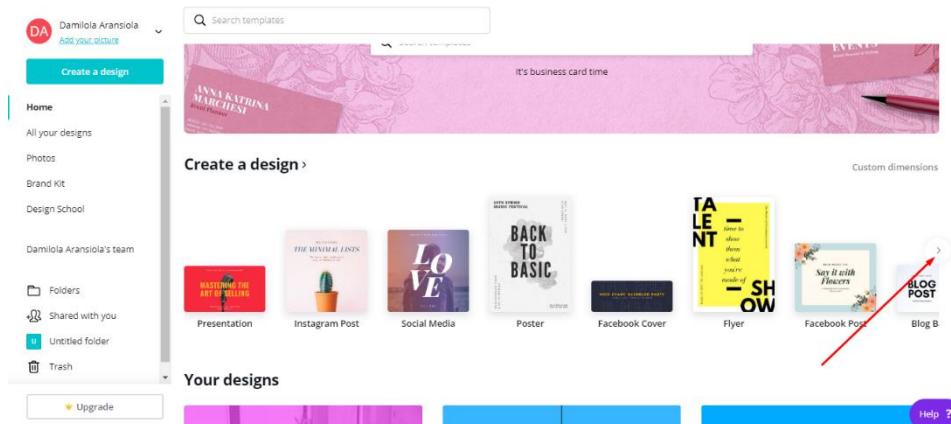


1.5 HOW TO USE CANVA

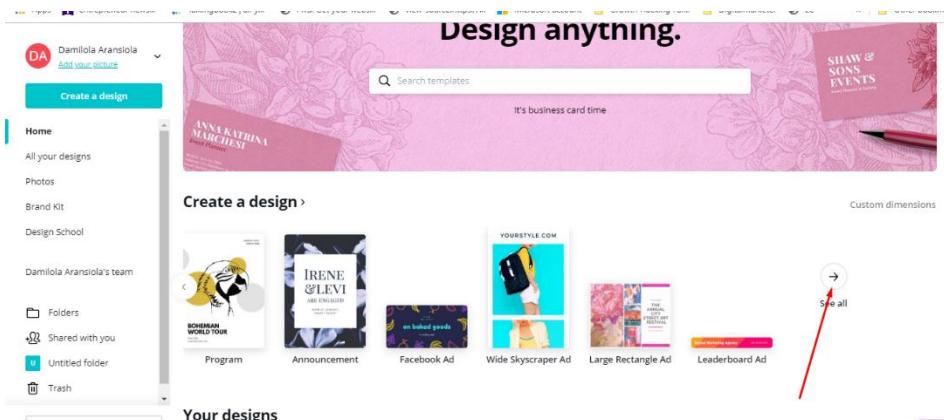
Step 1: Sign up for a free Canva account at [canva.com](https://www.canva.com)



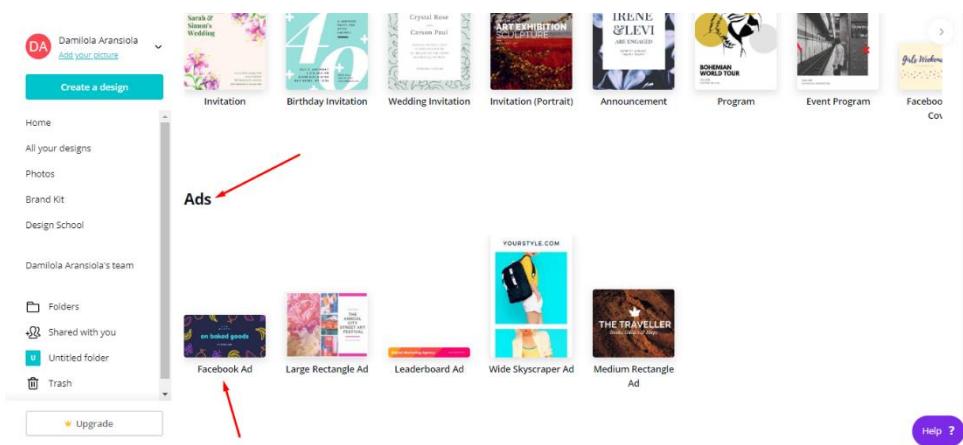
Step 2: Once signed in, click on the little arrow to move through the different format of designs



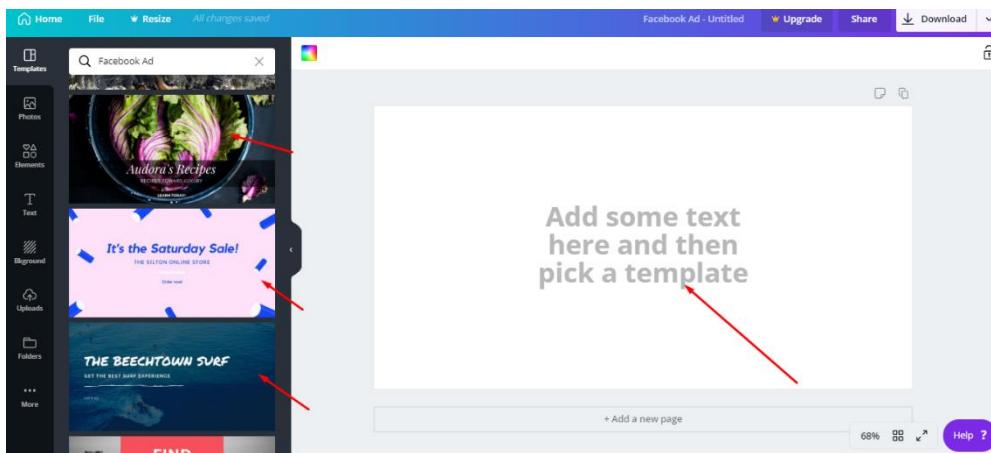
Step 3: Click the little arrow to see all designs



Step 4: Notice that there are a lot of designs for edit.



Step 5: Start to edit and update



Refer to video for more information on how to navigate Canva

WEEK 3

SECTION TWO

USING ANALYTICS TO COLLECT DATA FROM YOUR SITE

Have you ever heard the phrase “data is the new oil”?

Well, it's the truth, studying data can help cure a disease, boost a company's revenue, make a building more efficient or be responsible for those targeted ads you keep seeing.

In this course, we will discuss how to collect different types of data from your blog/website.

ANALYTIC TOOLS YOU SHOULD HAVE ON YOUR WEBSITE

First, let's introduce you to the basic analytic tools you need on your website. Note that there are a ton of them but we are just going to touch on a few which are the basics and what you always need on any website or blog.

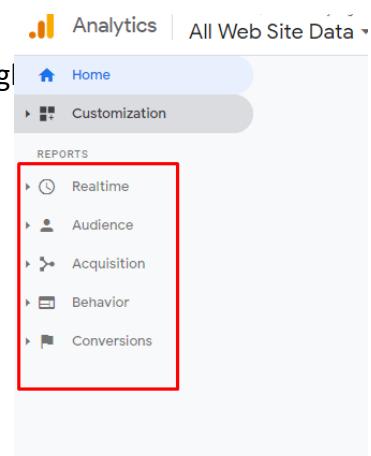
1. Google Analytics
2. Hotjar
3. Facebook Pixel & Google conversion tracker:

GOOGLE ANALYTICS

Google Analytics is a free web analytics tool offered by Google to understand website traffic.

There are 5 parts of Google Analytics:

- Realtime Level
- Audience Level
- Acquisition Level
- Behavior Level
- Conversion Level



REALTIME LEVEL

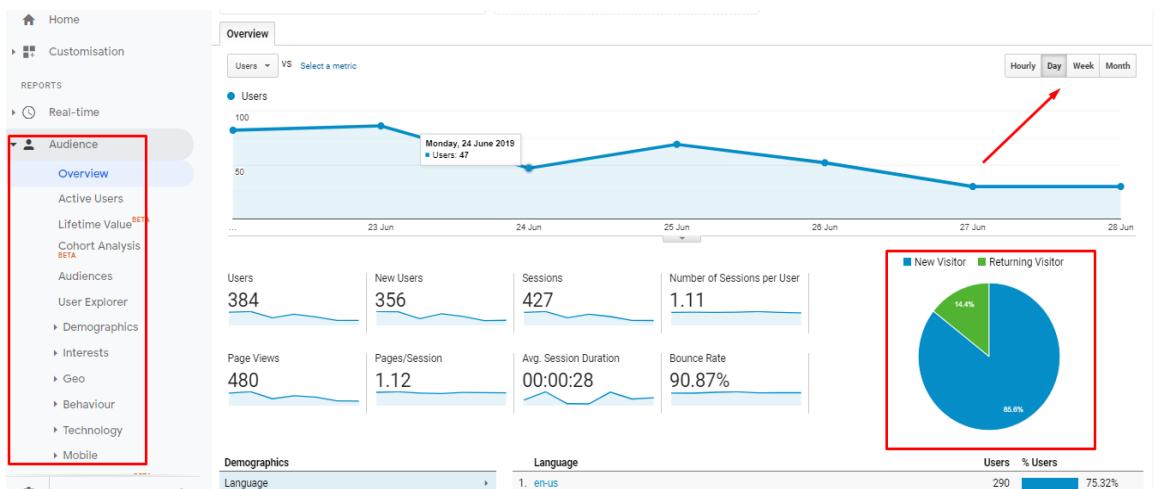
This part of Google Analytics shows real-time data on what is happening on your website. The real time is very useful because it allows you to understand what people are doing on your website in real-time.

This part shows different segments like locations, traffic sources (where people are coming from in real-time), content, events, and conversions.

Please refer to the course video for more details on navigating the real-time level of Google Analytics

AUDIENCE LEVEL

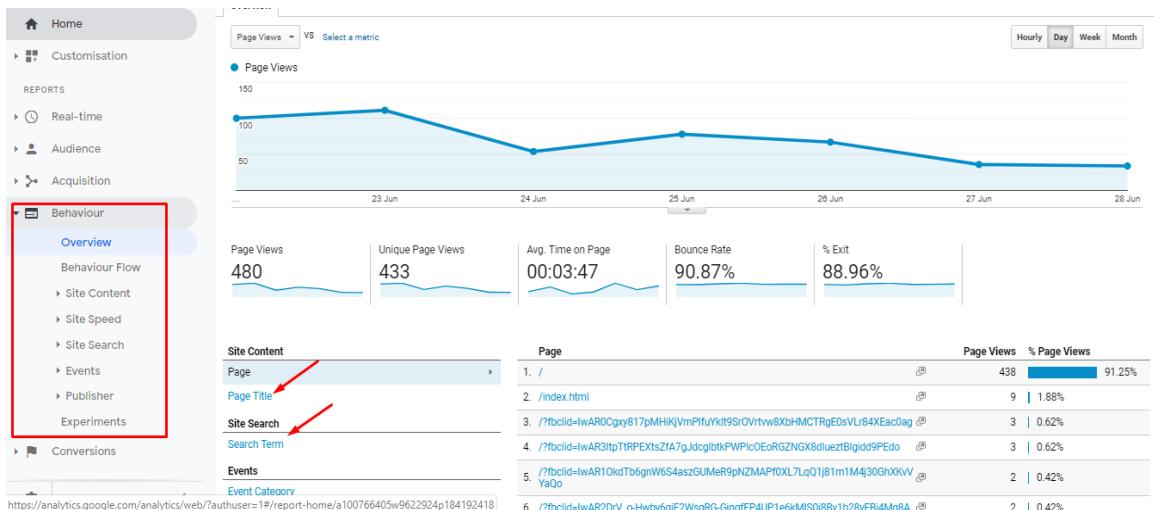
The audience level is a very interesting part of Google Analytics, because you can see what your website visitors are doing over a period of time. You can also tell if they are new or old visitors and can see them in particular range of time, the page they visited and if they left almost immediately



Please refer to the course video for more details on navigating the audience level of Google Analytics

BEHAVIOR LEVEL

This level simply shows how your audience are behaving on different platforms e.g mobile (ios & Andriod), desktop, and tablets. You can view all the technical details of your website like site speed, search and content.

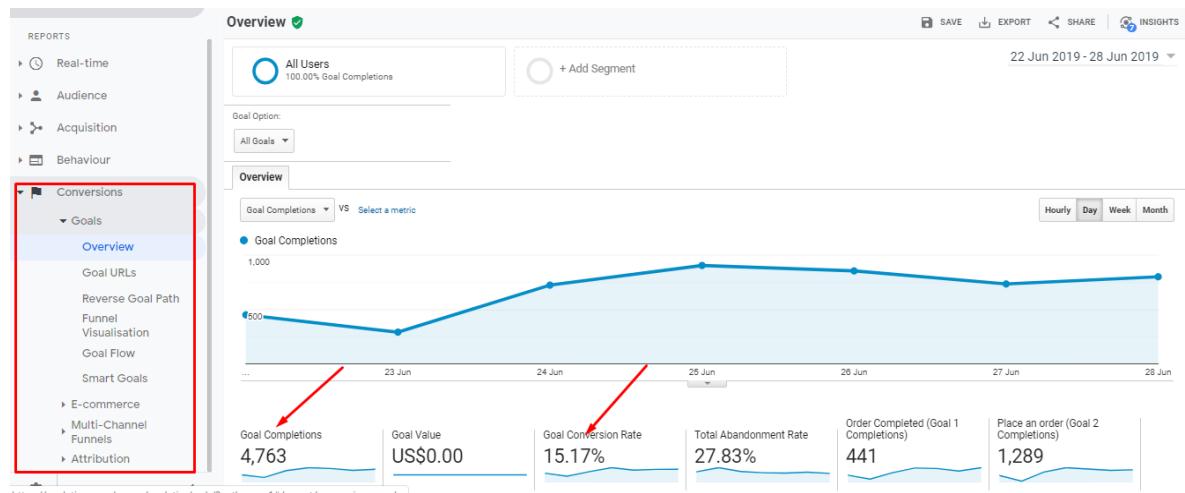


Please refer to the course video for more details on navigating the behaviour level of Google Analytics

CONVERSION LEVEL

This segment of Google Analytics is not really utilized by a lot of digital marketers and it is the most important part of Google analytics that you must setup.

You can set a goal for example “Sign up for a form”. You can then create steps that each customer will be expected to take to sign up. This will allow you to see the step where most people are falling off and can help you increase the conversion rate of the form.



Please refer to the video for more details on navigation

HOTJAR

Hotjar is a free tool that gives you the ‘big picture’ of what users are doing on your blog and also helps to improve your site's user experience and performance/conversion rates. You can see exactly what people are doing on your website (videos and heat maps). It is an analysis tool that allows you to measure and observe user behavior and see what they do using heatmaps and real-time videos.

HEATMAPS

Heatmaps lets you understand what users want, care about and do on your site by visually seeing where they click, tap and their scrolling behavior - which are the strongest indicators of visitor motivation and desire.

Video Recordings

Video recordings allow you to eliminate guesswork with recordings of real visitor behavior on your site. By seeing visitor's clicks, taps, mouse movements you can identify usability issues on the fly.

Please refer to the course video for more details on navigation

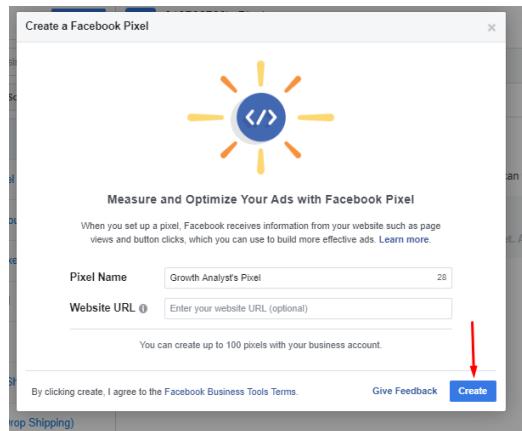
FACEBOOK PIXELS & GOOGLE CONVERSION TRACKER

The Facebook Pixel & Google conversion tracker are codes that you place on your website. It collects data that helps you track conversions, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

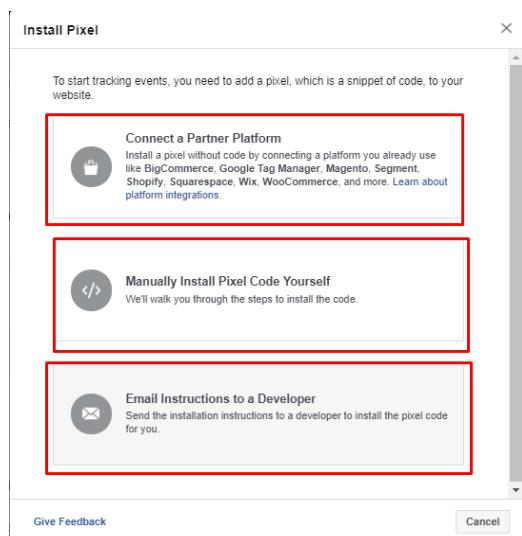
Facebook Pixel

You can create a facebook pixel from your Facebook Ads manager (<https://business.facebook.com/>)

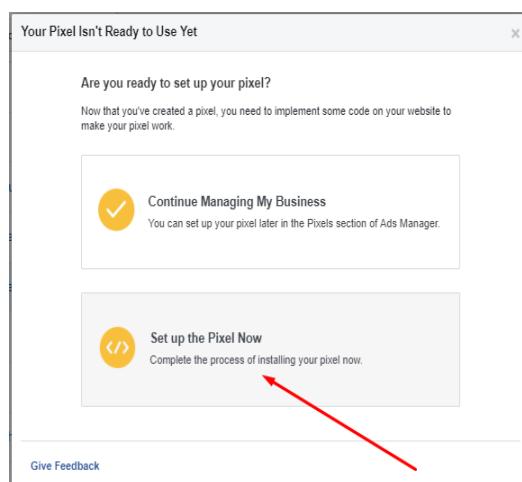
Step 1: Click on create Pixel



Step 2: Setup your Pixel



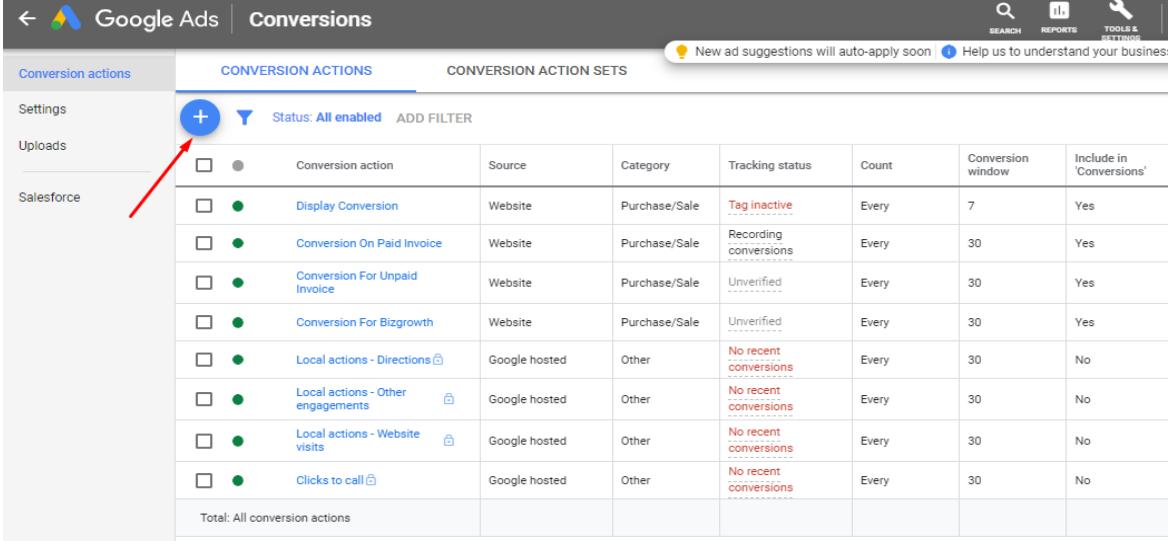
Step 3: Install your Pixel or Send to your Developer



GOOGLE CONVERSION TRACKER

This can be created from Google Ads account.

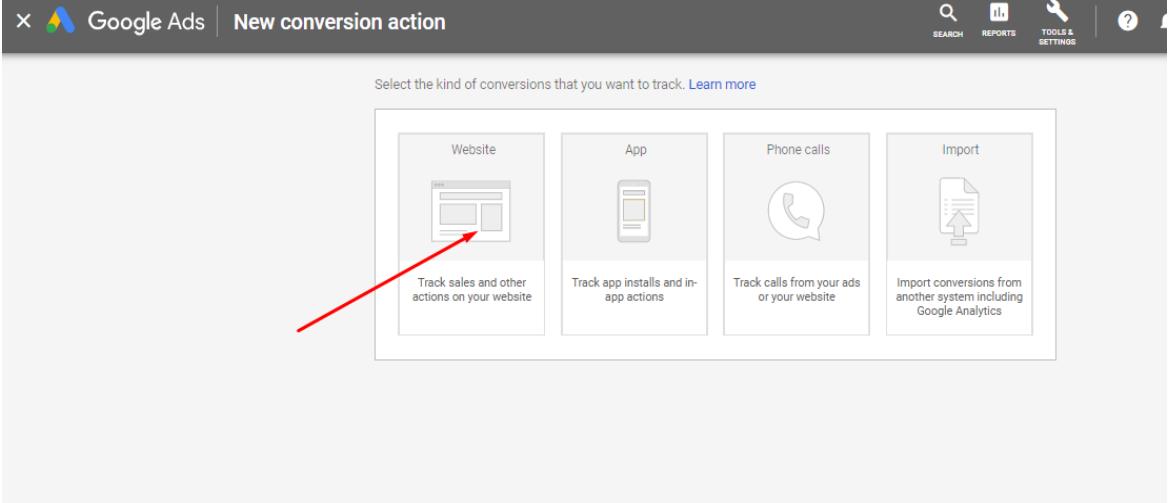
Step 1: Click on the + button to add a conversion tracker



The screenshot shows the 'Conversion actions' section in Google Ads. On the left, there are filters for 'Settings', 'Uploads', and 'Salesforce'. The main area is titled 'CONVERSION ACTIONS' with a sub-section 'CONVERSION ACTION SETS'. At the top of the list, there's a blue button with a white '+' icon. A red arrow points to this button. Below it, the table lists various conversion actions:

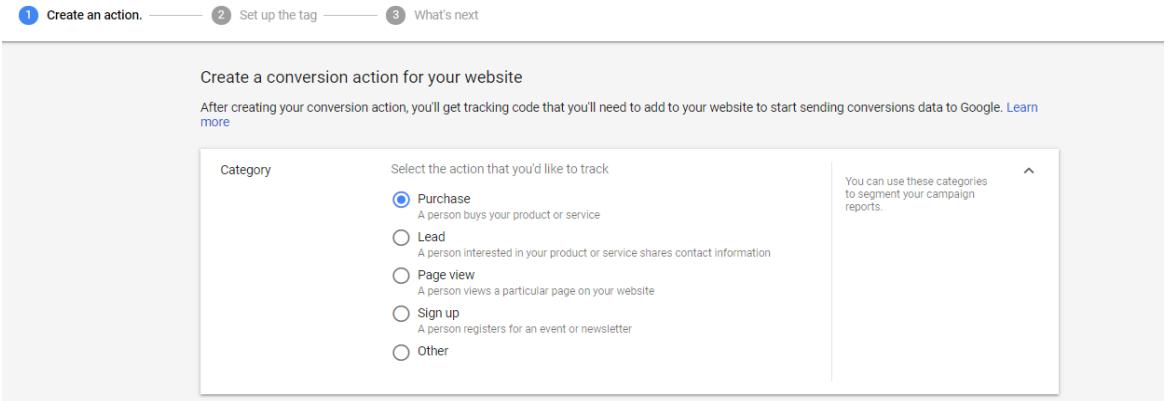
	Conversion action	Source	Category	Tracking status	Count	Conversion window	Include in 'Conversions'
<input type="checkbox"/>	Display Conversion	Website	Purchase/Sale	Tag inactive	Every	7	Yes
<input type="checkbox"/>	Conversion On Paid Invoice	Website	Purchase/Sale	Recording conversions	Every	30	Yes
<input type="checkbox"/>	Conversion For Unpaid Invoice	Website	Purchase/Sale	Unverified	Every	30	Yes
<input type="checkbox"/>	Conversion For Bizgrowth	Website	Purchase/Sale	Unverified	Every	30	Yes
<input type="checkbox"/>	Local actions - Directions	Google hosted	Other	No recent conversions	Every	30	No
<input type="checkbox"/>	Local actions - Other engagements	Google hosted	Other	No recent conversions	Every	30	No
<input type="checkbox"/>	Local actions - Website visits	Google hosted	Other	No recent conversions	Every	30	No
<input type="checkbox"/>	Clicks to call	Google hosted	Other	No recent conversions	Every	30	No
Total: All conversion actions							

Step 2: Choose where you want to measure conversion



The screenshot shows the 'New conversion action' page. It asks to 'Select the kind of conversions that you want to track'. There are four options: 'Website' (with a computer icon), 'App' (with a smartphone icon), 'Phone calls' (with a phone icon), and 'Import' (with a document icon). A red arrow points to the 'Website' option.

Step 3: Choose the type of conversion you want to measure e.g purchase, sign up, etc



The screenshot shows the 'Create a conversion action for your website' page. It says: 'After creating your conversion action, you'll get tracking code that you'll need to add to your website to start sending conversions data to Google.' Below this, there's a table for selecting the action to track:

Category	Select the action that you'd like to track	^
<input checked="" type="radio"/> Purchase	A person buys your product or service	You can use these categories to segment your campaign reports.
<input type="radio"/> Lead	A person interested in your product or service shares contact information	
<input type="radio"/> Page view	A person views a particular page on your website	
<input type="radio"/> Sign up	A person registers for an event or newsletter	
<input type="radio"/> Other		

Step 4: Install your tracker or send code to your developer

Create an action. ————— 2 Set up the tag ————— 3 What's next

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup Select how you want to install your tag

 Install the tag yourself Add the tag to your website code	 Email the tag Email the tag to your webmaster	 Use Google Tag Manager Install the tag using Google Tag Manager
---	---	---

WEEK FOUR

4

STUDENT ASSESSMENT PROJECT
Logos, creatives, analytics, integration



STUDENT ASSESSMENT PROJECT

You are to create a new logo for your website using Tailor brand. This logo should be used on your blog or website.

You are also tasked to create Facebook and Instagram banners for yourself to be used to run your ads on these platforms. You are required to setup an account on Tailor brands and Canva respectively.

Lastly, you are to create all analytics you will need for your blog/website. Create google analytics, Hotjar, Google conversion tracker and Facebook pixels.

These analytics should be added to your website using plugins from your WordPress blog or website. Make sure all your analytics are added properly because you will need the analytics later when you start running your ads.

If you run into any difficulty creating your account, or adding the analytics, please discuss refer to the video or you discuss with you supervisor.

You are to submit by mid week or as directed by your supervisor/trainer, in partial fulfilment of the Requirements for NPOWER certification by the federal republic of Nigeria.

WEEK FIVE

5

WORDPRESS II
How to design a blog & corporate websites



WEEK 5

SECTION ONE

1.0 DESIGNING A BLOG

A blog is a type of website with posts (articles or entries) displayed in reverse chronological order. That is, the most recent posts are at the top.

A blog can also be described as an online home you own and control. Use it to develop the brand or reputation you desire, establish yourself as an authority in your field, connect with customers or find other like-minded people.

1.1 WHY PEOPLE START BLOGGING?

There are many reasons to start a blog. Here are a few popular ones:

1. Content marketing:

Get more exposure for your existing business or organization. A blog gives anyone, from individuals to large companies, the ability to reach a large number of people at very little cost.

2. Revenue

Make money while working from home. Many bloggers make money from blogging about their area of interests or big enough public interest. It's hard work, but it's got low risk, low overhead and low barrier to entry.

3. Hobby

Just write. If you want to write, share your story, encourage others and build a community, a blog is a great place to do that.

5. Authorship

Build a writing (or speaking) platform. It's no secret book publishers rarely work with authors who don't have an online presence. The reason is simple: it's a lot easier to sell

books to people who already know you. A blog is one of the easiest and most effective places to do it.

1.2 BLOG SITE REQUIREMENTS

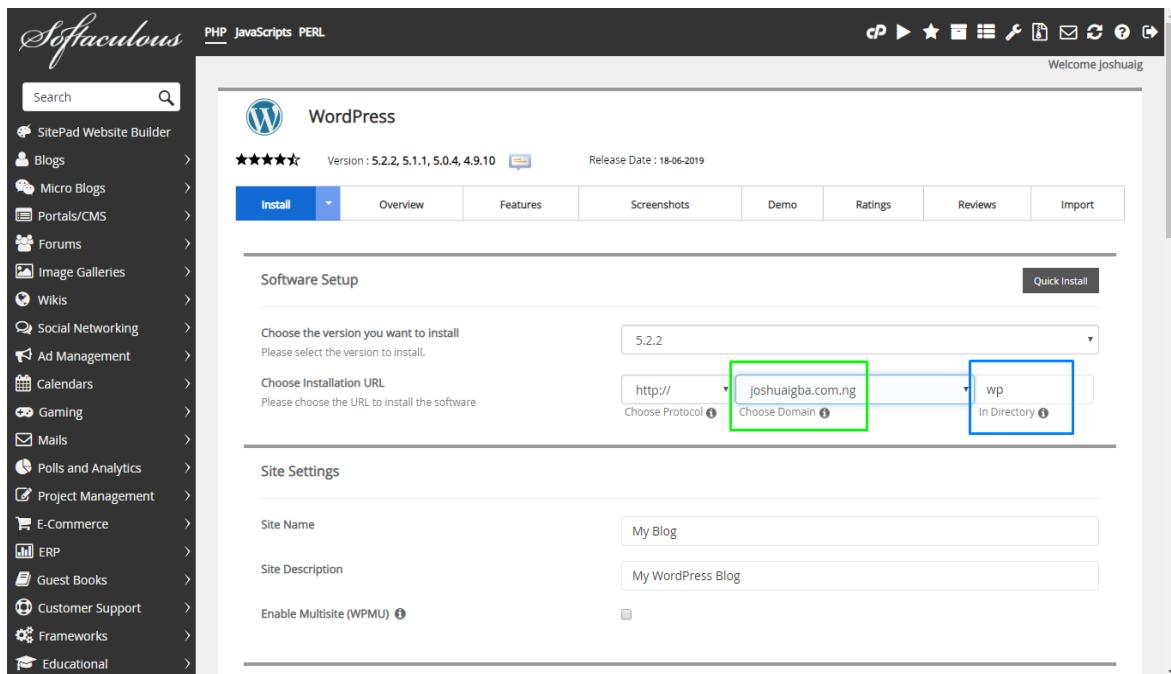
- Domain
- Hosting
- Themes
- Content (Images, graphics, articles)
- Plugins

1. Domain for blog

It is assumed you have already acquired a domain that is your fullname, for the purpose of this training programme e.g anthonyjoshua.com.ng.

2. Hosting for blog

You are to host the blog you are will build by installing WordPress again in directory named "blog". To make your blogging site to load with blazing speed, subscribe for WordPress hosting. The load time is faster than shared hosting



Remember that wordpress can be installed on a site as many times as the hosting resources can accommodate, especially the disk space. You can do so by changing "wp" to

“blog” while installing wordpress on cpanel.

The image below shows that you can install wordpress multiple times on cpanel using softaculous app installer.

The screenshot displays the Softaculous App Installer dashboard. On the left, a sidebar lists various application categories such as 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. In the center, a "Dashboard" window shows the "Welcome to WordPress!" screen with options like "Customize Your Site", "New Design", "Main Articles", and "Your Site". Below this, a "Current Installations" table lists two entries:

Link	Admin	Installation Time	Version	Options
https://joshuaigba.com.ng		May 20, 2019, 9:31 pm	5.2.2	
https://joshuaigba.com.ng/resume		June 6, 2019, 11:55 am	5.2.2	

On the right, there are sections for "Space Required" (Available Space: 1,778.81 MB, Required Space: 40.67 MB), "Software Support" (Visit Support Site, Note: Softaculous does not provide support for any software), and a "Manage Plugin / Theme Sets" button.

The image below shows a new installation on a sub directory named blog. You are expected to do the same. Your supervisor is supposed to access your blog project at `yourfullname.com.ng/blog`

The screenshot shows the "Software Setup" page for a new WordPress installation. The sidebar on the left is identical to the one in the previous screenshot. The main area has three tabs: "Software Setup", "Site Settings", and "Admin Account".

- Software Setup:** Shows "Choose the version you want to install" (5.2.2 selected) and "Choose Installation URL" (Protocol: http://, Domain: joshuaigba.com.ng, Directory: blog). The "blog" input field is highlighted with a green box.
- Site Settings:** Shows "Site Name" (My Blog) and "Site Description" (My WordPress Blog).
- Admin Account:** Shows "Admin Username" (admin), "Admin Password" (pass, strength: Bad (18/100)), and "Admin Email" (admin@joshuaigba.com.ng).

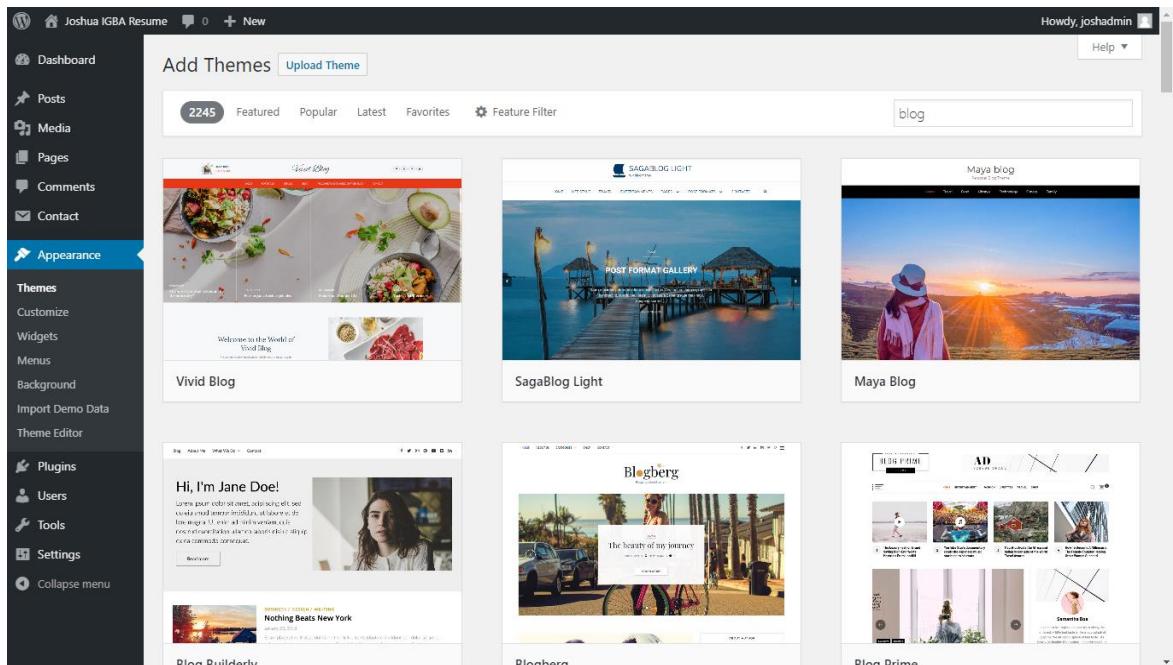
For the email field, it is recommended that you input your gmail or yahoo mail address. You can also create a custom email for your website and use it.

3. Blogging Themes

Select a blog theme by clicking **Appearance >> Themes >> Add New**

Type **Blog** in the search box and Select a choice theme

Install and Activate the theme.



4. Blog Content (Images, graphics and articles)

You are expected to curate the content, articles, images and graphics you want to use to set up. Alternatively, you can access this folder to use the materials provided for you

<https://bit.ly/npowerblogcontent> .

5. Blog Plugins

The following are the plugins (but not limited to), that a revenue ready blog should have

Yoast SEO

Contact form/ Everest forms

wpDiscuz

Word fence

User registration/members press

UpdraftPlus

WEEK 5

SECTION TWO

2.0 HOW TO DESIGN A CORPORATE WEBSITE

Corporate website is a website that is used to officially represent a brand on the Internet, and which is often used as the landing page for advertising content.

The corporate website is a broad category of websites. However, they all have a similar goal: to promote a brand rather than to focus on products and sub-brands it offers. It is like a company's personal assistant or business development executive that a company owner hires to work 24/7 without days off.

2.1 WHY HAVING A CORPORATE WEBSITE

Credibility; A corporate website allows you to share information about your company with your potential clients and helps to establish credibility [trust] for your business.

Websites does not sleep but you do. Hence your website will continue to keep people informed about your company even when you are unavailable. So it is best to make your site simple and concise stating exactly what you do so as not to require your presence every time a user needs to know about what you do.

Helping customer & competitors know about you everywhere; A website allows customers to perceive a lot about your brand, because your website online is just like a physical store on the world wide web, Etc.

2.2 EXAMPLES OF CORPORATE WEBSITES

Government websites, digital and marketing agencies, NGOs, Charity, Individual landing pages are all examples of corporate websites.

I think you should word fence plugin in place of askimet for the first level of security done, but check

NPOWER

EMAIL: APPLY2018@NPVN.NG

HOME ABOUT US N-POWER PROGRAMMES N-POWER PRE SELECTION CONTACT US

N-POWER

COCA COLA

☰ MENU

Coca-Cola

Global

NORTH AMERICA LATIN AMERICA EUROPE EURASIA AFRICA ASIA PACIFIC

RESOLUTION LAW NG

Home About the Firm Practice Areas Lawyers Blog & Insights Career Contact Make Payment Subscription

Law Firm in Nigeria

Lawyers in Lagos Nigeria

Resolution Law Firm is one of the leading law firms in Nigeria and top commercial law firms in Lagos Nigeria. The law firm is internationally recognized for its simple and clients' best interest approach to legal practice in Nigeria. Whether you are looking for some corporate & commercial law experts in Lagos or trademark and intellectual property law specialist in Nigeria, Resolution Law firm has the best lawyers.

FIRSTBANK

About Us Bank With Us Contact Us Careers Nigeria

FirstBank FirstOnline Login Open an Account Internet Banking

Accounts Best Loans and Mortgages Money Transfer Ways to Bank Cards Payment Solutions

We need you to help light up their world

Create a kinder world with SPARK

You First

Events The Blog Products Showcase

f Current Accounts > Savings Accounts > Domiciliary Accounts >

NAFDAC

NATIONAL AGENCY FOR FOOD AND DRUG ADMINISTRATION AND CONTROL NAFDAC

Home Food Drugs & Medical Devices Herbals & Cosmetics Vaccines & Biologics Chemicals Narcotics Veterinary

Custom Search

For Industry

- Pharmaceutical Industry
- Food Industry
- Micro, Small & Medium Enterprises (MSME)
- NAFDAC Regulations
- NAFDAC Guidelines
- Draft Regulations
- NAFDAC Tariff
- Customer(Client) Satisfaction Survey
- Notes To Industry

2.3 DOMAIN AND HOSTING

Firstly, you are to do this major two things before proceeding.

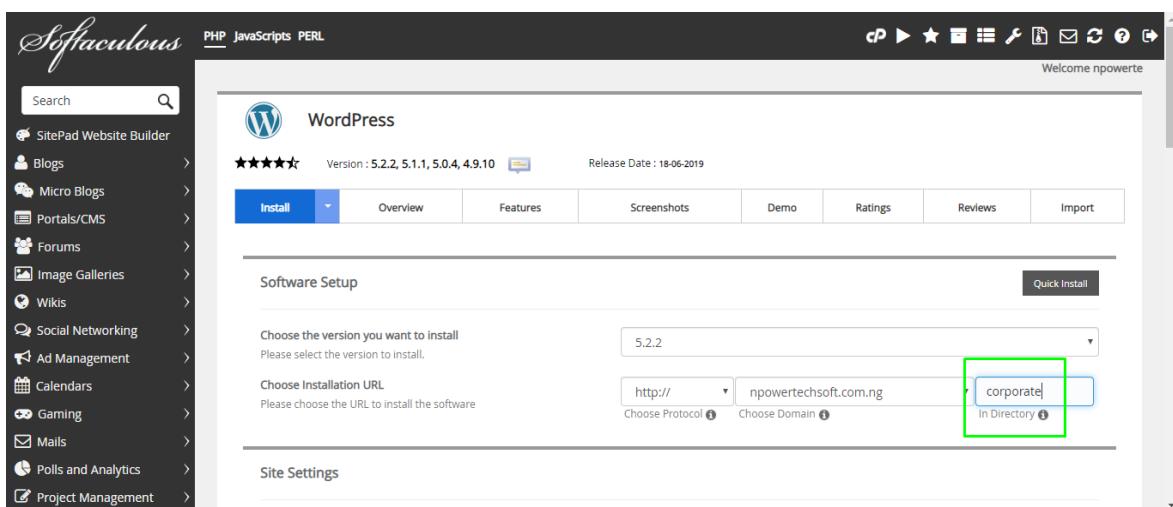
1. Register a Domain & Get Hosting:

You will need a domain and a hosting account in order to create a corporate website with WordPress.

For this training you are to use your fullname.com.ng for domain as previously instructed.

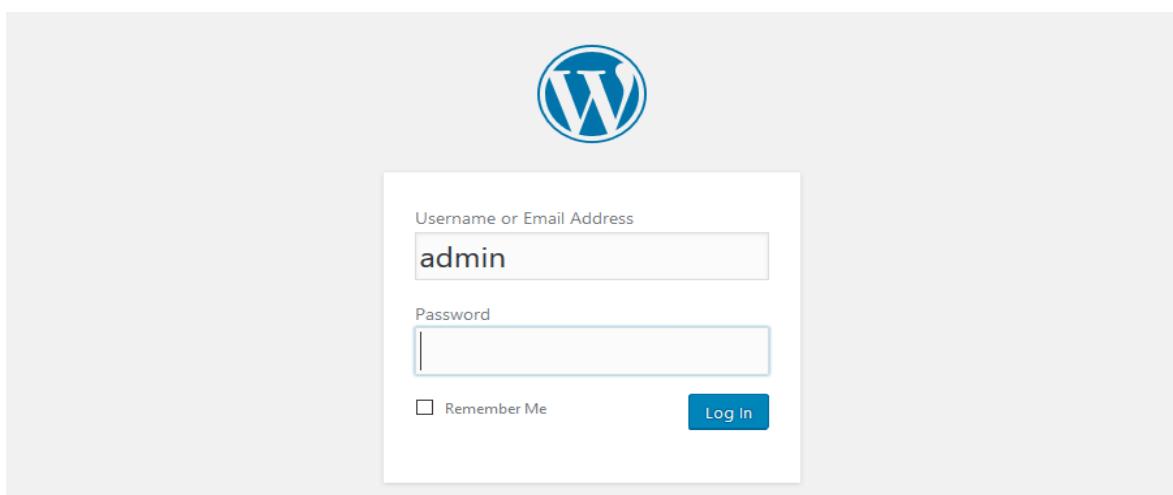
2. Install WordPress: Install WordPress:

You are to install WordPress on your hosting account with your domain name, but writing "corporate" in the directory field. See image below.



3. Log Into WordPress

If done properly, your WordPress admin url ought to be
youfullname.com.ng/corporate/wp-admin



2.4 CORPORATE WEBSITE THEME

STEP 1. Get a Relevant Corporate WordPress Theme

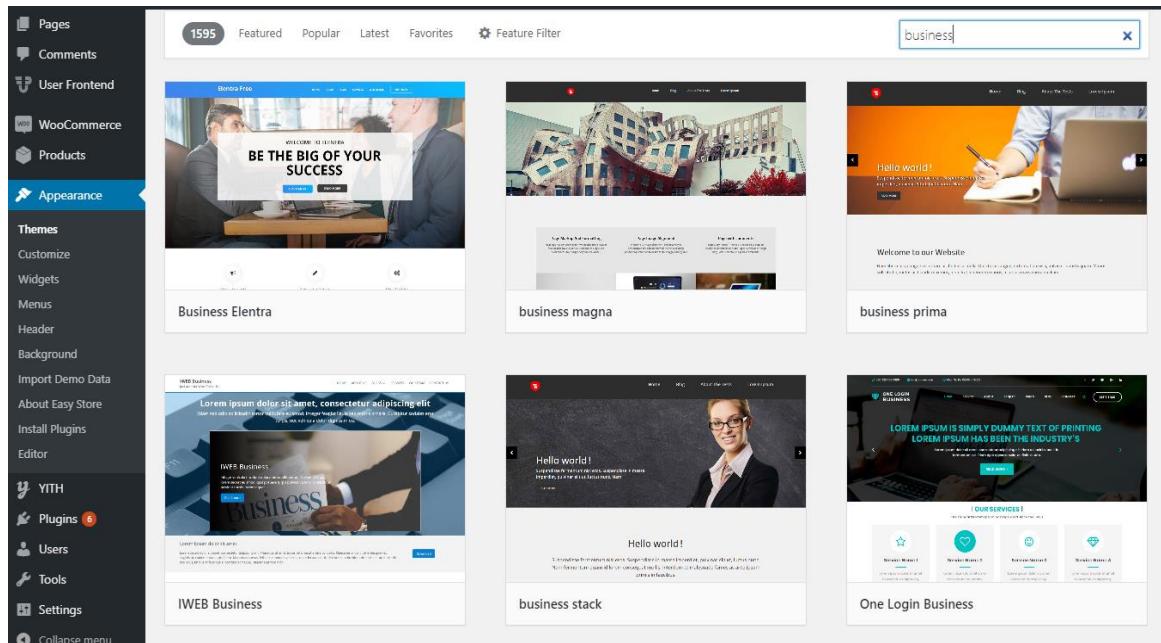
Sign into WordPress dashboard and navigate to Appearance → Themes

The screenshot shows the WordPress dashboard. The left sidebar has a dark theme with various menu items: Home, Updates, Posts, Media, Pages, Comments, Appearance (which is highlighted with a green bar), Plugins, Users, Tools, Settings, and a Collapse menu. Under the Appearance menu, there are sub-options: Themes, Customize, Widgets, Menus, Header, Background, and Editor. The main content area displays a "Welcome to WordPress!" message and a "Get Started" section with a "Customize Your Site" button. A sidebar on the right is titled "Quick Draft" with fields for "Title" and "What's on your mind".

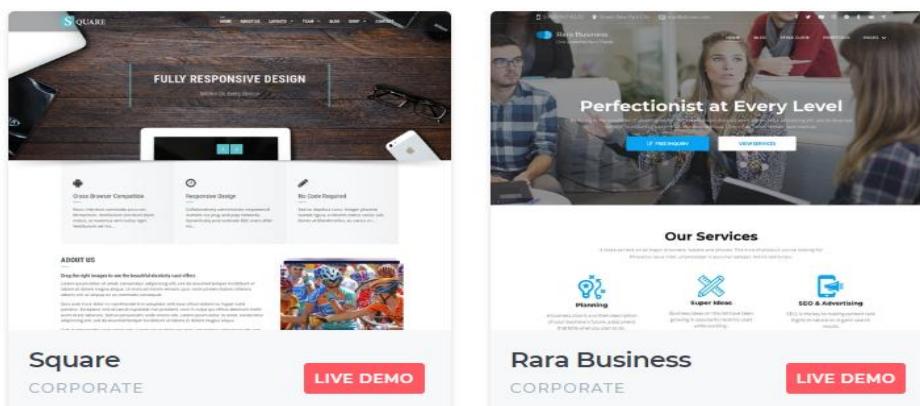
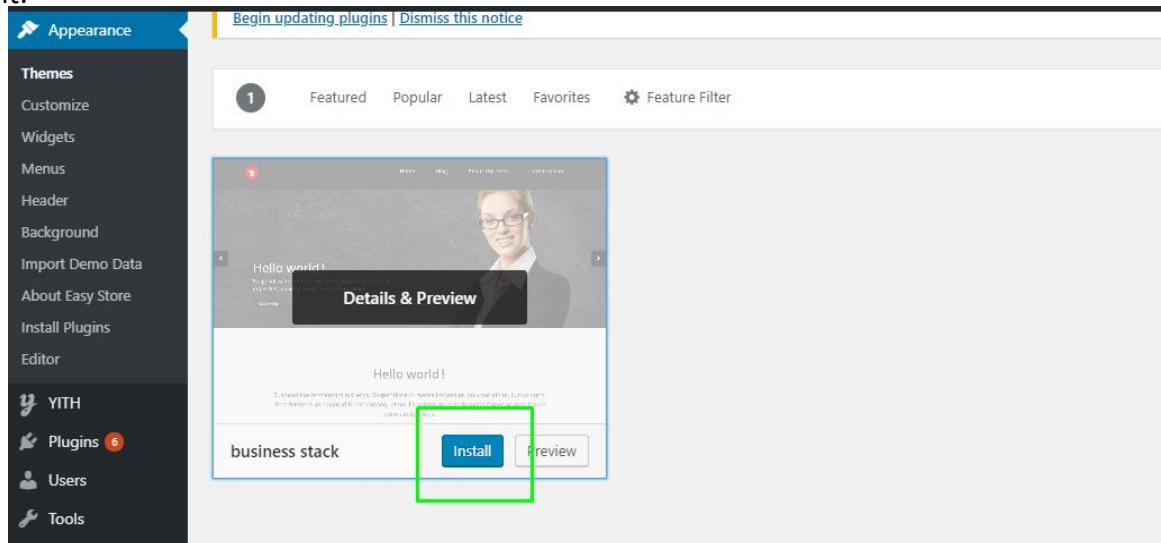
STEP 2. Click on the Add new link at the top of the screen

The screenshot shows the "Themes" screen in the WordPress dashboard. The left sidebar is identical to the previous one. The main area shows a list of themes. The first theme listed is "Twenty Sixteen". To its right is a large preview image of a sunset over the ocean. Below the preview, it says "Active: Twenty Sixteen" and has a "Customize" button. Above the preview, there is a green "Add New" button with a white border. To the right of the preview, there is a "Search installed themes..." input field. On the far right, there is a sidebar with information about the "Twenty Fifteen" theme.

If you have a theme you have downloaded, you can upload it to the theme folder in your cpanel and If not, you can go to the search box and search for the keyword related to ecommerce theme example “Corporate”, “Business”, “Agency”, “Consulting”, “Marketing”, “office” etc



STEP 3. Once you are okay with any of the theme, you then click on “Install” and activate it.



2.6 CORPORATE PLUGINS

- Yoast SEO
- Contact form/ Everest forms
- wpDiscuz (if people leave opinions, e.g NGO sites)
- Word fence
- User registration/members press
- UpdraftPlus

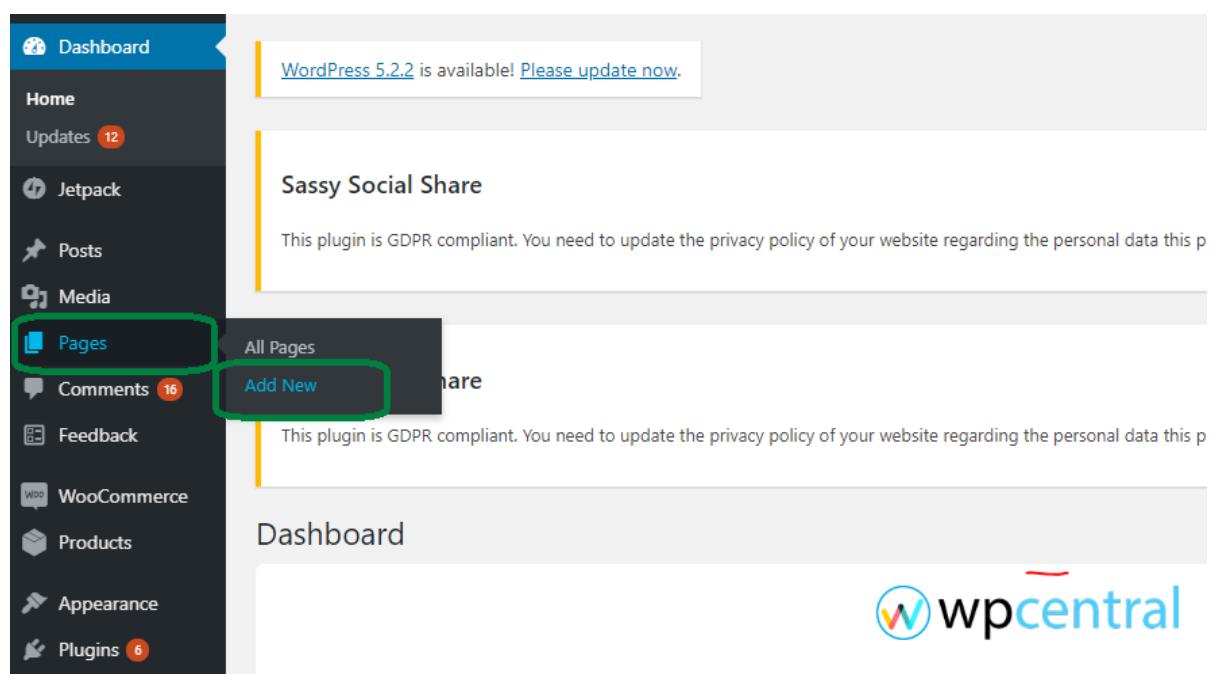
2.7 CORPORATE PAGES

- Homepage
- Blog Page
- About Page
- FAQ Page
- Privacy Policy Page
- Terms and Conditions Page

2.7.1 How To Create A Page

STEP 1: To show how to create a page we will be using “About Us” Page for example.

Still on your *dashboard*, navigate to “**Pages**” and click on “**New Page**”



STEP 2: Input the page title in the first column and content below it.

The screenshot shows the WordPress editor interface. On the left, there's a sidebar with various menu items: Dashboard, Jetpack, Posts, Media, Pages (which is selected and highlighted in blue), All Pages, Add New, Comments (16), Feedback, WooCommerce, Products, Appearance, and Plugins (6). The main content area has a title 'ABOUT US' enclosed in a green rounded rectangle. Below the title is a text area containing 'This is the section for you to input your page content' and 'Get .com.ng / .org.ng from Whogohost.com Today!'. This text area is enclosed in a red rounded rectangle. At the bottom right of the editor, there are buttons for Save Draft, Preview, Publish (which is highlighted with a green box), and settings. A Yoast SEO sidebar is visible on the right.

STEP 3: Then you click on “publish” at the top right corner of the page.

This screenshot shows the same WordPress editor interface as the previous one, but the 'Publish...' button at the top right is now highlighted with a green box. The sidebar on the right shows the 'Status & Visibility' section with 'Visibility' set to 'Public' and 'Publish' set to 'Immediately'. There are also other sections like 'Pending Review' and 'Move to trash'.

You are done creating your page!. You can now do the same for other pages.

2.8 SOCIAL MEDIA INTEGRATION

Having a social media presence is almost as important as setting up a website for your business and there are different benefits of integrating social media into your website such as;

- Driving additional traffic
- Providing new channels to engage your users on
- Making it easier for users to share your content e.t.c.

WEEK 5

SECTION THREE

3.0 SOCIAL MEDIA INTEGRATION

Having a social media presence is almost as important as setting up a website for your business and there are different benefits of integrating social media into your website such as;

- Driving additional traffic
- Providing new channels to engage your users on
- Making it easier for users to share your content e.t.c.

When we talk about Website social media integrations, we're referring to a whole host of potential strategies. For example, you can connect WordPress with Facebook, Instagram, twitter etc and add reactions to your posts. You can also enable your visitors to share your content on Twitter, LinkedIn, and more using simple buttons.

3.1 WAYS TO INTEGRATE WITH SOCIAL MEDIA INTO YOUR WEBSITE

We will explain two different ways you can integrate social media into your website. You can use a plugin and a third-party platform

3.1.1 Install a WordPress Social Media Plugin

The easiest way to integrate social media into your website is to use plugins. There is a broad range of plugins that enable you to connect WordPress with Facebook and other platforms. Below are the list of wordpress social media plugins you can work with.

Easy Social Share



The advertisement for the "Easy Social Share Buttons" plugin features a dark blue background. On the left, there's a white circular logo with three overlapping circles. To the right of the logo, the text "The Most Advanced Options System Ever In A Plugin" is displayed in blue and white. At the bottom, the text "Easy Social Share Buttons" is written in white. On the far right, there are small screenshots of the plugin's interface showing various social sharing options and settings.

Shareaholic

The Best Social Media Toolkit for WordPress
Improve audience engagement, get found across social, and grow your following. Code-free setup & customization.

Shareaholic

Gutenberg Ready

Social media share

Buttons and social

Media share icons

You can define the design and layout
Please specify which options you want to display
Enjoy this site?
Social Media Share Buttons & Social Sharing Icons
Text & Design

MashShare

MashShare
The Ultimate Social Media Ecosystem
1.1k SHARES 145K VIEWS Share On Facebook Tweet It Subscribe +
Social Media Share Buttons

Social media flying

Icons and | Floating

Social media icons

- > Simple & Easy Social Media Plugin
- > Top Rated Social Media Plugin
- > 20+ Social Media Icon Styles to Match Your Site
- > Icons That can Fly to Catch Visitors Attention
- > Drag and Drop to Reorder Icons
- > Set The Icon Size To Match Your Website
- > Display Automatically, or using Widgets, Shortcode, or PHP Code

CONFIGURE IN 20 SECONDS

30 Styles

Social Media Flying Icons

Super Socializer

Best FREE Tool for Social Share, Social Login and Social Commenting

- Absolutely FREE
- No Registration Required
- FREE Icon Customization Options
- Optimum Loading Time
- Used by 30000+ websites

Super Socializer

Login & reply

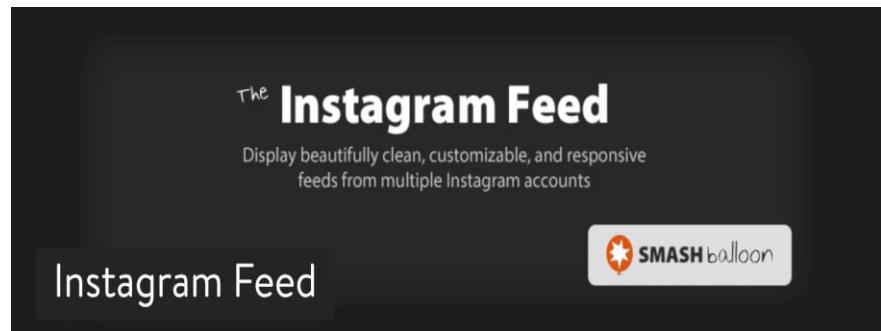
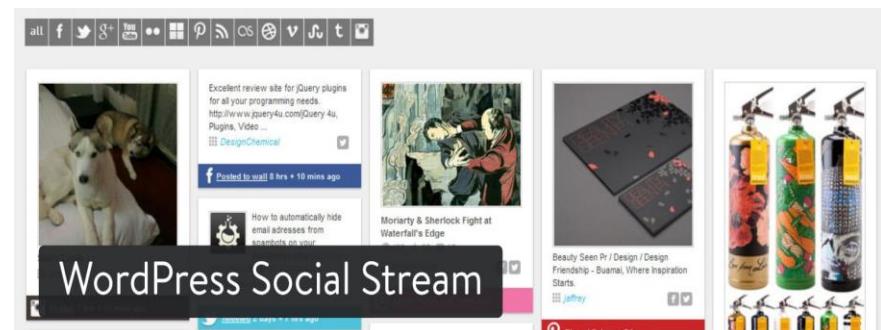
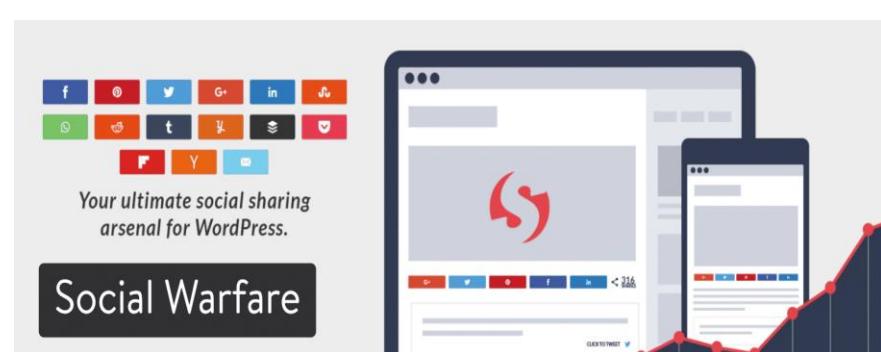
Share the love

Username or Email Address

Password

Login with your Social ID

Forgot your password?

Revive Old Post**Instagram Feed****World Social Stream****Kiwi Social Share****Social Warfare**

Installing Your Social Media Plugins

STEP 1: Login into your WP Dashboard , Navigate to **Plugins > Add New**

Welcome to WordPress!
We've assembled some links to get you started:

Get Started

Customize Your Site
or, change your theme completely

Next Steps

- Edit your front page
- Add additional pages
- Add a blog post
- View your site

More Actions

- Manage wic
- Turn comme
- Learn more :

one. Set up Jetpack to enable powerful security and performance tools for WordPress.

Jetpack Simplify your site security and performance with Jetpack

STEP 2: Click on **Install**

Add Plugins [Upload Plugin](#)

Search Results Featured Popular Recommended Favorites Keyword **easy social share** 758 items 1 of 22

 Social Media Share Buttons & Social Sharing Icons Install Now More Details	 Meks Easy Social Share Install Now More Details
Share buttons and share icons plugin for social media sharing on Facebook, Twitter, Instagram, Whatsapp, Pinterest etc. <i>By UltimatelySocial</i> ★★★★★ (4,632) 200,000+ Active Installations Last Updated: 2 weeks ago ✓ Compatible with your version of WordPress	Easily display social share buttons for your posts, pages and custom post types. Supports Facebook, Twitter, Reddit, Pinterest, Email, Google+, Linked ... <i>By Meks</i> ★★★★★ (1) 4,000+ Active Installations ✓ Compatible with your version of WordPress

STEP 3: Then, Activate the plugin by clicking on **Activate Plugin** and you are done!

WordPress 5.2.2 is available! [Please update now.](#)

Installing Plugin: Social Media Share Buttons & Social Sharing Icons 2.2.5

Downloading installation package from <https://downloads.wordpress.org/plugin/ultimate-social-media-icons.2.2.5.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin Social Media Share Buttons & Social Sharing Icons 2.2.5.

[Activate Plugin](#) [Return to Plugin Installer](#)

You can now go ahead and set it up.

3.1.2. USE A THIRD-PARTY PLATFORM

There are plenty of platforms that specialize in connecting online services with each other. One of our favorites is called [IFTTT](#). This service enables you to create ‘applets’ that connect multiple platforms. For example, you can create an applet that integrates WordPress with Facebook, and enables you to share new posts with the latter automatically:

The image shows the IFTTT homepage. At the top right are 'Sign in' and 'Sign up' buttons. Below them is a large graphic titled 'A world that works for you' featuring icons of a lightbulb, a smartphone, a calendar, a speaker, a smartwatch, and a cloud. To the left of the graphic is a sign-in form with fields for 'Enter your email' and 'Get started', and social media options for 'Continue with Google' and 'Continue with Facebook'. At the bottom left is a 'New Applet' button.

STEP 1: Let’s see how this works. Go to the [IFTTT](#) page and set up an account (which is entirely free). Once your account is ready, click on the My Applets tab at the top of your dashboard. A new page will load, and you’ll see another button labeled New Applet:

The image shows the 'My Applets' dashboard. At the top, there are tabs for 'My Applets', 'Activity', and 'Search', along with a user profile icon and a 'ayomiotanshalom' dropdown. Below the tabs, there are two main sections: 'Applets' (which is active) and 'Services'. The 'Applets' section displays the message 'You don't have any Applets' and 'Applets work with all your favorite services'. It features a large 'Get started' button. The 'Services' section has a 'New Applet' button. At the bottom, there is a search bar with the placeholder 'Don't see what you're looking for?' and a 'Suggest a new service' button.

STEP 2: Next, IFTTT will ask you to choose the first service you want to connect. Look for the WordPress button and select it:

Choose a service

Step 1 of 6

Q wor



STEP 3: On the next screen, hit the Connect button:

WordPress is an open source blog tool and publishing platform. Automatically share posts across social media, publish quickly, bring photos into your blog, manage drafts, and more – Applets make it possible.

STEP 4: IFTTT will ask you for your WordPress URL and login credentials, so that it can connect to your admin account. Enter the details and hit the Connect button when you're done:

Blog URL

Username

Password

Connect

WordPress is an open source blog tool and publishing platform. Automatically share posts across social media, publish quickly, bring photos into your blog, manage drafts, and more – Applets make it possible.

Connect

After connecting WordPress with IFTTT, you'll be able to choose the trigger that will prompt the app to run. The platform might just show you a few choices at first, but there are dozens of hidden options. You can access those by clicking on the **Suggest a new trigger** button at the bottom of the screen.

STEP 5: For now, however, go ahead and choose **Any new post**:



Don't see what you're looking for?

Suggest a new trigger

STEP 6: As the trigger's description says, this will make the app run automatically whenever you post new content to Website. This is the 'if' part of the applet. Now it's time to tackle the 'that' part, so go ahead and click on **+ that** on the next screen:



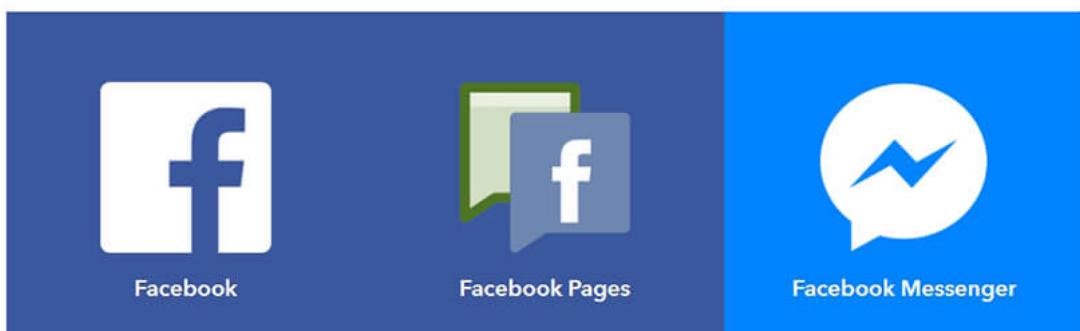
Once more, IFTTT will ask you to choose which service you want to connect to it. We're going to integrate WordPress with Facebook, so look for the latter among the options the platform shows you:

STEP 7: Once you've chosen the service that will perform the action, you now need to specify what that action is. In this case, let's go with Create a link post. This will automatically link back to your WordPress post from Facebook once you publish something new on your website:

Choose action service

Step 3 of 6

Q facebook



Choose action

Step 4 of 6

Create a status message

This Action will create a new plain text status message on Facebook.

Create a link post

This Action will create a new link post on Facebook.

Upload a photo from URL

This Action will upload a new photo, from the given URL, to a Facebook album you specify.

STEP 8: Next, you can choose what your Facebook publications should look like. By default, they'll include your WordPress post URL. That means Facebook will also pull whatever metadata it can find, such as the post's description and featured image.

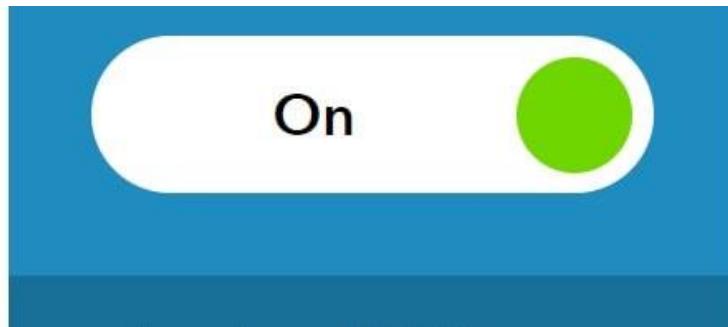
Link URL

Add ingredient

Message

Add ingredient

STEP 9: Once you're done with your settings, click on the **Create action** button, and you're good to go. IFTTT will show you your finished applet, which will be turned on by default. If you ever want to turn your applet off, just go to the My Applets tab and open it. You'll see a quick trigger to turn it off at the bottom of the screen:



3.4 SEO FOR WORDPRESS WEBSITES

As you know you it is **important** to make your website responsive so it is as well **importanter** for your site to have good SEO. WordPress is extremely well-coded which is why many call it SEO friendly. But the real SEO benefit comes from WordPress plugins- WordPress SEO by Yoast. This plugin is by far the most complete SEO solution that is available for WordPress. We use WordPress SEO plugin to improve our on-page SEO. In one of the weeks, you will extensively taught SEO in the digital marketing section. We use it to add custom post title, meta description, and meta keywords for our posts, pages, and taxonomies (tag, category, etc). When writing the meta information, WordPress SEO plugin shows you a Google search result snippet preview, so you can see exactly how your content will look when someone search for it in Google. It even has the ability to get you a verified google authorship for your site.

3.5 How to Install Yoast SEO Plugin

Installing Yoast SEO is easy, just follow these simple steps:

STEP 1: Log in to your WordPress site using yourdomain/wp-admin.

When you're logged in, you will be in your 'Dashboard'.

STEP 2: Click on 'Plugins'.

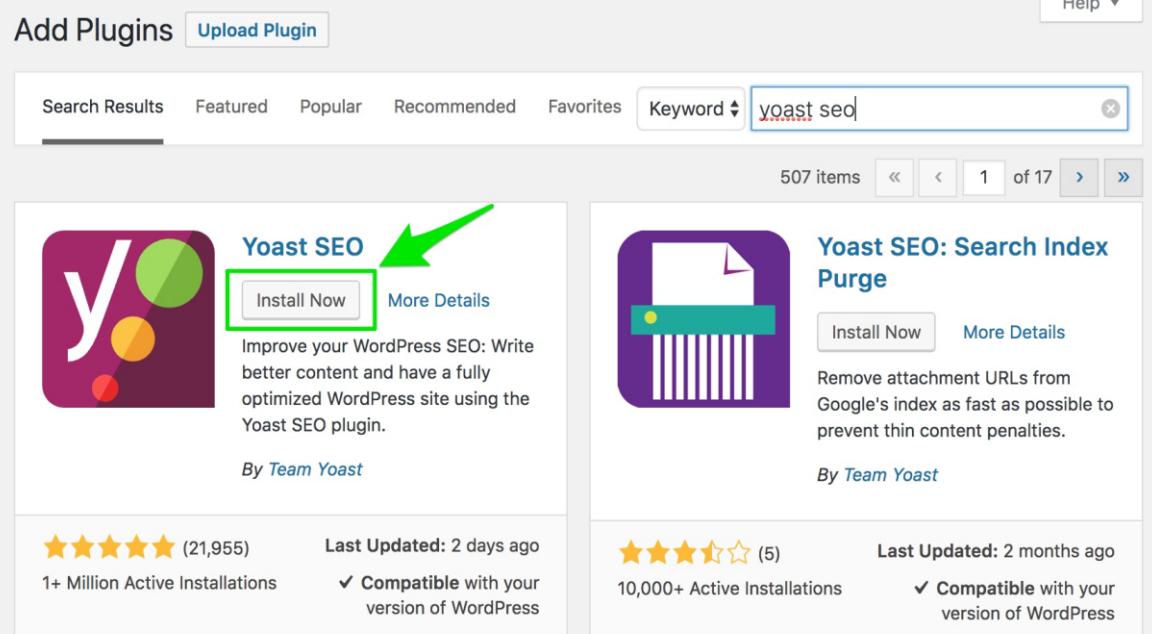
On the left-hand side, you will see a menu. In that menu, click on 'Plugins'.

Search for 'Yoast SEO'

Click on 'Add New' near the top of the screen. Type 'Yoast SEO' in the search bar.

Install the plugin

Searching will give you a page of search results. Our plugin should be visible now. Click the 'Install Now' link to start installing our plugin.



The screenshot shows the WordPress plugin search interface. The search bar at the top contains the text 'yoast seo'. Below the search bar, there are several filter options: 'Search Results', 'Featured', 'Popular', 'Recommended', and 'Favorites'. The 'Keyword' dropdown is set to 'yoast seo'. To the right of the search bar, it says '507 items' with navigation arrows. The main content area displays two plugin cards. The first card is for 'Yoast SEO' (version 21.955, last updated 2 days ago, 1+ million active installations) and the second is for 'Yoast SEO: Search Index Purge' (version 5, last updated 2 months ago, 10,000+ active installations). Both cards have 'Install Now' and 'More Details' buttons. A green arrow points to the 'Install Now' button on the Yoast SEO card, which is also enclosed in a green box.

STEP 3: Activate the plugin

Once the installation has finished, click the 'Activate' button. It has appeared where the 'Install Now' button was previously located.

STEP 4: You're done!

You can now go and configure the plugin.

5.12 YOAST SEO CONFIGURATION

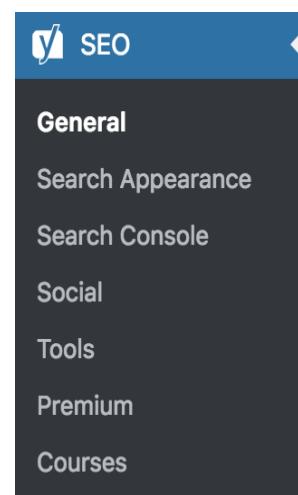
After you have installed Yoast SEO, you will have a new menu available to customize your SEO global settings. The plugin also adds SEO settings at the post and pages level.

STEP 1: Log in to your WordPress website.

When you're logged in, you will be in your 'Dashboard'.

STEP 2: Click on 'SEO'.

On the left-hand side, you will see a menu. In that menu, click on 'SEO'.



STEP 4: SEO > General

Dashboard | Features | Webmaster Tools

This section includes general things that don't fit elsewhere like (re)starting the configuration wizard which should be the first thing to do. In the configuration wizard, you can configure the most important settings on your site, like define your name for Google's site name markup, modify whether you are an organization or a person for Google's Knowledge Graph, connecting to the various Webmaster Tools, and setting which post types should show up in the search appearances.

3.6 CONNECT GOOGLE SEARCH CONSOLE TO YOAST SEO

It is straightforward to add your website to Google Search Console.

First, you need to have a Google Search Console account. Don't have an account? [Sign up now for Google Search Console](#) (<https://search.google.com/search-console/about>) Once you've done that, you can follow the steps below:

STEP 1: Go to Google Search Console.

Login or click 'Start Now', if needed.

You can add up to 1000 properties to your Google Search Console account.

STEP 2: Enter your website URL in the box and click 'Continue'.

Please make sure you enter your complete URL. For example, if your site is <https://yourdomain.com/> it needs to be that exact URL. Don't forget the / at the end of the URL. If your site uses WWW or is using HTTP you need to add properties for those as well. If you are not sure what your site has, please speak with your host provider.

Welcome to Google Search Console
To start, select property type

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com
Enter domain or subdomain

URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com
Enter URL

or

Verify ownership
<http://local.yoast.test/>

Recommended verification method

HTML file Upload an HTML file to your website

1. Download the file:
2. Upload to: <http://local.yoast.test/>

To stay verified, don't remove the file, even after verification succeeds.

[Learn more](#)

VERIFY

Other verification methods

HTML tag	Add a meta tag to your site's home page	▼
Google Analytics	Use your Google Analytics account	▼
Google Tag Manager	Use your Google Tag Manager account	▼
Domain name provider	Edit your DNS settings Opens in old Search Console	↗

REMOVE PROPERTY **DONE**

Click the arrow next to ‘HTML tag’ to expand the option.

There are several ways to verify your site, but we’ve made it easy for you. We only need to get the authorization code so we can paste it in Yoast SEO.

HTML tag

Add a meta tag to your site's home page



1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the `<head>` section, before the first `<body>` section.

```
<meta name="google-site-verification"
      content="[REDACTED]" />
```

2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

[Learn more](#)

VERIFY

STEP 3: Copy the meta tag.

Highlight the entire meta tag code. Right click on the highlighted tag and click on ‘Copy’ or use the copy shortcuts ctrl-c on Windows or cmd-c on Mac.

STEP 4: Go back to your WordPress website.

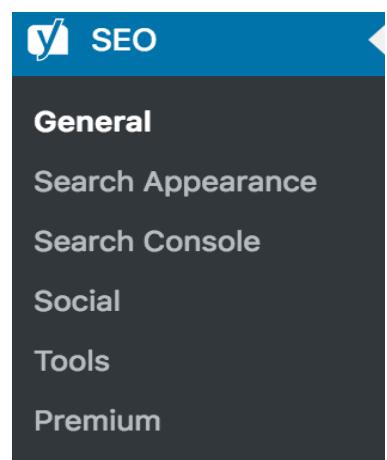
When you’re logged in, you will be in your ‘Dashboard’.

STEP 5: Click on ‘SEO’.

On the left-hand side, you will see a menu. In that menu, click on ‘SEO’.

STEP 6: Click on ‘General’.

The ‘SEO’ settings will expand providing you with additional options. Click on ‘General’.



STEP 7: Click on the ‘Webmaster Tools’ tab.

This page has all the fields to past the verification codes for the various webmaster tools.

General - Yoast SEO

Dashboard Features Webmaster Tools

NEED HELP? ?

Webmaster Tools verification ?

Baidu verification code:

Get your Baidu verification code in [Baidu Webmaster Tools](#).

Bing verification code:

Get your Bing verification code in [Bing Webmaster Tools](#).

Google verification code:

Get your Google verification code in [Google Search Console](#).

Yandex verification code:

Get your Yandex verification code in [Yandex Webmaster Tools](#).

Save changes

STEP 8: Paste the code in the Google field and click “Save Changes”.

STEP 9: Go back to Google Search Console and click ‘Verify’.

Congratulations! You've connected your website to Google Search Console! Now that you've verified and linked your site, You can do the same thing to others like Bing, Baidu, Yandex e.t.c (Optional) and you can submit your sitemap.

How to submit your sitemap to Google Search Console

STEP 10: Sign in to [Google Search Console](#).

≡ Google Search Console

Search property Overview

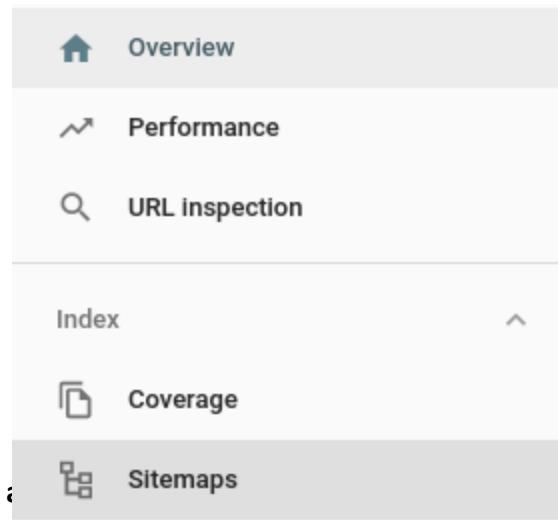
- https://example.com
- https://anotherexample.com/

+ Add property

STEP 11: In the sidebar, select your website.

STEP 12: Click on 'Sitemaps'.

The 'Sitemaps' menu is under the 'Index' section. If you do not see 'Sitemaps', click on 'Index' to expand the section.

**STEP 13: Remove outdated or invalid sitemaps
(if any) like sitemap.xml**

STEP 14; Enter 'sitemap_index.xml' in the 'Add a new sitemap' field to complete the sitemap URL.

Note: A domain property will not show the domain for the field. Please use the full sitemap URL.

Two screenshots of a 'Add a new sitemap' form. The top screenshot shows the 'Site property' tab, which has a text input field containing 'https://example.com/' followed by 'Enter sitemap URL' and a 'SUBMIT' button. The bottom screenshot shows the 'Domain property' tab, which has a text input field labeled 'Enter sitemap URL' and a 'SUBMIT' button.

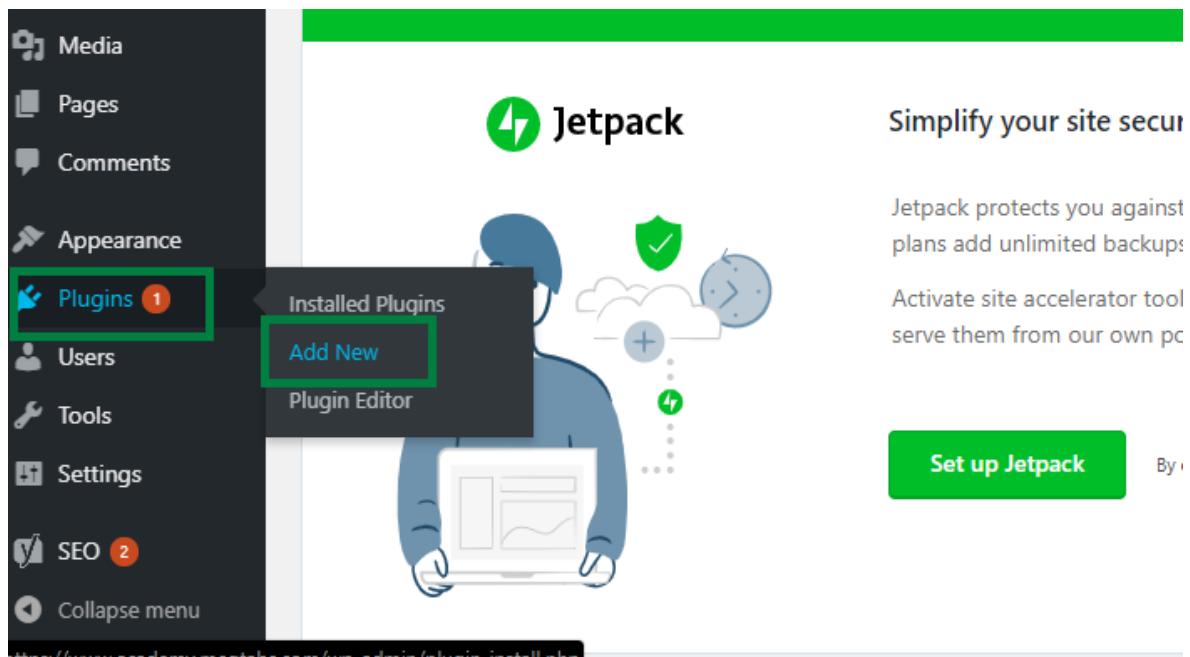
STEP 14: Click Submit.**3.7 CONTACT FORM**

Every website needs a contact form, so people can contact you about your products and services. A website without a contact area is like an office without any clients' entrance. A complete website has at least one contact area on a particular page.

As a website owner, you should definitely learn how to add a contact form to WordPress. There are many contact form plugins on wordpress to use. In this tutorial we will recommend **Contact Form 7** and **WpForms**.

Let's go ahead and install it on your site. **[We will use the Contact Form 7]**

STEP 1: You can install this plugin on your site by logging into your WordPress dashboard and going to **Plugins » Add New**.



STEP 2: In the search field, type **Contact Form** and then click on the Install Now button.

After the plugin is installed, make sure you activate the plugin

Plugin	Description	Rating	Last Updated	Active Installations	Compatibility
Contact Form 7	Just another contact form plugin. Simple but flexible.	★★★★★ (1,640)	2 months ago	5+ Million Active Installations	Compatible with your version of WordPress
Contact Form by WPForms – Drag & Drop Form Builder for WordPress	The best WordPress contact form plugin. Drag & Drop online form builder that helps you create beautiful contact forms with just a few clicks.	★★★★★ (4,535)	3 weeks ago	2+ Million Active Installations	Compatible with your version of WordPress

STEP 3: Now it comes to what to do with it. Contact option is there in your Dashboard. Go to the Dashboard and click on Contact. You see there is a default contact form made for you in the name of Contact form 1. If you hover over the Contact form 1, you will see the edit option just under it. Click on Edit.

Contact Form	Shortcode
Contact form 1	[contact-form-7 id="818" title="Contact form 1"]

STEP 4: Now it is time to customize your form as per your requirements. You can add text areas, check boxes, drop-down options and more.

Copy this shortcode and paste it into your post, page, or text widget content:
[contact-form-7 id="818" title="Contact form 1"]

Form Mail Messages Additional Settings

Form

You can edit the form template here. For details, see [Editing Form Template](#).

[text] [email] [URL] [tel] [number] [date] [text area] [drop-down menu] [checkboxes] [radio buttons] [acceptance] [quiz] [file]
submit

```
<label> Your Name (required)
 [text* your-name] </label>

<label> Your Email (required)
 [email* your-email] </label>

<label> Subject
 [text your-subject] </label>

<label> Your Message
 [textarea your-message] </label>

[submit "Send"]
```

STEP 5: When you have made your form ready, click on the mail option to set the email address where this mail will go.

Edit Contact Form Add New

Contact form 1

Copy this shortcode and paste it into your post, page, or text widget content:
[contact-form-7 id="1656" title="Contact form 1"]

Form Mail Messages Additional Settings

Mail

In the following fields, you can use these mail-tags:
[your-name] [your-email] [your-subject] [your-message]

To Write your mail address here

From

Status Duplicate
Delete Save

Information Docs FAQ Support

STEP 6: After clicking on the Mail tab you have to write your Email address in the 'To' field. Then copy the shortcode just as shown in the photo below.

Integration			
Bulk Actions ▾ Apply			
Title	Shortcode	Author	Date
Contact form 1	[contact-form-7 id="818" title="Contact form 1"]	Academy	1 hour ago
Title	Shortcode	Author	Date

STEP 7: It is time to set this form to your contact page/widget. Go to edit mode of that particular contact page and paste the shortcode.

The screenshot shows the WordPress editor interface. On the left is a sidebar with various menu items: Dashboard, Jetpack, Posts, Paystack Forms, Media, Pages (selected), All Pages, Add New, Comments, Contact, Appearance, Plugins (with a red notification dot), Users, and Tools. The main area has a title "Contact Us". A block editor panel contains a "Shortcode" block with the value "[contact-form-7 id="818" title="Contact form 1"]". To the right is a sidebar titled "Status & Visibility" with options like Visibility, Publish (set to Apr 2), Move to trash, Permalink, Featured Image (with a "Set featured image" button), and Excerpt (with a "Write an excerpt (optional)" text area). At the top right are buttons for "Preview" and "Update".

STEP 8: Click Update option of this page. Your Contact page now looks like this.

The screenshot shows a live website page with a navigation bar at the top: HOME, ABOUT US, COURSES, CONTACT US, and E-REGISTRATION. Below the navigation is a blue header bar with "Home" and "Contact Us". The main content area contains a contact form with fields for "Your Name (required)", "Your Email (required)", "Subject", and "Your Message". A large "SEND" button is at the bottom. The contact form is styled with a white background and black text, matching the overall theme of the website.

You are done!.

WEEK SIX

6

STUDENTS ASSESSMENT PROJECT

Design a standard blog and another corporate website



STUDENT ASSESSMENT PROJECT

You are to design two websites: a standard blog and another corporate website. The blog can cover any niche or interest, while the corporate website can be any kind of company or organization.

You are going to be provided with a folder containing graphics, stock images; as content for the development of the site. You can use it or populate the site with your own content, as long as it looks beautiful and presentable. Beautiful means the User Interface and User Experience (UI/UX) is good and functional means it can be used by the public.

You are required to install relevant plugins and take them live.

You shall host the blog project in a directory named "blog", while the corporate's directory will be named "corporate". This is where your supervisor can access your work. If done correctly, your site address should be yourfullname.com.ng/blog and yourfullname.com.ng/corporate respectively. Please note; do not host it on your primary domain but in the directories, as already instructed.

If you encountered any challenge, go over the aspect of the manual that teaches about the issue and fix it or speak with your supervisor/trainer.

You are to submit by mid week or as directed by your supervisor/trainer, in partial fulfilment of the Requirements for NPOWER certification by the federal republic of Nigeria.

WEEK SEVEN

7

GOOGLE, FACEBOOK
+ Instagram advertising



WEEK 7

SECTION ONE

7.0 FACEBOOK AND INSTAGRAM MARKETING

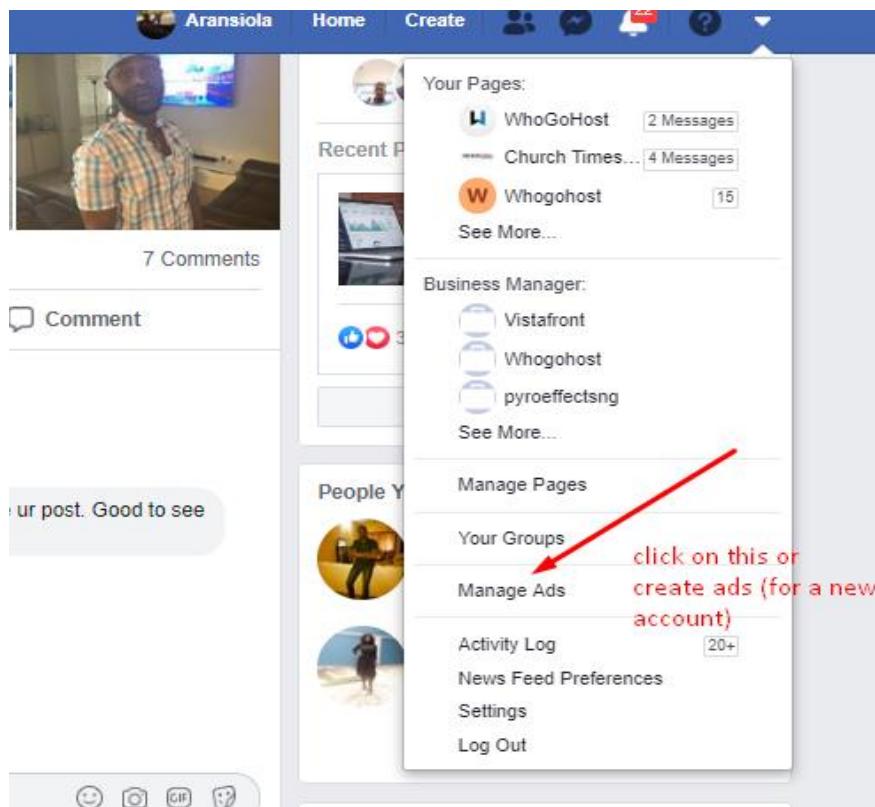
In 2012, Facebook bought Instagram and now they own the Instagram platform. Every ad that shows on Instagram is displayed from either Instagram itself or from the Facebook Ads manager.

It is better to run ads from Facebook Ads manager to show on Instagram because you have a much wider option for targeting to choose from.

7.1 INTRODUCTION TO FACEBOOK ADS MANAGER

How to Create a Facebook Ads account

A facebook ad account is automatically attached to any facebook account. To get access to this you can login as shown below:



7.3 UNDERSTANDING EACH SET LEVEL

There are 3 main levels in the Ads Manager and understanding their functions would help you run better ads on Facebook.

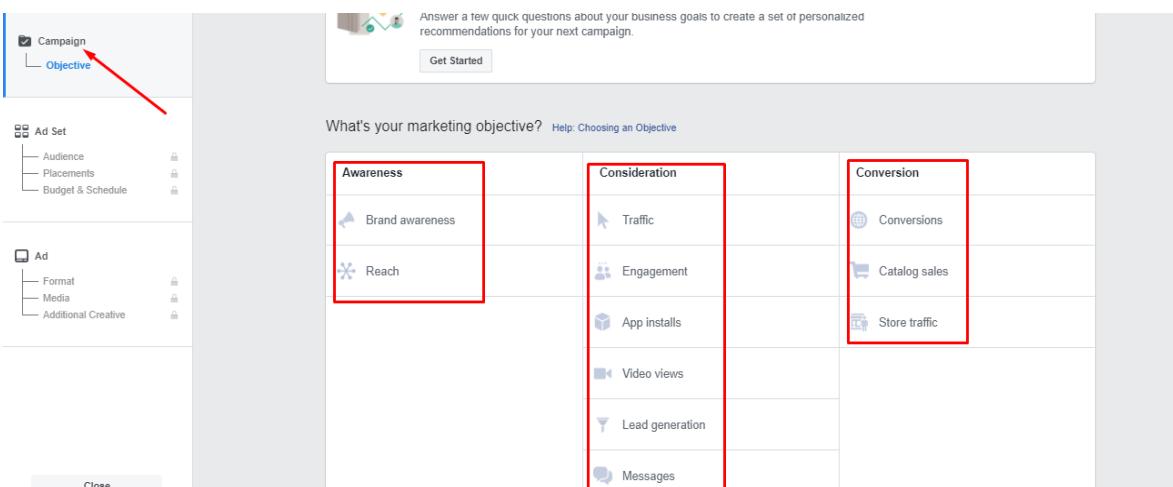
- Campaign Level
- Adset Level
- Ad Level

1. Campaign Level:

The campaign level allows you to choose the goal of your ad in question.

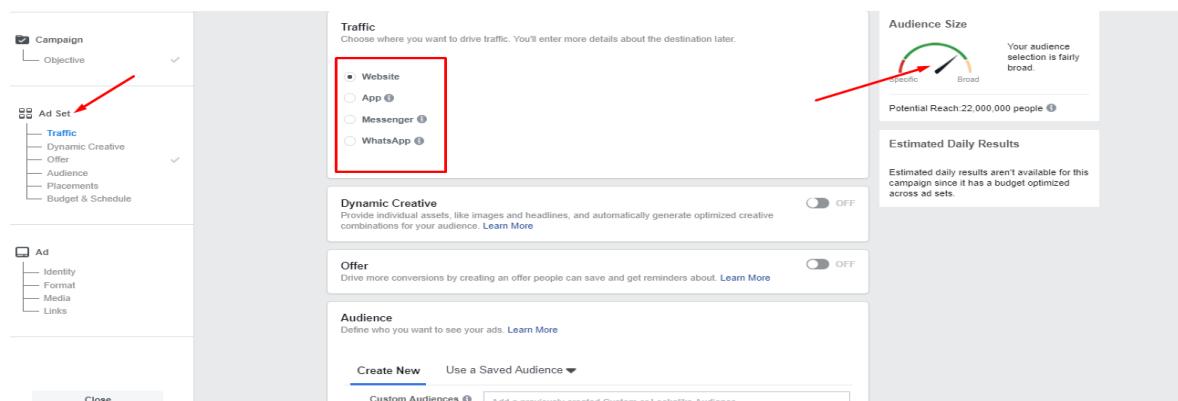
For example, if the goal of your campaign is to drive sales. Then its important that you choose “conversions” as your campaign goal.

There are different types of campaigns in the campaign level on Facebook e.g brand, engagement, conversions, etc.



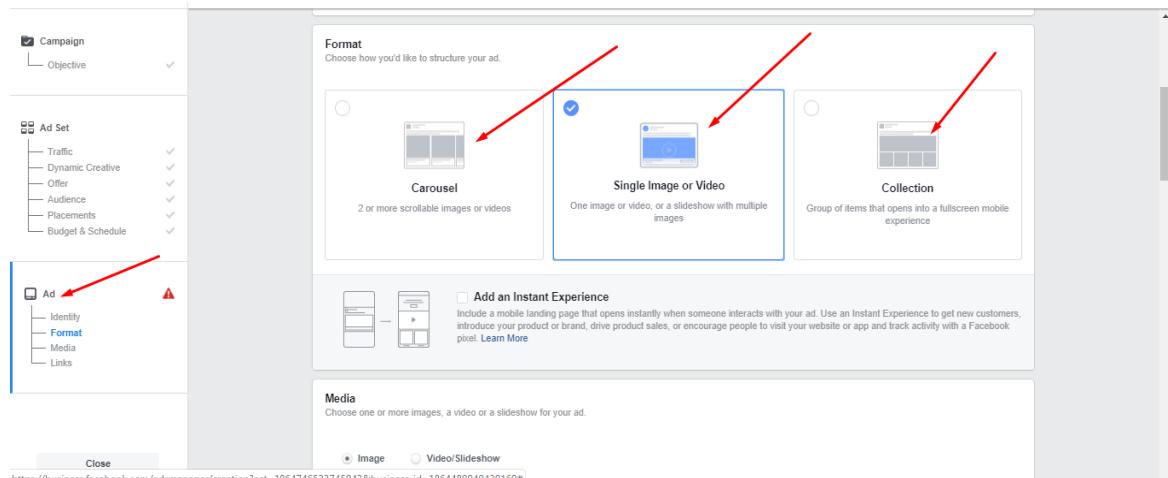
2. Adset Level:

This is the level where you lay emphasis on your targets, choose the audience you are targeting, where they are (Nigeria or Worldwide), what they do, what type of phone they use and how much you intend to spend to get them to see your ads



3. Ads Level

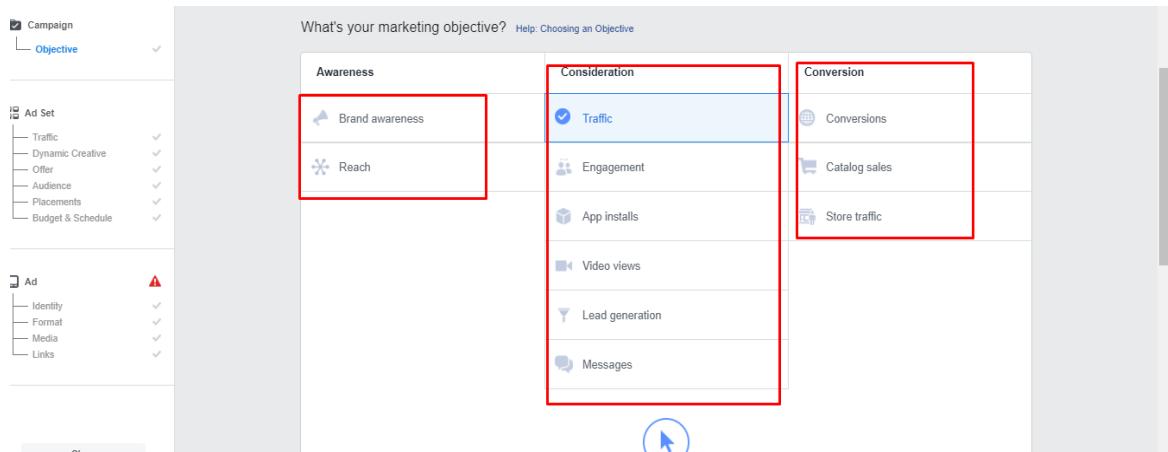
This part is where you create all of your ads that people actually see on their facebook page or Instagram page. This involves pictures, videos, and call to action.



Please refer to the course video for more information and details on navigation

7.4 UNDERSTANDING ALL CAMPAIGN FEATURES ON FACEBOOK

There are different campaign types in the Facebook Ads manager and you need to understand the goal of your campaign to completely get it.

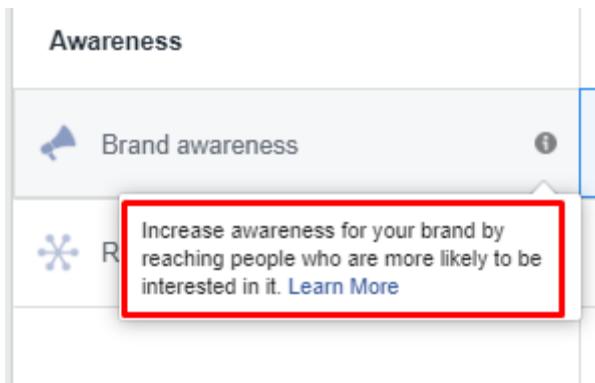


The screenshot above shows an overview of the ad types on Facebook. This is decided by the objective/goal of your campaign and depends on the settings Facebook shows to you.

1. Brand Awareness:

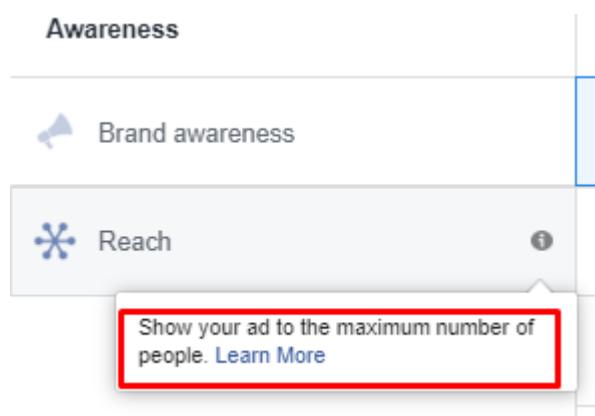
This objective is simply when your goal is to get people to know/be aware of you. This normally is the first time a set of audience meets you or your business.

Brand awareness is effective for huge organizations because Facebook will only show your ads to people who are not likely to click to your site or buy from you.



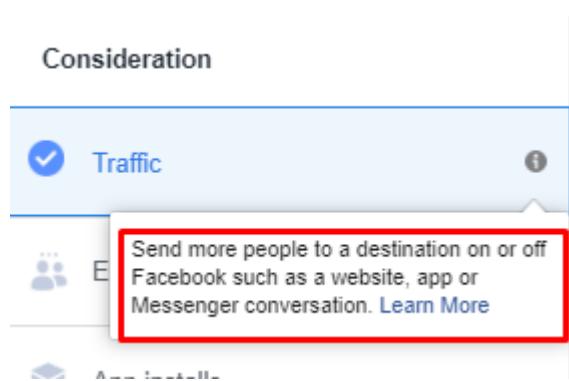
2. Reach:

This objective is similar to the objective we just discussed “brand awareness”. This is simply calculated by the number of new people that sees your ad. So for example, if 1000 people see your ad, then you had 1,000 reaches.



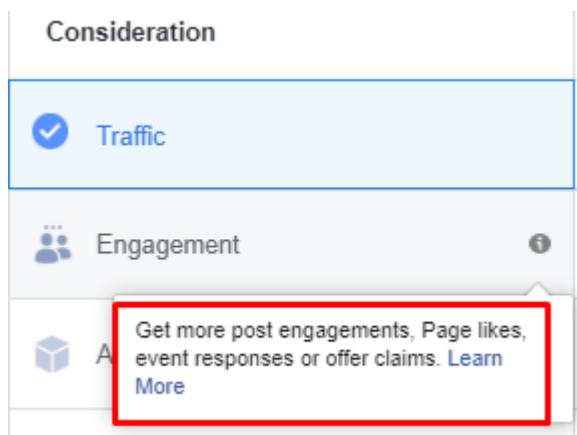
3. Traffic:

This simply means driving traffic to your blog or website. With this type of campaign goal, Facebook will show your ads to people who are likely to click on your ad to go check out your website.



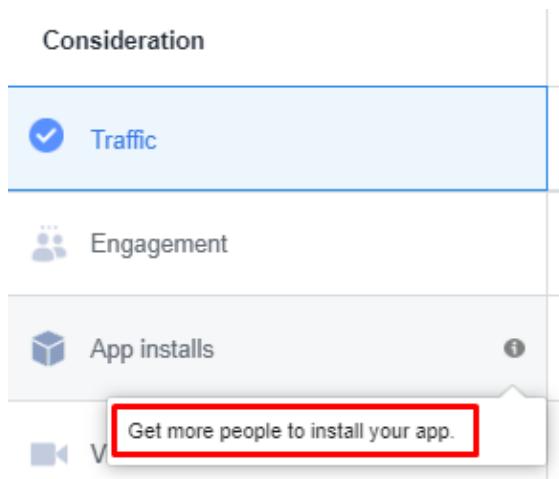
4. Engagement

This type of objective is basically getting people to interact with your Facebook post. This objective allows people to like, share and comment on your post. Using this type of objective on Facebook allows Facebook to show your ads to people that are likely to comment, like and share your post.



5. App Installs:

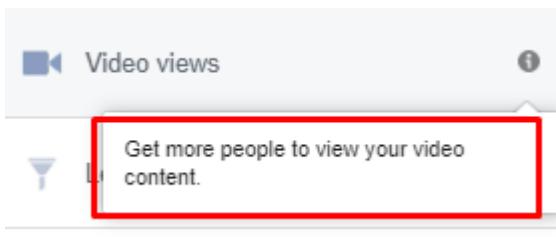
A goal that allows you to drive app downloads for your apps or target people that are likely to download and use your app.



6. Video Views

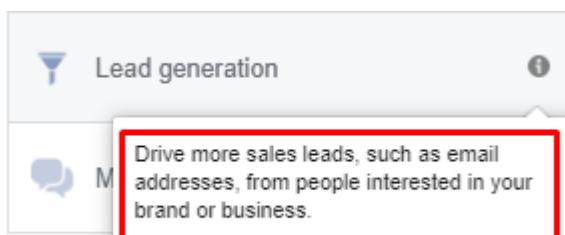
If you are promoting a video on Facebook, this is the objective you should use. This campaign goal is a lot cheaper and you can get a lot of engagement with this.

Retargeting with this objective can also be very easy and effective



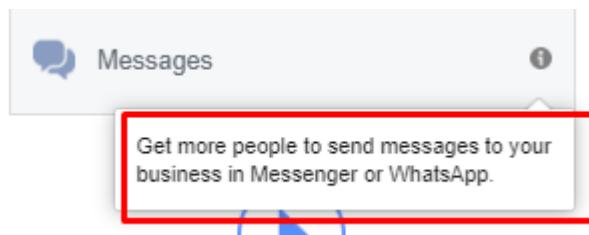
7. Lead generation

This objective is used to get people to leave their information for you in exchange for an offer to them. For example, you can offer a PDF in exchange for a prospects phone number and email address. Facebook automatically fills in the prospects details they used in registering on Facebook.



8. Messages:

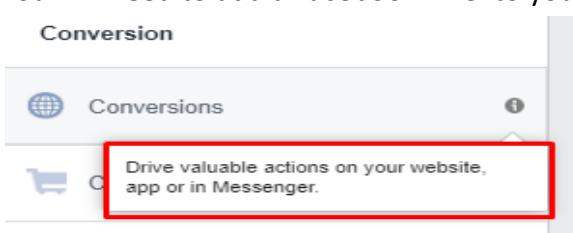
This objective allows you to send prospects to Facebook Messenger to start a conversation with you. This goal also allows you to send people to your Whatsapp to begin a conversation with a goal of converting them into buying from you.



9. Conversion:

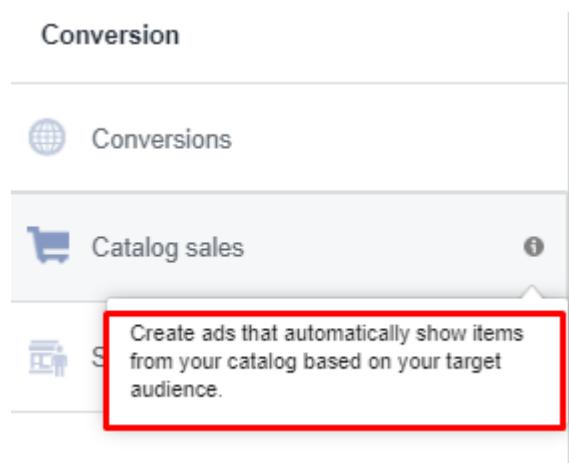
This goal is geared toward a purchase on your website. You can tell when someone completes a goal by either buying a product from you, adding products to a cart or visiting a specific page. This objective is one of the best on Facebook because it allows you to see how much it costs you to acquire a buyer.

You will need to add a Facebook Pixel to your website with this campaign objective.



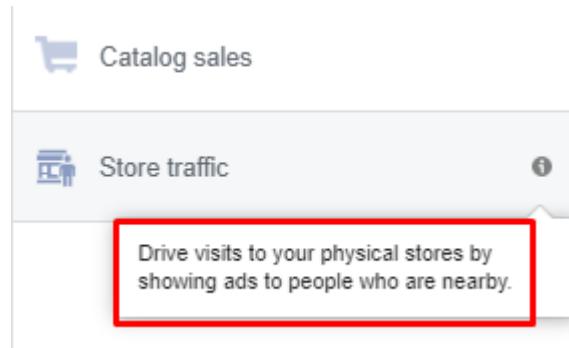
10. Catalog Sales:

This objective is quite dynamic and allows you to show ads to people depending on the product they view on your website. You will need to add some of your products to Facebook catalog to run this type of ad. You will also need a Pixel installed on your website.



11. Store Traffic:

This campaign objective is simply to direct people to your store offline, so when they are nearby your store they are prompted by Facebook to visit your store. A coupon or incentive can work very well here.



Please refer to the course video for more information and details on navigation

7.5 HOW TO FUND YOUR ADS MANAGER ACCOUNT

Funding your Facebook account might be very challenging because paying in USD is very difficult in Nigeria. If you are going to use a USD account, then you can either use a dollar card issued by your bank or you use a virtual card from Barter (visit getbarter.co).

Here are a few steps to fund your Facebook account

Step 1: Click on **Billing** from the Ads Manager tab

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with 'Frequently Used' sections: 'Ads Manager' (highlighted with a red arrow), 'Billing', 'Analytics', and 'Business Settings'. Below this is a 'All Tools >' link and a 'Format' dropdown menu with options like 'Format', 'Media', and 'Additional Creative'. The main content area has a heading 'Get Personalized Campaign Recommendations' with a 'Get Started' button. Below it, there's a section titled 'What's your marketing objective?' with two columns: 'Awareness' (Brand awareness, Reach) and 'Consideration' (Traffic, Engagement, App installs, Video views). A search bar at the top right says 'Search business'.

Step 2: Click on Payment Settings

This screenshot shows the 'Billing' section of the Facebook Ads Manager. At the top, it displays a balance of '\$8,558.92' and a 'Payment Settings' button (highlighted with a red arrow). Below this is a table of transaction history from June 19 to 28, 2019. The table includes columns for Date Billed, Transaction ID, VAT Invoice ID, Payment Method, Amount Billed, and Payment Status. All transactions are marked as 'Paid'. A 'Create Ad' button is located at the top right of the main content area.

Date Billed	Transaction ID	VAT Invoice ID	Payment Method	Amount Billed	Payment Status
Jun 28, 2019	2210766749036740-4496372	FBADS-344-100630134	Available Balance	- ₦1,180.91	Paid
Jun 27, 2019	2298225053624243-4493238	FBADS-344-100629514	Available Balance	- ₦794.07	Paid
Jun 22, 2019	2205190349594378-4476792	FBADS-344-100626835	Available Balance	- ₦2.91	Paid
Jun 21, 2019	2265539890226087-4475478	FBADS-344-100625972	Available Balance	- ₦1,134.32	Paid
Jun 20, 2019	2263969497049793-4472471	FBADS-344-100625300	Available Balance	- ₦1,674.77	Paid
Jun 19, 2019	2250984785014932-4469386	FBADS-344-100624681	Available Balance	- ₦2,331.38	Paid

Step 3: Click on "Add Money" to add money to your account

This screenshot shows the 'Settings' section of the Facebook Ads Manager. On the left, there's a sidebar with 'Ad Accounts' (highlighted with a red arrow), 'Pages', 'Payment Settings' (highlighted with a red arrow), and 'Notifications'. The main content area shows a 'Daily Summary' for July 19, 2019, with a balance of '\$8,558.92' and an 'Available Balance'. Below this is a 'Payment Methods' section. It shows a 'Prepaid Balance: ₦8,558.92' and a 'Add Money' button (highlighted with a red arrow). There's also a 'Payment Details' section and a 'See More' link. A note at the bottom says 'Need help? Contact us.'

Step 4: You can either add your card, use "PayU" or Facebook Ad Coupon.

Using "PayU" is the easiest to use because this will add money to your wallet to use for your ads

Select a Payment Method

Current Balance: ₦8,558.92 NGN
Add money to your account balance - [Terms Apply](#)

Credit or Debit Card  

Name on Card 1

Card Number Expiration 2

Security Code 3

Naira Payment with MasterCard/VISA

Facebook Ad Coupon

Your payment info is stored securely. [Learn More.](#)

[Cancel](#) [Continue](#)

Please refer to the video for more information and details on navigation

7.5 HOW TO DRIVE TRAFFIC TO YOUR BLOG/WEBSITE USING FACEBOOK

1. Choose Your Audience

Choosing the right audience is very important when running ads generally. You need the right people to see your ads in order to interact with it.

This is one of the most difficult parts of running ads on Facebook because if you don't get this right you will keep wasting money and the wrong people will see your ads.

There are two ways to choose your audience:

Use Facebook Audience Insights

Use Google

So for example, let's say you blog about coffee and you want coffee enthusiasts to hear the great insight you have about coffee. The question will be, how do you find people who are interested in coffee.

7.5.1 Using Facebook audience insight to find your audience

Step 1: Under Settings, Click on **Audience Insights**

Frequently Used

	Manage Business	Advertise	Analyze and Report	Engage Customers	Sell Products and Services
Ads Manager	Billing	Ad Account Settings	Ads Reporting	Page Posts	Catalog Manager
Billing	Brand Safety	Ads Manager	Analytics		Commerce Manager
Analytics	Business Locations	Audiences	Attribution		
Business Settings	Business Settings	Automated Rules	Audience Insights		
	Events Manager	Creative Hub	Test and Learn		
	Images and Videos				

All Tools > Hover to learn more about any link.

Step 2: Choose Everyone on Facebook

Choose an Audience to Start

- Everyone on Facebook**
- People connected to your Page

Don't show this again

Step 3: Choose the country you intend to target, make sure to remove United States from the list if you are targeting Nigeria.

Growth Analyst Account 2 ... Create New Open Save More Create Ad

CREATE AUDIENCE

(New Audience)
150M - 200M people

Demographics

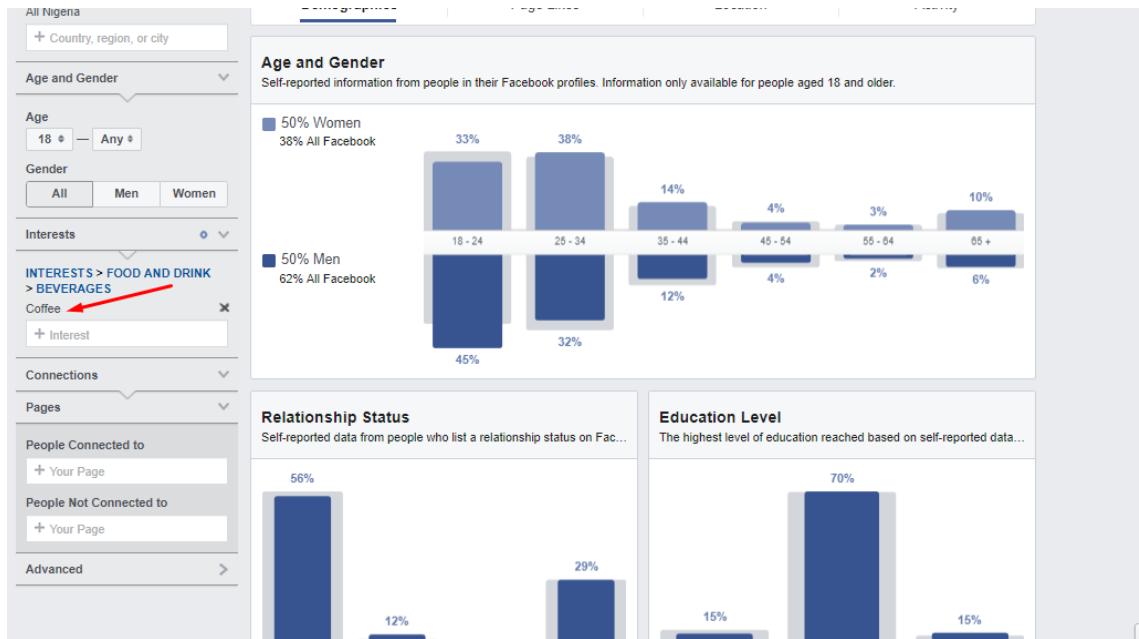
Country

Country	Percentage
United States	28%
Nigeria	23%
Iraq	19%
China	17%
U.S. Virgin Islands	15%
Malta	13%

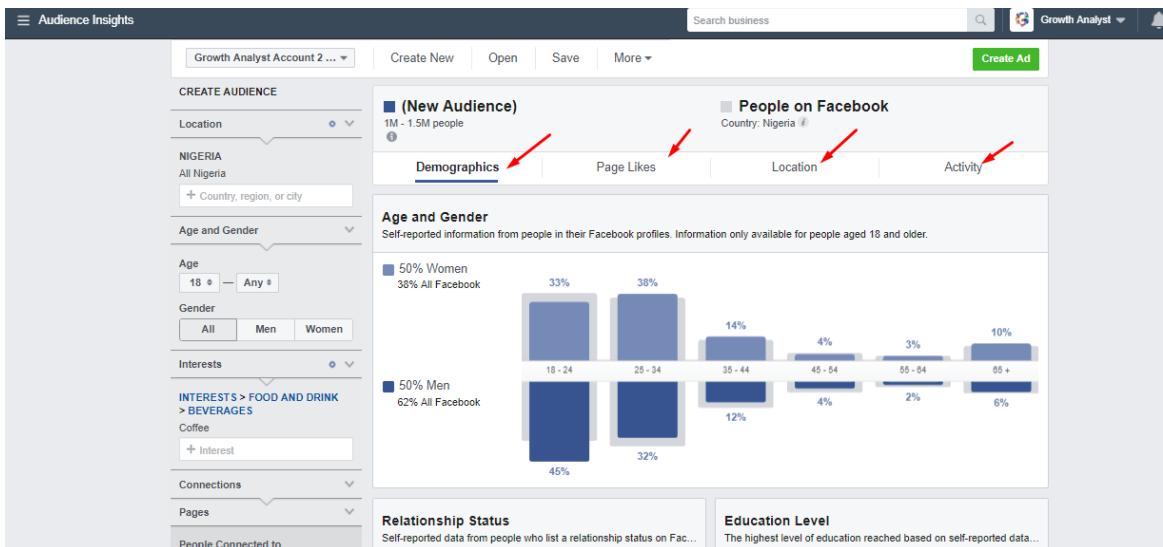
Relationship Status

Education Level

Step 4: Add the interest you intend to check, in this scenario we have chosen "coffee"



Step 5: You can see all the details you need to have a perfect picture of what type of content your proposed audience are interested in. You can see details like the pages they like, their location, demography and activity on Facebook



7.5.2 Using Google To Find Your Audience

This approach is quite straight forward. All you have to do is think deeply about what other things your audience are likely to be interested in. For example, using our scenario above, what other things do you think a coffee lover will be interested in?

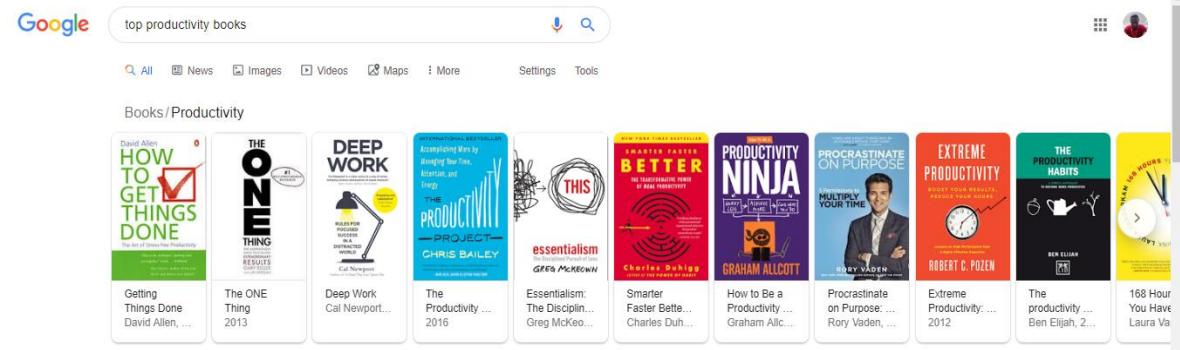
I think people that like coffee will be people are interested in being productive.

So now the question is, what are the things people who seek to be highly productive interested in?

Reading “maybe”

Then you can go on Google and search for “Top productivity books”

Your targeting can be based on these books or authors



30 Best Productivity Books You Should Read To Boost Your Productivity

<https://www.lifehack.org/.../productivity/30-best-books-productivity-you-should-read...> ▾
Jul 31, 2018 - Looking for ways to become more productive? There're the best productivity books for you to read to increase your focus, efficiency and ...

The 8 Best Productivity Books of 2019 - The Balance Careers

<https://www.thebalancecareers.com/.../Project Management> ▾

Or use keyword “top productivity apps” for your search and your targeting might be based on these apps.

The Productivity Apps You Need in 2019

1. ToDoist. ToDoist is the ultimate todo list app. ...
2. Trello. Trello makes project management quick and easy. ...
3. Slack. Communicate with your coworkers with Slack. ...
4. Hootsuite. Cut down on social media posting time with Hootsuite. ...
5. Toggl. ...
6. HelloSign. ...
7. Zapier. ...
8. CloudApp. ...

The 8 Best Productivity Apps for 2019 | CloudApp Blog
<https://www.getcloudapp.com/blog/productivity-apps>

7.5.3. Setup A Facebook Ads including Instagram (Video and Lead Ads)

Creating a Facebook Ad is very easy but demands attention to details. Here are the steps to create a Facebook Ad.

Note that the course video will detail more information on how to navigate the Facebook Ads manager.

Step 1: Click on Create

The screenshot shows the Facebook Ads Manager interface. The 'Campaigns' tab is selected. At the top, there's a search bar, a 'Growth Analyst' button, and a 'Discard Drafts' button. Below the tabs, there are filters and a date range set to 'This month: Jul 1, 2019'. The main area is a table with columns: Campaign Name, Delivery, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, and Ends. Several campaigns are listed, including 'dustdaddy test', 'Conversions - 2nd Product Test (Shower Head)', and 'Video views - Retarget Ads To FB Audience Course 15th Oct...'. The '+ Create' button is highlighted with a red arrow.

Step 2: Since the goal is to drive traffic to your coffee blog, you will choose “Traffic”

This screenshot shows the 'Get Personalized Campaign Recommendations' dialog. It asks 'What's your marketing objective?'. The 'Consideration' row has 'Traffic' highlighted with a red arrow. Other options include 'Engagement' and 'Conversions'. The sidebar on the left shows navigation links for 'Campaign Objective', 'Ad Set Audience', 'Placements', 'Budget & Schedule', 'Ad Format', 'Media', and 'Additional Creative'.

Step 3: Write the name of your campaign, so you can easily locate it later, then add your budget and then click on Continue.

This screenshot shows the 'Create New Campaign' dialog. It includes fields for 'Campaign Name' (set to 'Traffic'), 'Create Split Test' (disabled), 'Campaign Budget Optimization' (enabled), 'Campaign Budget' (\$1.000.00), 'Actual amount spent daily may vary...', 'Campaign Bid Strategy' (set to 'Lowest cost'), 'Ad Scheduling' (run ads all the time), 'Delivery Type' (set to 'Standard'), and 'More Options'. A red arrow points to the 'Campaign Name' field, another to the 'Daily Budget' field, and a third to the 'Continue' button at the bottom right.

Step 4: Choose where you intend to drive traffic to. This time it's your website

The screenshot shows the Facebook Ads Manager interface. On the left, there's a sidebar with account information and navigation links for Campaign, Ad Set, and Ad. The main area is titled "Ad Set Name: NG - 18+" and has a "Switch to Quick Creation" button. Under "Traffic", there are four options: Website (selected), App, Messenger, and WhatsApp. To the right, there's an "Audience Size" section with a gauge indicating "Your audience selection is fairly broad" and a potential reach of 22,000,000 people. Below that is an "Estimated Daily Results" section stating that results aren't available for this campaign.

Step 5: Choose the location, age range and gender of the people that you want Facebook to show your ads to

This screenshot shows the audience targeting section. The sidebar includes "Audience" under Ad Set. The main area shows "Custom Audiences" with a "Locations" section set to "Everyone in this location" with "Nigeria" selected. There are dropdowns for "Age" (18-65+) and "Gender" (All, Men, Women). A "Languages" field is also present. To the right, there's an "Audience Size" section with a gauge indicating "Your audience selection is fairly broad" and a potential reach of 22,000,000 people. An "Estimated Daily Results" section follows.

Step 6: This is the most important part, you want to target the right people, so we chose to target people who are interested in “coffee”, and productivity apps like “Slack” and “Trello”

This screenshot shows the "Detailed Targeting" section. A red arrow points to the "Detailed Targeting" heading. Another red arrow points to the "Slack (software)" entry in the list of interests. The targeting criteria include "Interests > Additional Interests" with "Slack (software)" and "Trello" selected, and "Interests > Food and drink > Beverages" with "Coffee" selected. To the right, there's an "Audience Size" section with a gauge indicating "Your audience selection is fairly broad" and a potential reach of 1,600,000 people. Other details shown include "Size: 512,650", "Interests: People who have expressed an interest in or liked pages related to Trello", and a "Report this as inappropriate" link.

Step 7: Click on “Edit Placement”

This is where you get to choose where Facebook shows your ads. You can decide that you only want Facebook to show your ads on just Instagram alone or people who have just mobile phones.

The screenshot shows the 'Edit Placements' section of the Facebook Ads Manager. It includes a summary of automatic placements, a list of devices (All Devices Recommended), platforms (Facebook, Audience Network, Messenger, Instagram checked), asset customization, and a preview of a burger ad on Instagram. The 'Instagram' checkbox is highlighted with a red arrow.

Step 8: Choose the type of creative you want to use in running your ads. It might be pictures, multiple pictures (carousel) or video.

The screenshot shows the 'Format' section of the Facebook Ads Manager. It offers three options: Carousel (2 or more scrollable images or videos), Single Image or Video (One image or video, or a slideshow with multiple images, selected and highlighted with a blue border), and Collection (Group of items that opens into a fullscreen mobile experience). Below the format section is a media selection area for images or video/slideshow.

Step 9: Upload your creative

The screenshot shows the 'Media' section of the Facebook Ads Manager. On the left, a sidebar navigation includes 'Campaign', 'Objective', 'Ad Set' (selected), 'Ad', and 'Links'. The main area has tabs for 'Image' and 'Video/Slideshow'. A central box says 'Create up to 6 ads with unique images at no additional cost.' with a large 'Upload images' button. Below it are 'Browse Library' and 'Free Stock Images' buttons. To the right, 'Image Recommendations' provide size and crop guidelines. A red arrow points to the 'Upload images' button.

Step 10: Add your texts, the link to the page you want your audience to visit, the headline and your call to action.

The screenshot shows the 'Text' and 'Links' sections of the Facebook Ads Manager. The 'Text' section has a 'Text' input field with placeholder 'Enter text that clearly tells people about what you're promoting'. The 'Links' section has 'Website URL' and 'Build a URL Parameter' fields. Red numbers 1, 2, and 3 point to these fields respectively. A red arrow points to the 'Website URL' field. A red box highlights the 'Build a URL Parameter' field. A red arrow points to the 'Headline' field. A red box highlights the 'Call To Action' field. A red arrow points to the 'Multiple Languages (optional)' field. A red box highlights the 'Create in Different Language' button. A red arrow points to the 'Preview URL' button. A red box highlights the 'Please select media for your ad' message. A red arrow points to the 'Ad Preview' section.

Step 11: Click on “Confirm” to create your ad.

The screenshot shows an error message in the 'URL Parameters (optional)' section: 'We found 1 error. Required Field Is Missing: The link field is required. Please complete the field to continue.' A red arrow points to the 'Required Field Is Missing' message. A red box highlights the 'Fix Error' button. A red arrow points to the 'Review' and 'Confirm' buttons at the bottom right.

Creating ads on Facebook can include a lot of variables but this is the most straightforward to create your ads. Over time, you will learn to tweak things and more variables to reach the perfect audience.

7.6 HOW TO CREATE A CUSTOM AND A LOOKALIKE AUDIENCE FROM ADS MANAGER

7.6.1 What is a custom audience in Facebook

A Facebook Custom Audience is a targeted advertising service that allows businesses to import user email addresses for retargeting on the social media platform. Custom Audiences are an effective way for online businesses to interact with relevant users across multiple channels.

Step 1: Click on Audience in the Ads Manager

The screenshot shows the Facebook Ads Manager dashboard. In the top navigation bar, there are several tabs: 'Manage Business', 'Advertise', 'Analyze and Report', 'Engage Customers', and 'Sell Products and Services'. Below this, a main menu has 'Ads Manager' selected. Under 'Ads Manager', there are several options: 'Billing', 'Brand Safety', 'Business Locations', 'Business Settings', 'Events Manager', and 'Images and Videos'. To the right of these, under 'Audiences', is a red arrow pointing to the 'Audiences' link. Other links in this row include 'Ad Account Settings', 'Analytics', 'Attribution', 'Audience Insights', and 'Test and Learn'. At the bottom of the main menu, there are sections for 'Reach', 'Engagement', and 'Catalog sales'.

Step 2: Click on “Create Audience”

The screenshot shows the 'Create Audience' page. At the top, there's a search bar and a 'Create Audience' button, which is highlighted with a red arrow. Below this, there are tabs for 'Audiences', 'Images', 'Locations', and 'Videos'. On the left, there's a sidebar with 'Folders' and lists for 'My recent audiences', 'Audiences in active ads', 'Audiences ready for use', 'Audience shared to account', and 'Audience shared by account'. The main area displays a table of existing audiences. The columns are: Name, Type, Size, Availability, Date Created, and Sharing. The table includes rows for various audiences like 'tunde target', 'Growth Analyst Account Church times Ng fb likes', 'Website Visitors that didnt buy - 90 days', etc. Each row shows the audience name, type (e.g., Saved Audience, Custom Audience), size, availability status (Ready or Not updated), creation date, and sharing options.

Step 3: Click on Custom Audience to create the perfect audience

Custom Audience	Type	Size	Availability	Date Created
Lookalike Audience	Saved Audience	250,000,000	Ready	06/26/2019 2:35 PM
Saved Audience	Account Church times Ng fb likes	1,500,000	Ready	05/06/2019 12:30 PM
<input type="checkbox"/> Website Visitors that didnt buy - 90 days	Custom Audience Website	Below 1000 Not updated	Ready	03/03/2019 12:48 AM
<input type="checkbox"/> Screen Magnifier Audience	Custom Audience Engagement - Video	32,000	Ready	01/18/2019 0:18 AM
<input type="checkbox"/> Club Havannah Teni's Event First Ad	Custom Audience Engagement - Page	Below 1000 Not updated	Ready	12/23/2018 11:27 PM
<input type="checkbox"/> Havannah Suites Instagram Audience	Custom Audience Engagement - Instagram	1,500 Not updated	Ready	12/18/2018 10:12 PM
<input type="checkbox"/> Havana Treasures Instagram Audience	Custom Audience Engagement - Instagram	1,700 Not updated	Ready	12/18/2018 0:43 PM

Step 4: Choose where you want to create your custom audience from

Create a Custom Audience

Use your sources

- Website traffic** (highlighted with a red box)
- App activity
- Customer file
- Offline activity

Use Facebook sources

- Video
- Instagram business profile
- Lead form
- Events
- Instant Experience
- Facebook Page

Website traffic

Create an audience of your website visitors. Use data captured by your Facebook pixel to reach people who took specific actions, such as adding to cart.

Cancel

Step 5: If we were to use website traffic, to create a custom audience, you will go ahead to name your audience, choose the segment of the people that sees your website. You can also add or exclude people for proper segmentation.

Name your audience

② **N** All website visitors

People who visited specific web pag... i

Visitors by time spent i

Include More People **Exclude People**

Show Description

Cancel **Back** **Create Audience**

7.6.2 What is a lookalike audience?

Lookalike audiences are a Facebook segmentation tool that finds users whose demographics and interests are similar to those of your existing followers. These types of audiences are easy to create and a very powerful tool.

Step 1: Go to lookalike audience

	Type	Size	Availability	Date Created
Lookalike Audience	Saved Audience	250,000,000	Ready Last updated 05/26/2019	06/26/2019 2:35 PM
Saved Audience	Account Church times Ng fb likes	1,500,000	Ready Last updated 05/06/2019	05/06/2019 12:30 PM
	Website Visitors that didnt buy - 90 days	Below 1000 Not updated	Ready	03/03/2019 12:48 AM
	Screen Magnifier Audience	32,000	Ready	01/18/2019 9:18 AM
	Club Havannah Ten's Event First Ad	Below 1000 Not updated	Ready	12/23/2018 11:27 PM
	Havannah Suites Instagram Audience	1,500 Not updated	Ready	12/18/2018 10:12 PM

Step 2: Select your Lookalike Source and pay, Select Audience Location and choose your Audience Size

Create a Lookalike Audience

- Select Your Lookalike Source**
- Select Audience Location**
- Select Audience Size**

Select an existing audience or data source

Create New Source

Search for regions or countries Browse

Number of lookalike audiences 1

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

Create Audience

WEEK EIGHT

8

STUDENTS ASSESSMENT PROJECT

Create fb ads, drive traffic to blog



STUDENT ASSESSMENT PROJECT

Task: Create a Facebook and Instagram ad to drive traffic to your blog or website.

Carefully map out your ideal audience using Facebook insight or Google search. After you have identified them, create a website traffic to drive your audience to your website.

Also, you are tasked to lead people to your website using just an Instagram ad excluding Facebook. You are required to create a custom and a lookalike audience. These audience should be used when creating your exclusive Instagram ads.

Create a content (e.g. pdf, checklist, etc.) and promote the content of Facebook using a lead generation ad. The emails generated here will be used for another assessment so be sure to keep it safe.

Your traffic will be monitored by the analytics you have installed on your website.

Make sure your Facebook pixel is properly installed on your website and also that you have added a card or money to your Facebook wallet. If you need help adding money to your wallet or card, refer to the tutorial video to check how or you can ask your supervisor for help.

If you encountered any challenge, go over the aspect of the manual that teaches about the issue and fix it or speak with your supervisor/trainer.

You are to submit by mid week or as directed by your supervisor/trainer, in partial fulfilment of the Requirements for NPOWER certification by the federal republic of Nigeria.

WEEK NINE

9

SEO, SEM, CONTENT MARKETING
+ Email marketing



WEEK 9

SECTION ONE

1.0 SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization or SEO in short is a set of rules for optimizing your website for search engine and improve your search engine results.

SEO is majorly free traffic to your blog/website. This effectively drives traffic to your website and creates people who are actually interested in your content. You will end up growing your blog faster than with other advertising methods.

SEO is simply how far you rank on Google for a particular keyword.

It is a great way to increase the quality of your website by making it user-friendly, faster and easier to navigate.

For example, type in the word “cakes in lagos” on Google. The word that you type in is called keywords and the websites shown is called Google result.

Google search results for "cakes in lagos":

- Nuts About Cakes – We love what we do** Ranks number 1
https://nutsaboutcakes.com/ ▾
Lekki Phase 1, Lagos. Mon – Sat, 7.30am-8pm. Sun, 12pm-8pm. Gbagada. 13 Ajayi Aina Street,
Closed to Deeper Life Church HQ, Gbagada. Mon – Sat,
Contact Us · Cakes · Creative Birthday Cakes for Kids · Cupcakes
- WaraCake: Buy Cakes Online Nigeria | Delivery in Lagos Abuja Port ...**
https://waracake.com/ ▾
I ordered a birthday cake for my fiancée in Lagos, Nigeria from WaraCake in March of 2018. WaraCake did an absolutely fantastic job with my order! They were ...
- Buy Cakes online in Lagos - Cakes@aClick by Dreamtreats | Cake ...**
dreamtreatscakes.com/ ▾
Cake Shop in Lekki - Buy cakes from our amazing online store. We deliver all over Lagos - Cakes at a Click (Cakes@aClick) by Dreamtreats Cakes.
- Bakery and Cakes Delivery in Lagos | Jumia Food Nigeria**
https://food.jumia.com.ng/restaurants/city/lagos/cuisines/bakery-and-cakes ▾
Top cake restaurants and vendors in Lagos. Mama Cass Victoria Island: Delivery location include

From the search result, you will notice that Nuts About Cakes is number 1 on the search result.

Now type in another word “buy cakes in Lagos” on Google. You will notice Waracake is number 1 and Nuts About Cakes is number 3 on the result.

buy cakes in lagos keyword

WaraCake: Buy Cakes Online Nigeria | Delivery in Lagos Abuja Port ... number 1
<https://waracake.com/>
 BUY! WaraSilver. ₦20,000. 8 inches cake. Non-alcoholic wine. 6 Cupcakes ... I ordered a birthday cake for my fiancée in Lagos, Nigeria from WaraCake in ...
 Birthday Cake · Buy Valentine Cakes online for ... · Shop · Sell

Buy Cakes online in Lagos - Cakes@aClick by Dreamtreats | Cake ...
dreamtreatscakes.com/
 Cake Shop in Lekki - Buy cakes from our amazing online store. We deliver all over Lagos - Cakes at a Click (Cakes@aClick) by Dreamtreats Cakes.
 Cake Size Guide · Training · Customized Cake · Flavours

Nuts About Cakes – We love what we do number 3
<https://nutsaboutcakes.com/>
 Lekki Phase 1, Lagos. Mon – Sat, 7.30am-8pm. Sun, 12pm-8pm. Gbagada. 13 Ajayi Aina Street,
 Closed to Deeper Life Church HQ, Gbagada. Mon – Sat,
 Cakes · Contact Us · Creative Birthday Cakes for Kids · Cupcakes

This clearly shows that Google search result is dependent on the keyword that was typed on google to determine the search result. This is the fundamental on how the Google search engine works to show results.

1.2 SEO Process

There are 3 main stages of the Search Engine Optimization process

1. Technical SEO
2. On-Page SEO
3. Off-Page SEO



1. Technical SEO

The first stage in the SEO process is called technical SEO. As the name implies, technical SEO has nothing to do with the actual content of a website or with website promotion methods.

It has to do with **settings you need to configure** to make the job of search engine crawlers easier. Usually, once you get your technical SEO correct, you may not have to deal with it again.

On the other hand, if you have problems with crawling and indexing, it can negatively impact on your rankings.

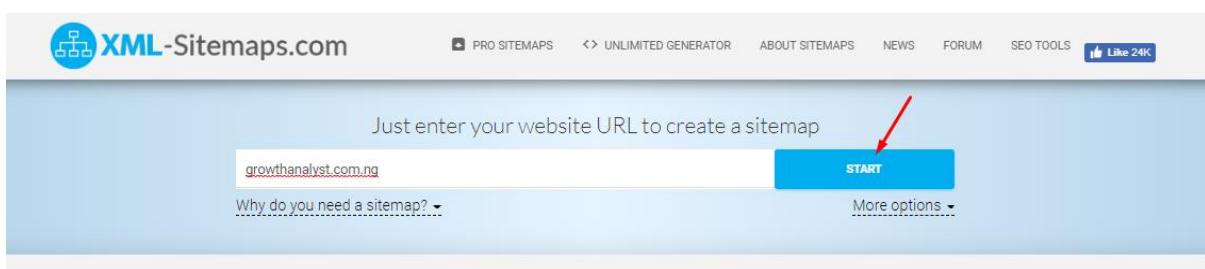
Here are quick tips to fix technical SEO:

- Make Sure Your Website is Mobile-Friendly
- Create and Optimize Your XML Sitemap
- Speed Up Your Website
- Optimize Internal Links
- Include Your Main Keywords in Image Alt Text
- Use Canonical URLs to Avoid Duplicate Content Issues
- Install an SSL Certificate for Your Website
- Check and Fix Crawl Errors in Google Search Console

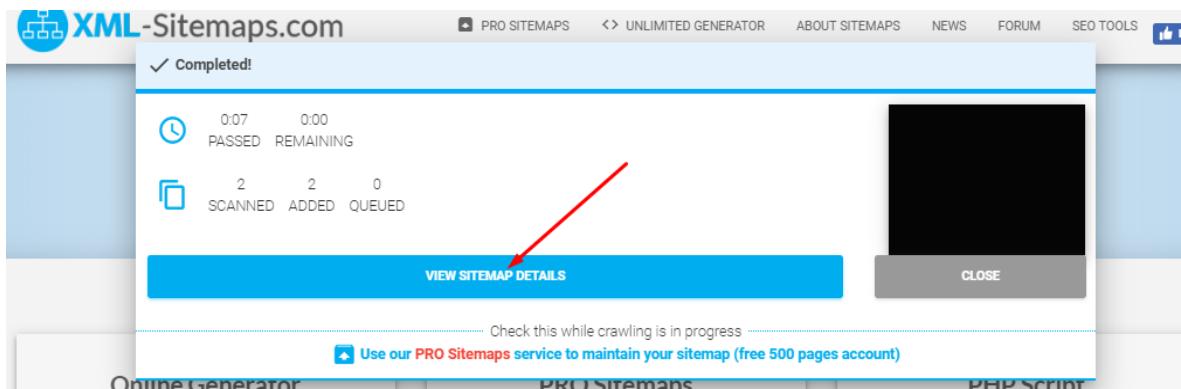
You get Google to crawl your website by submitting your sitemaps to [Google search console \(formerly, Google Webmasters\)](#). You can create a sitemap with [xml-sitemaps.com](#), screaming frog or yoast (for wordpress).

To submit a sitemap to google, go to [xml-sitemaps.com](#) to create one

Step 1: Visit [xml-sitemaps.com](#) and add your website.



Step 2: Once the sitemap has been created, view the sitemap details



Step 3: Copy out the sitemap

URL	Last Mod	Priority
http://growthanalyst.com.ng/	2019-02-22T08:08:43+00:00	1.00
http://growthanalyst.com.ng/index-2.html	2019-02-22T08:08:49+00:00	0.80

Step 4: Go to [Google Search Console](#), create an account and link your website to it. Once linked, click on Sitemaps

Google Search Console

Overview

Performance

1,635 total web search clicks

Coverage

0 pages with errors 407 valid pages

Step 5: Add your sitemap and click on submit.

Sitemaps

Add a new sitemap

[https://\[REDACTED\].com/index-2.html](https://[REDACTED].com/index-2.html)

SUBMIT

2. On-page SEO

The second stage is On-Page SEO. On-Page SEO has to do primarily with the content and other elements found on a page.

Unlike technical and off-page SEO, the main focus of on-page SEO is to provide search engine crawlers enough signals so that they can understand the meaning and context of your content.

Remember that search engines don't read a page like a human so they are looking for signals to figure out what a page is all about.

It is at this stage that you will deal with website structure, SEO keywords, title optimizations, headings, internal links, image SEO, structured data markup and other techniques that can send the right signals to search engines.

3. Off-page SEO

One of the factors to determine the position of a webpage in the results is the number of incoming links (backlinks).

Backlinks are a signal of trust and depending on where the links are coming from, they can greatly affect your ranking position. If the links are coming from well-known and trusted sites, your ranking will be positively affected.

The goal is to look for ways to get these backlinks from high traffic and good online reputation sites to link to.

1.3 A Simple Way To Rank On Google

SEO is slow and can take months, even years to build up the authority of a domain and the rankings of pages. Search engine optimization is the slowest form of marketing known. There are several ways to build the authority of a website but I will just talk about a simple trick you can use.

This simple trick is the fastest way to rank on Google but you need to already have organic traffic going to the website from Google.

Step 1: Search Queries

Find the phrases that you're almost ranking high for. You can make use of Google Analytics for this report: Acquisition > Search Console > Queries.

The screenshot shows the Google Analytics interface with the 'Queries' report selected. The left sidebar shows 'Acquisition' is expanded, and 'Search console' is selected. A red arrow points to the 'Queries' link. The main table lists search queries with their metrics: Clicks, Impressions, CTR, and Average Position. One row for 'my dns' is highlighted with a red box.

Search Query	Clicks	Impressions	CTR	Average Position
71. my dns	0 (0.00%)	13,263 % of Total: 3.54% (1,411)	1 (0.01%)	4.60% Avg for View: 5.63% (-18.19%)
72. my mail gmail	0 (0.00%)	1 (0.01%)	0.00%	11
73. name server	0 (0.00%)	1 (0.01%)	0.00%	11
74. nigeria lagos postal code	0 (0.00%)	1 (0.01%)	0.00%	11
75. open webmail outlook	0 (0.00%)	2 (0.02%)	0.00%	11
76. outlook mail smtp server settings	0 (0.00%)	1 (0.01%)	0.00%	11
77. postcode for lagos island	0 (0.00%)	2 (0.02%)	0.00%	11
78. roundcube outlook configuration	0 (0.00%)	1 (0.01%)	0.00%	11
79. ssl certificate ssl	0 (0.00%)	1 (0.01%)	0.00%	11
80. web design website	0 (0.00%)	1 (0.01%)	0.00%	11

Step 2: Set an advanced filter

We're looking for phrases that already rank in Google, but could use improvement. We need to use an Advanced Filter to find just the phrases for which you rank high, but not too high.

Here's what that filter looks like

The screenshot shows the 'Advanced Filter ON' dialog. It contains a single condition: 'Include Average Position Greater than 10'. Below this, there is a button '+ Add a dimension or metric' and at the bottom are 'Apply' and 'Cancel' buttons.

Step 3: Dig through this list, find phrases and confirm the rankings

Step 4: Ideally, you'll need to find some buyer-related key phrases e.g

a. Question Marks

Phrases entered by people who are researching a problem, without yet knowing how they want to solve it.

Example: "why does cold water hurt my teeth?"

b. Dollar Signs

Phrases entered by people who know how they want to solve their problem and are looking for a presumed solution. They are often ready to spend money.

Example: "emergency dentist Lagos"

Step 5: Confirm your rankings

Start searching for the phrases in Google to confirm your rankings. Now you'll notice that the "average position" really isn't the same as rankings. Sometimes, you'll see yourself ranking higher than the report suggests. Other times, you won't see your site at all.

Don't expect the data to be accurate. You're just looking for clues.

Find a page that ranks for a phrase, but not too high? Great. Let's keep going!

Step 6: Optimize your blog/website for the keyword you found

Here are a few things you can do:

a. Use the keyphrase once in the page title

This is the <title> tag, which appears in the code, but not on the page itself. It does show up in the browser tab and it's often the clickable link in Google search results. If your site is in WordPress, the titles may be managed within a plugin such as Yoast.

Ideally, the target phrase appears at the beginning of the title and words of the phrase are kept together, with no words breaking it up.

b. Use the keyphrase once in the header

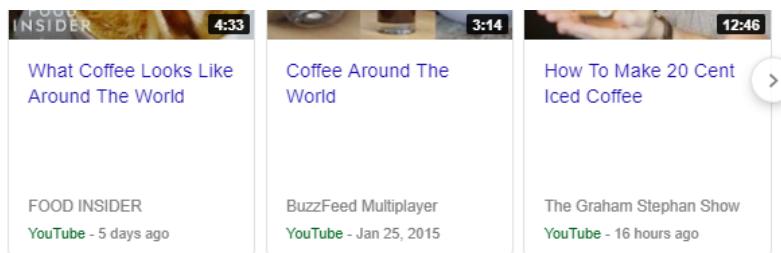
This is the <h1> tag, which is generally the headline on the page.

c. Use the phrase several times in the body text

There is no magic number for keyword frequency, but high ranking pages tend to be long, with 1500 – 2000 words. Remember, Google is a research tool built by library scientists. Google loves text!

Note: never use the same keyword over and over again in other to rank on google. You can get banned by Google and it will affect your ranking negatively.

Instead, use related keywords (Semantic keywords). This tells Google you are talking about the same topic.



Searches related to coffee

coffee history	coffee plant
coffee effects	disadvantages of coffee
coffee benefits	coffee quotes
coffee beans	coffee brands

Semantic keywords for coffee



dd

WEEK 9

SECTION TWO

2.0 Search Engine Marketing (SEM)

According to Wikipedia, Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

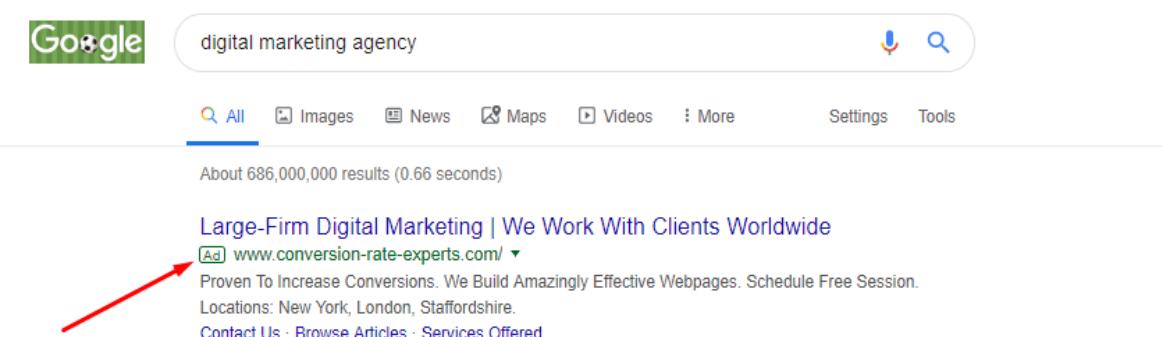
SEM incorporates SEO and PPC (Pay Per Click).

We have already discussed an overview of SEO, so we are going to talk about PPC.

2.1 What is PPC?

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

Search engine advertising is one of the most popular forms of PPC. For example, if we bid on the keyword "digital marketing agency," your ad might show up in the very top spot on the Google results page. Just like the one below:



Every time your ad is clicked, sending a visitor to your website, you have to pay the search engine a small fee. There are different companies with the PPC model, e.g Google, Bing, Yahoo, Amazon, etc.

2.2 What is Google Ads?

Google Ads (formerly known as Google AdWords) is the single most popular PPC advertising system in the world.

The Google Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties. This is the platform where you will run all your Google-related ads, even YouTube (This is similar to Facebook Ads manager).

2.3 Overview Of The Google Ads Dashboard

You will need to sign up for a [Google Ads](#) account

To create your Google Ads account, you'll need a Google email address and website for your business. Even if you don't have a website, you can still advertise on Google, using Smart campaigns, the default Google Ads experience for new advertisers.

You can create an ad account in under 15 minutes!

Here are the steps to create an account:

Enter the email you want to use to sign in to your new Google Ads account. If you already have a Google Account (in other words, if you use any other Google product, such as Gmail, G Suite etc), use your Google email address to sign in

Enter the website address for the business you want to advertise.

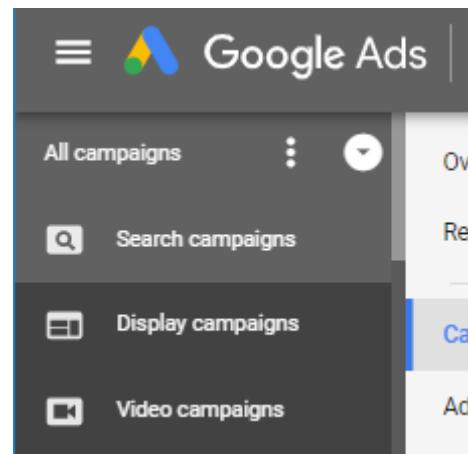
Click Continue.

Sign in to your existing Google Account, or create a new one.

If you already have a Google Account (in other words, if you use any other Google product, such as Gmail), enter your Google email address and password, then click Sign in.

If you don't have an existing Google Account or want to use a different email address to sign in, just click **Create an account** at the bottom of the screen and follow the instructions to create and confirm your new Google account.

It's that easy!



2.4 Types of Google Ads

Now that you have a Google Ads account, let's start our navigation. From Google Ads, you can run three basic types of ads campaign which is;

1. Search ads,
2. Display ads and
3. Video ads.

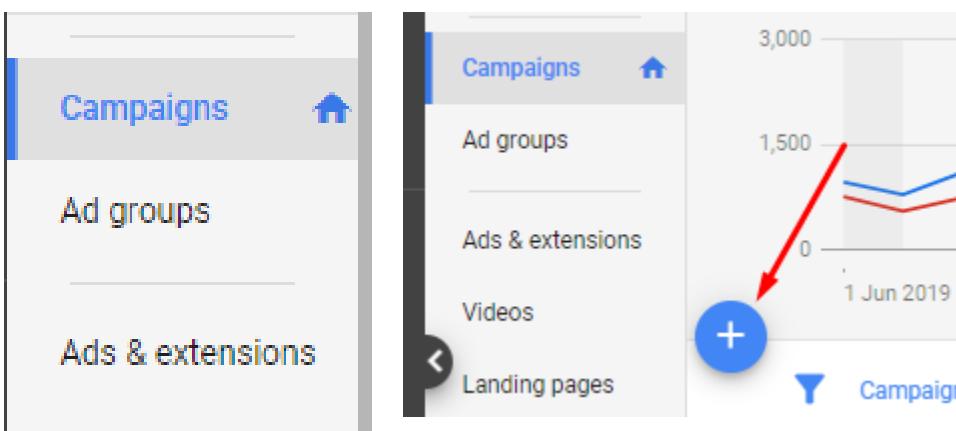
You can locate these tabs just at the right corner of the platform as shown below

1. Search campaign: Ads in a "Search Network only" campaign appear near Google search results and other Google sites when people search for terms that are relevant to your ads keywords.
2. Display campaign: Display ads are the visual banner ads you see on advertising-supported sites everywhere. According to Google, the Display Network reaches over 90% of global internet users expanding across 2 million sites!
3. Video campaign: Video campaigns let you show video ads on their own or within other streaming video content on YouTube and across the Google Display Network.

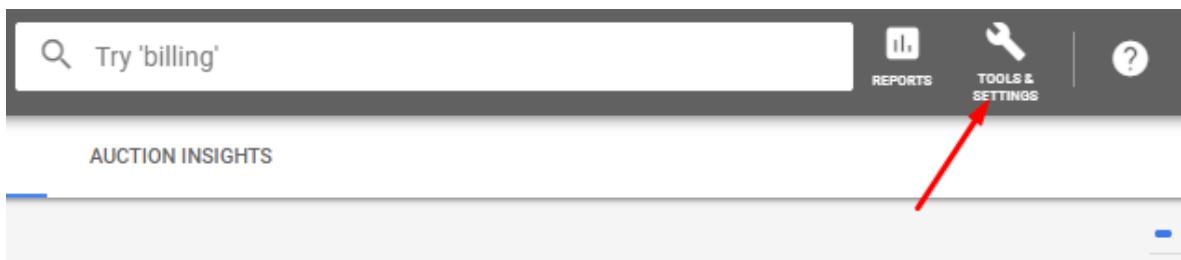
There are also three levels when running each ad namely;

1. Campaign level,
2. Ad group level
3. Ads & extensions level

To start a new campaign, you will need to click the blue plus sign button (+)



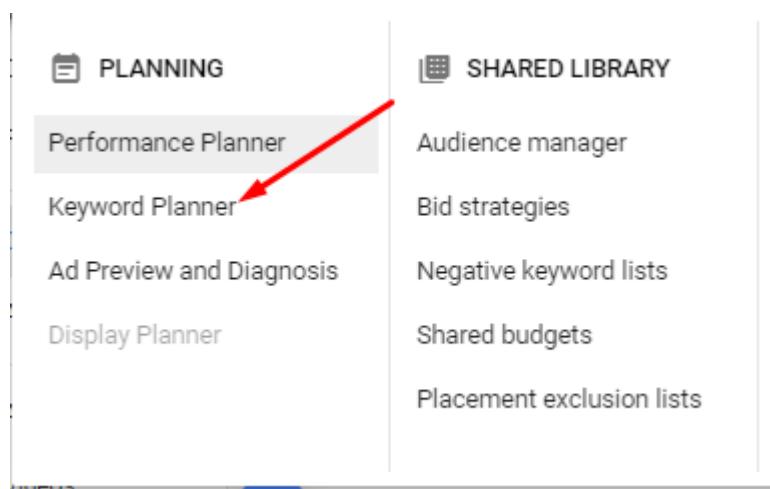
To go to the Settings, you need to go to the top far right of the dashboard. Here you can access more features of the platform.



2.5 Keyword Planner:

The keyword research tool gives you insight into how often certain words are searched and how those searches have changed over time. This can help you narrow your keyword list down to the ones you really want.

These keywords can be used for your campaigns. (Refer to the course video to learn more)



2.6 Audience Manager:

The audience manager consists of the audience list. The audience lists is a section where you can **create and manage your remarketing lists**. You have control over which audiences see your ads across YouTube, Gmail, Google Search, and the Google Display Network through remarketing campaigns.

The screenshot shows the Google Ads interface with a sidebar on the left containing 'PLANNING' tools: Performance Planner, Keyword Planner, Ad Preview and Diagnosis, and Display Planner. The main area is titled 'SHARED LIBRARY' and lists 'Audience manager' (highlighted with a red arrow), Bid strategies, Negative keyword lists, Shared budgets, and Placement exclusion lists. A 'BULK ACTIONS' section on the right includes options for All bulk actions, Rules, Scripts, and Uploads. At the bottom, there's a toolbar with a 'New' button and a '+' button.

PLANNING	SHARED LIBRARY	BULK ACTIONS
Performance Planner	Audience manager	All bulk actions
Keyword Planner	Bid strategies	Rules
Ad Preview and Diagnosis	Negative keyword lists	Scripts
Display Planner	Shared budgets	Uploads
	Placement exclusion lists	

2.7 Conversions:

These are actions counted when someone interacts with your ad (for example, clicks a text ad, or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.

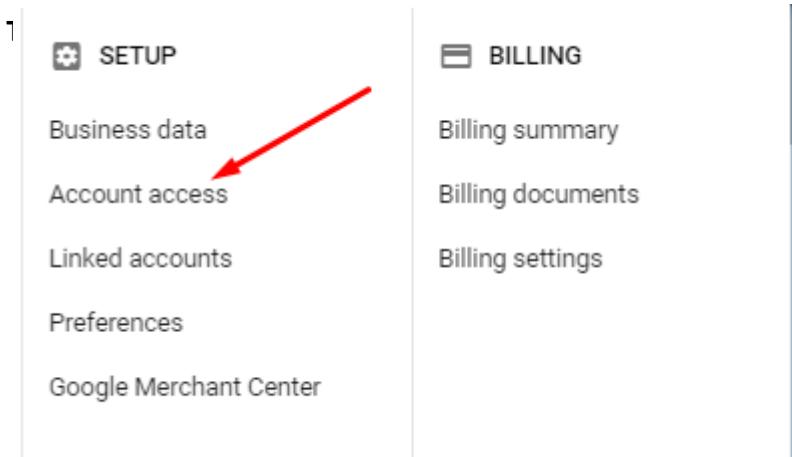
You can setup your conversion tags from this part of the platform

The screenshot shows the Google Ads interface with a sidebar on the left containing 'MEASUREMENT' tools: Conversions (highlighted with a red arrow), Google Analytics, and Search attribution. The main area is titled 'SETUP' and lists Business data, Account access, Linked accounts, Preferences, and Google Merchant Center. A 'BILLING' section on the right includes options for Billing summary, Billing documents, and Billing settings.

MEASUREMENT	SETUP	BILLING
Conversions	Business data	Billing summary
Google Analytics	Account access	Billing documents
Search attribution	Linked accounts	Billing settings
	Preferences	
	Google Merchant Center	

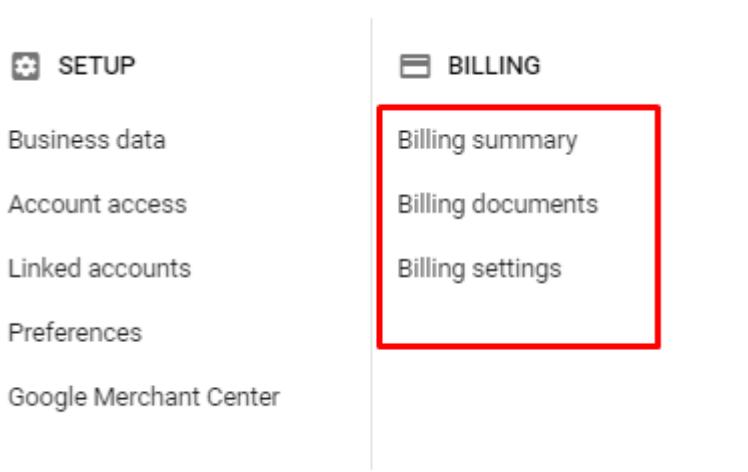
2.8 Account access:

This is where you can give teammates access to your ad account. By sharing access to your Google Ads account, you can work with other people in your business on the same Google Ads account. Once you've granted access, you can edit a user's access level, or you can always remove access later on.



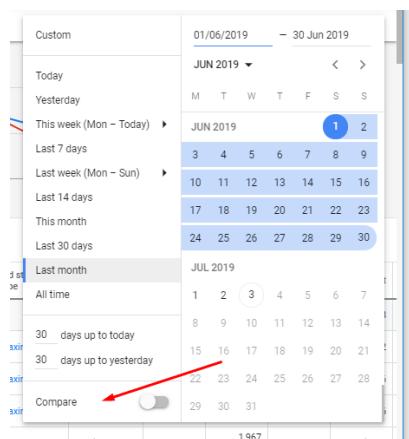
2.9 Billing:

This is a one-stop-shop for paying for your advertising costs and managing your billing. You can see a summary of all your past transactions, change your payment methods, make a payment, etc.



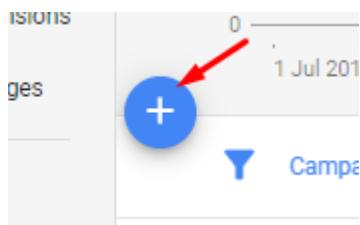
2.10 Compare Campaigns & Data:

You can play around with the dates and compare data over a period of time.

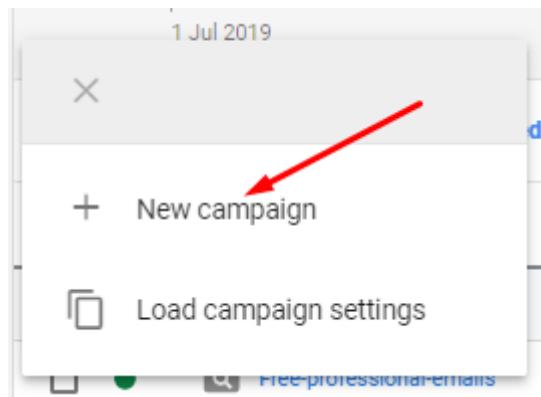


How to drive traffic to your blog with Google Adwords

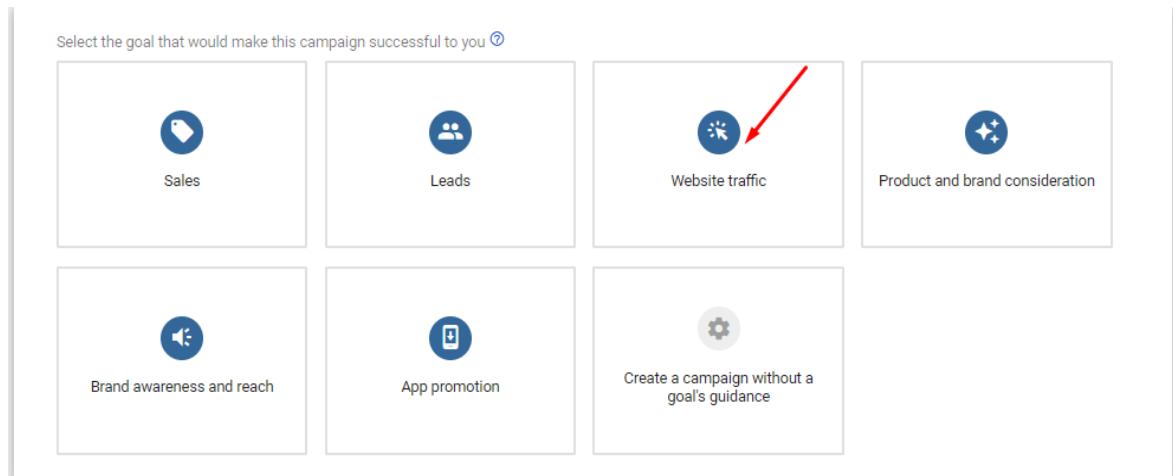
The first step is to click on the blue plus sign



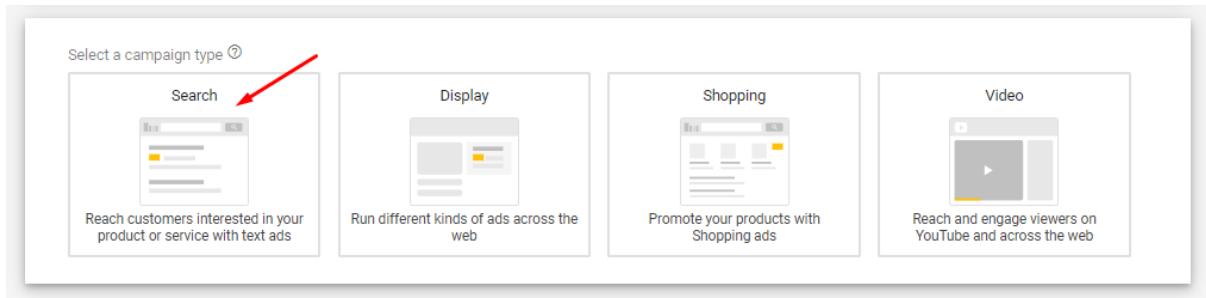
Step 2: Click on “new campaign” to start running a new Google Ad campaign



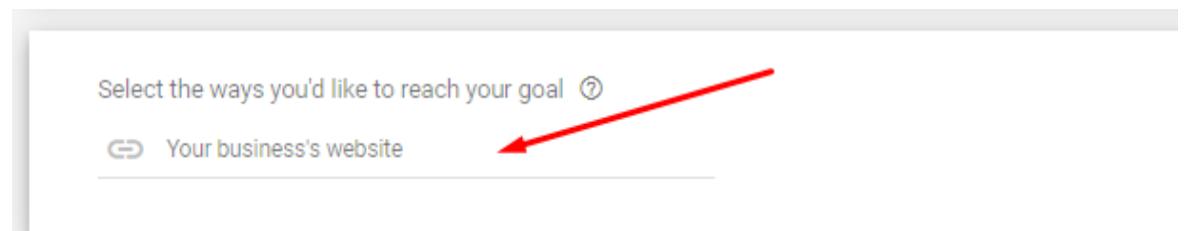
Step 3: Since the goal is running traffic to our coffee blog, you will need to choose website traffic. Other goals vary with the goal just like Facebook Ads manager described in week 2.



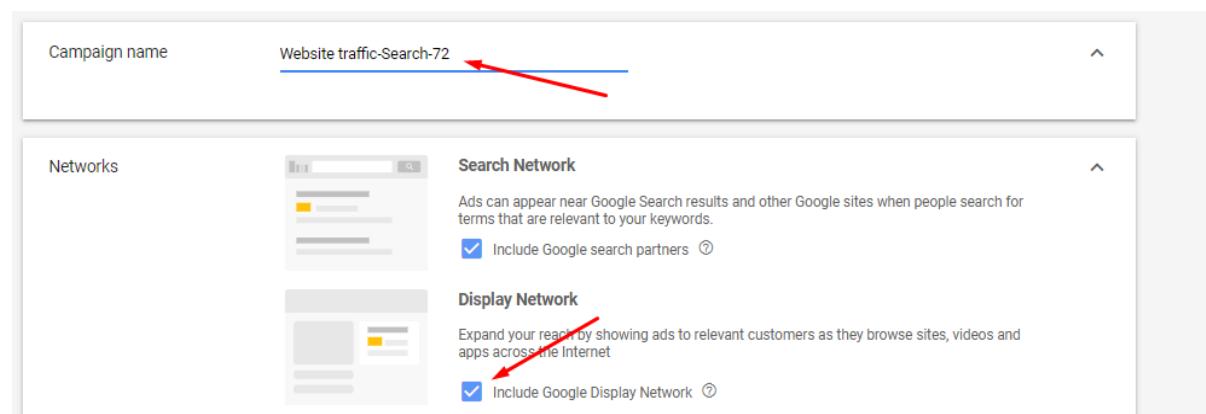
Step 4: To target people who are searching for coffee ingredients, or best place to get coffee in Lagos, you can make them see your ads on Google Search by targeting them using the search option.



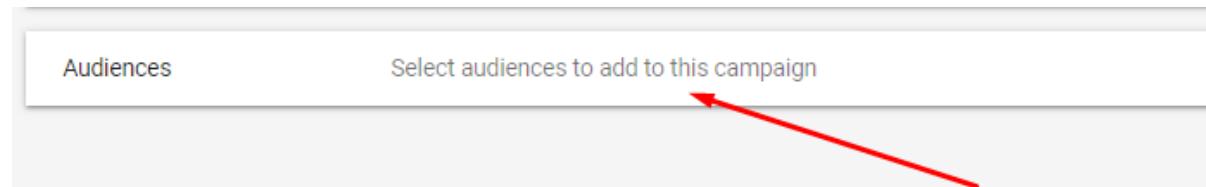
Step 5: Enter your website address



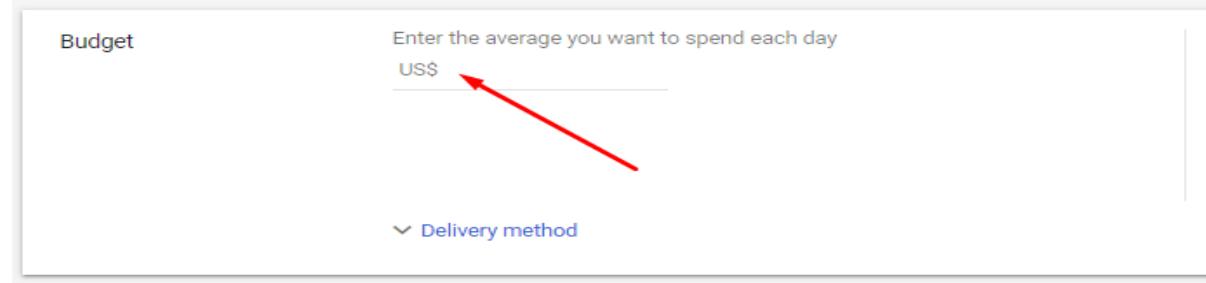
Step 6: Name your campaign and remove Display network.



Step 7: Choose your audience. This is not mandatory though.



Step 8: Choose your daily budget



Step 9: Add your keywords here. These are the keywords you have found from google keyword planner. Google also suggests some for you just on the right hand side of the platform.

You can also choose to target keywords that you think your coffee audience will use to find you and iterate over time.

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Enter or paste your keywords, one word or phrase per line

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

NEW AD GROUP

Get keyword ideas

whogohost.com

Enter your product or service

Keywords	Monthly searches
+ nigerian domain registrars	40
+ web hosting price	30
+ web hosting australia	30
+ webspace	30

ADD ALL IDEAS

Step 10: This is where you add all of the ad information. This is what the searcher will see when they type in a keyword related to the ones you have added above.

New text ad

Final URL
whogohost.com

Headline 1

Headline 2

Headline 3

Display path [?](#)
www.whogohost.com / Path 1 / Path 2

Description 1

Description 2

Step 11: Click on create to start the campaign. Google will review and launch your ads.

WEEK 9

SECTION THREE

3.0 CONTENT MARKETING

What is Content Marketing?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

The goal of content marketing is to provide truly relevant and useful content to your prospects and customers to help them solve their issues instead of pitching your products and services to them directly.

“Marketing is impossible without great content”

Regardless of what type of marketing tactics you use, content marketing should be part of your process, not something separate. Quality content is part of all forms of marketing.

3.1 Examples of content marketing

Content marketing can be used on social media:



WhoGoHost
Published by Buffer [?] - July 3 at 10:12 PM ·

You have either heard or noticed by now that Facebook, Instagram, and WhatsApp are down. The tech giant is working on resolving the glitch. You should be able to use your favorite apps soon. Till then, enjoy the wonderful universe that is @Twitter #facebookdown #instagramdown #whatsappdown

Facebook – log in or sign up https://www.facebook.com

facebook

Facebook helps you connect with people in your life

1. Content marketing is seen in blog posts



UNCATEGORIZED / MARCH 25, 2019

HOW MSMES ARE DRIVING ECONOMIC GROWTH IN NIGERIA

The Small and Medium Scale Enterprise Development Agency of Nigeria (SMEDAN) says that MSMEs currently represent 96% of the businesses in Nigeria and contributes 75% of the national employment. Of the 17.2 million MSMEs in...



UNCATEGORIZED / MARCH 25, 2019

CAPITALISING ON MOBILE AND INTERNET PENETRATION TO CREATE JOBS IN NIGERIA

Unemployment is by far one of the most pronounced hurdles Nigeria is currently facing. The situation is exacerbated by the fact that youths account for 36.50% of the unemployed population. The Trading Economics reports. This...

2. Content marketing can be used to generate contents used to generate leads e.g PDFs

paystack Why Paystack ▾ Customers Pricing Learn ▾ Developers ▾ Support ▾ Login Create free

WhatsApp Marketing 101

WhatsApp Marketing Guide for Nigerian Businesses

WhatsApp is a fun, free mobile messaging app used by millions of Nigerians. You may be familiar with WhatsApp as an everyday user, but are you taking full advantage of WhatsApp as a business-boosting tool?

In this in-depth, 5000-word guide, we'll show you how to turn WhatsApp into a key part of your business' growth strategy.

[Get the Guide](#)

3. Content marketing is great for videos just like the series airtel created.



3.2. Content mapping?

Content mapping is the act of understanding your audience so well that you can then create content for each stage of their journey toward buying your product.

Very few people go straight from discovery to buying.

Instead, they usually discover your website, think about your product, spend a few months thinking, see a retargeting ad, and then buy. The truth is that people take a lot of time to buy.

Note that content marketing is a top-of-funnel strategy.

3.3 Stages of Content Marketing

Content marketing is broken down into stages of funnel

Content Marketing Sales Funnel



1. Awareness stage content

The first stage of a buyer's journey is awareness.

They simply become aware of your business. They aren't necessarily ready to buy yet or even ready to opt-in to your email list or newsletter. But because of the content you created, they now know who you are.

Example of content for the awareness stage:

- Blogs articles
- Ebooks
- Reports
- Guides
- Youtube videos
- Interviews

2. Consideration stage content

This is the stage at which people think about your offerings or solutions to make the right decision. This sometimes takes months, especially if you are selling a high ticket product.

Some examples of the contents in the consideration stage includes:

- Demos
- Trials
- Webinars
- Testimonials
- About us
- FAQs

3. Decision stage content

This is the favorite part of the buying process, it's the part where people actually buy. They already trust your business, and they're familiar with your products and what your business represents.

- Enquiries
- Contact us
- Purchase

3.4 Introduction to email marketing

Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing emails convert prospects into customers, and turn one-time buyers into loyal, raving fans.

The first and most important thing you need is permission to email your prospects and customers.

Note: buying email lists may sound like a great shortcut, but we never recommend it.

3.5 How To Get Started With Email Marketing

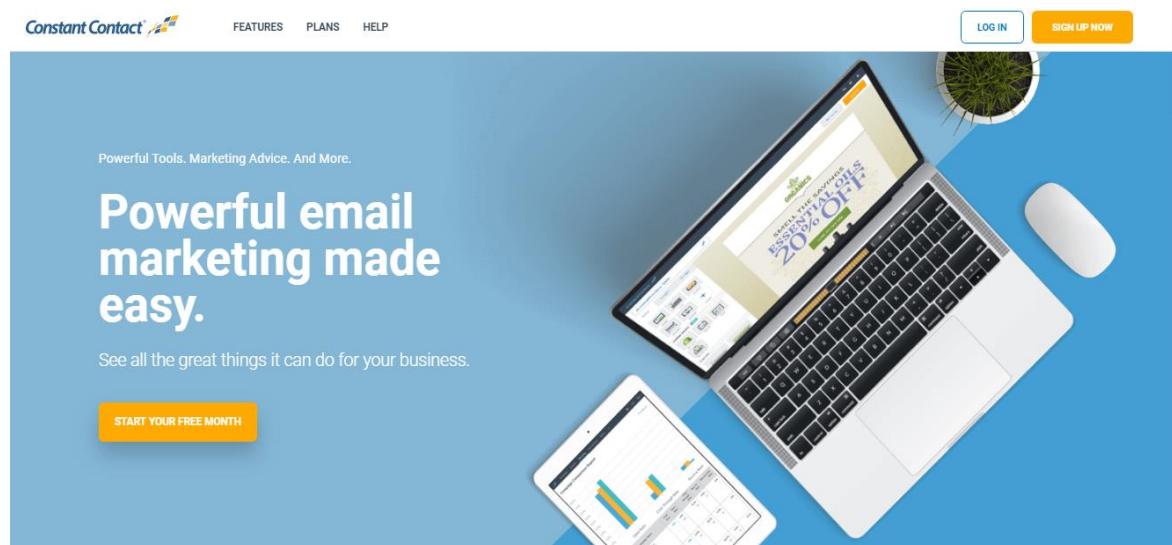
There are a lot of email marketing servicing companies but I will just recommend a few you can choose from, here are a few that you can start with:

[MailChimp](#)

MailChimp is a popular email marketing software. It is great for people who are just starting out, as it is easy to set up and it provides an intuitive user interface.

MailChimp has a free plan for up to 2,000 subscribers. However, if you want to use autoresponders or any other powerful feature, then you will have to switch to a paid plan. Paid plans start as low as \$10/month and can go up to \$30 for 2,500 subscribers. The bigger your list size, the more you're going to pay.

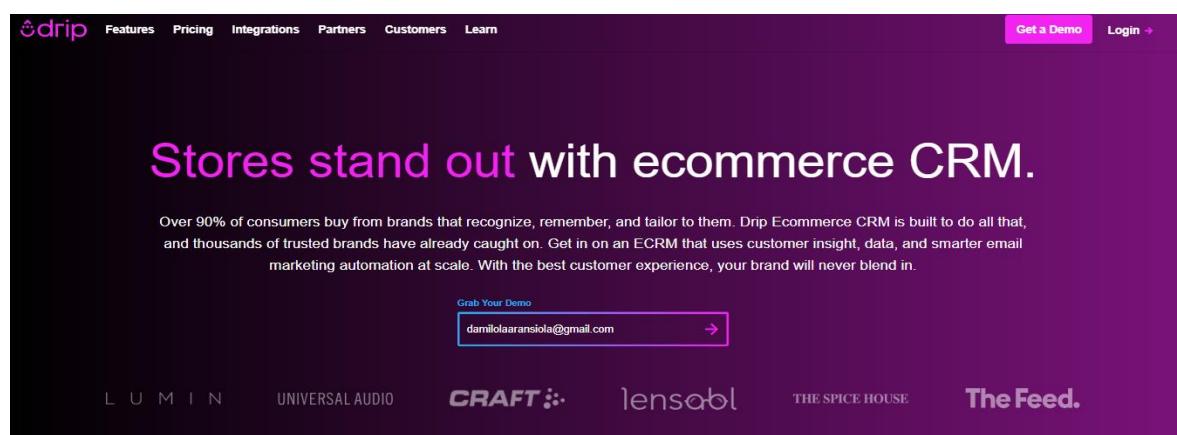
Constant Contact



Constant Contact is one of the largest email marketing services in the world. They allow you to manage your subscribers and create professional emails with templates and drag-and-drop editing tools.

[WPBeginner](#) rates ConstantContact the best email marketing service of 2019.

Drip



Drip is a marketing automation tool that allows users to create complex automation workflows and conditional statements within email messaging. Campaigns, workflows, and triggers are well-organized. Drip is also as simple or as complex as you need it to be.

Drip starts with the Basic plan at \$49/month for up to 2,500 subscribers and Pro plan at \$99/month up to 5,000 subscribers, both with a 14-day trial period. Enterprise users (5,000+ subscribers) need to get a quote.

ActiveCampaign

The screenshot shows the ActiveCampaign homepage. At the top, there's a navigation bar with links for English, Contact, and Login. Below the navigation is a search bar and a "Try it free" button. The main headline reads "Go beyond email marketing with true marketing automation". There are input fields for "Email Address" and a green "Start your free trial" button. A sub-headline says "Try it free. No credit card required. Instant set-up." To the right, there's a visual representation of a marketing automation funnel, starting with a large blue box at the top that branches down into several smaller boxes, symbolizing a process or workflow. On the left side, there's a sidebar with icons for various features like contacts, emails, and reports, and a section titled "FEATURED IN".

ActiveCampaign is an email marketing software oriented more towards marketing automation. Based on the actions and behavior of your subscribers, you can add tags on their profile that will reveal more about them using ActiveCampaign Lead Tags + OptinMonster. For 2,500 contacts, plans start at \$39/month and go up to \$229/month for enterprise users.

Hubspot

The screenshot shows the HubSpot Email Marketing page. At the top, there's a navigation bar with English, Contact Us, and a search bar. Below the navigation is a "Get started" button. The main heading is "Email Marketing" with the subtext "Create, personalize, and optimize your marketing emails without waiting on designers or IT." A preview of an email message is shown, with the subject line "Thanks for downloading" and the body text "Boost Email Open and Clickthrough Rates". A note below the preview says "Watch engagement skyrocket when your emails are automatically tailored to each recipient." The interface includes tabs for Content, Design, Edit, Settings, and Send or Schedule.

HubSpot is an all-in-one marketing software that goes far beyond just email marketing. It's designed to meet the needs of medium to large businesses, as it also helps them with SEO, attracting, nurturing and converting leads.

There's a Starter plan with 1,000 contacts and no bells and whistles that starts at \$50/month (+\$20/month for every additional 1,000 contacts). Or, you can run complete inbound marketing campaigns with automation using the Professional plan starting at \$800/month with 1,000 contacts and the same add-on charge for additional contacts.

3.6 HOW TO SETUP YOUR EMAIL MARKETING TOOL USING MAILCHIMP

Step 1: To sign up for a free account, just click on the Sign Up Free button



Step 2: Fill in your email, username and a chosen password

 A screenshot of the Mailchimp account creation form. On the left is the iconic Mailchimp monkey logo. To the right, the heading "Get started with your account" is displayed. Below the heading is a subtext: "Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? [Log in](#)". The form itself has three input fields: "Email" (with a placeholder email address), "Username" (with a placeholder username), and "Password" (with a placeholder password and a "Show" link). Below the password field are four validation bullet points: "One lowercase character", "One uppercase character", "One number", and "One special character". There is also a requirement for "8 characters minimum".

Step 3: After you have created an account and you are ready to send your newsletter. You will have to click on Create Campaign.

Campaigns

Whogohost

Your audience has 1 contacts. 1 of these are subscribers.

[Create Campaign](#)



Step 4: Click Email to continue

Search our available campaign types

- Email**
Design and send automated or regular emails to your contacts.
- Ad**
Target your contacts, find a new audience, or bring people back to your site with Facebook, Instagram, or Google ads.
- Landing Page**
Create a landing page to collect new contacts, promote a product, or offer a discount.
- Postcard**
Design and send printed postcards to reach your contacts around the world.
- Social Post**
Share and track posts across your social channels.

Grow your list with our new page templates
They have the style and functionality you need to create an eye-catching page.

[Try The Templates](#)

We can help you find and create the campaigns you need. [Let us guide you](#)

Step 5: Enter your Campaign Name

← X

Regular Automated Plain-text

Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

[Begin](#) [Cancel](#)

Step 6: Choose the audience you want to send your newsletter to. You can upload a list of emails you have collected to MailChimp.

To
Who are you sending this campaign to?

Audience

Choose an audience

Choose an audience

Whogohost
1 subscribed contacts

Who is sending this campaign?

Subject

Step 7: Add the name of the person sending the mail and the email address they can send a reply to....

From
Who is sending this campaign?

Name	100 characters	Email address
<input type="text"/>		<input type="text"/>

Use something subscribers will instantly recognize, like your company name.

[Save](#) [Cancel](#)

Step 8: Add your subject, add an emoji and even add a preview text

Subject
What's the subject line for this campaign?

Subject	150 characters	Preview text	150 characters
<input type="text"/>		<input type="text"/>	

[How do I write a good subject line? • Emoji support](#)

This snippet will appear in the inbox after the subject line.

[Save](#) [Cancel](#)

Step 9: Design your email

Content
Design the content for your email.

[Design Email](#)



Step 10: Send out your campaign

Note that the course video will detail more information on how to navigate the mailchimp account

3.7 HOW TO GET EMAIL ADDRESSES OF PEOPLE AND GROW YOUR EMAIL LIST

What most people do when they want to build an email list is to put an opt-in form on their website and hope that people sign up. Unfortunately, this strategy usually doesn't work very well. To grow your email list, you need to attract people with a compelling offer.

You need a **lead magnet**.



3.8 WHAT IS A LEAD MAGNET?

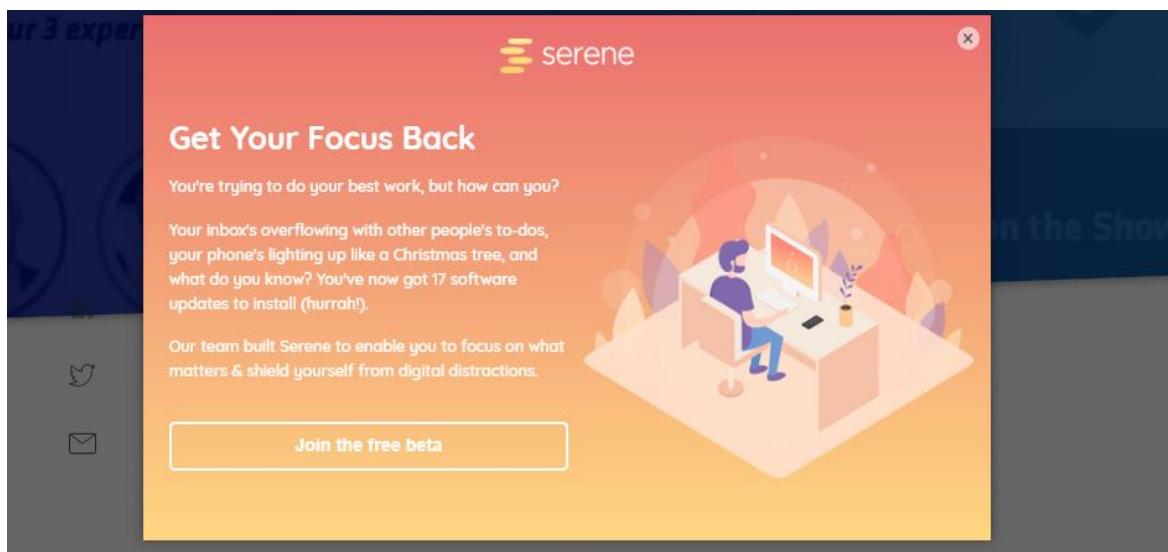
A lead magnet (a.k.a. an opt-in bribe) is something amazing that you give away for free in exchange for an email address. This doesn't have to cost you anything to create; most lead magnets are digital materials like PDFs, MP3 audio files, or videos that you can create yourself at minimal or no cost. It can be absolutely anything you want, so long as it provides value to your visitors for free.

Some popular lead magnet examples are...

- eBooks
- A cheat sheet of tips or resources
- White papers or case studies
- A webinar
- Free trials or samples
- A free quote or consultation
- Quizzes or a self-assessment
- A coupon

The possibilities are endless!

Here are some examples of lead magnets



...Leadformly

Start a 30-day Free Trial

Get an extended trial period!

[Try Leadformly Today](#)

A/B Testing Mastery

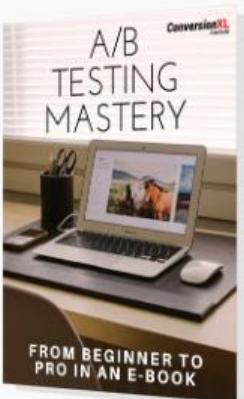
By CXL

Download this post as an ebook. You'll get a few follow-up emails with other helpful A/B testing content, too.

Your e-mail here

I agree to get emails.

[GET THE EBOOK NOW >](#)



FROM BEGINNER TO PRO IN AN E-BOOK

3.9 LAUNCHING A DRIP CAMPAIGN (AUTOMATION)

You are most likely familiar with email newsletters, you must have got a ton of these from businesses you follow.

Those newsletters are typically sent at a set frequency such as once a month. But what happens when you want to provide more information about a product, service, or event to your contact list?

This is where Drip marketing campaign comes to play

What is Drip Campaign?

Drip campaign is a marketing automation that helps you stay connected with your audience and eliminate repetitive tasks so that you can focus on other parts of your business.

This automation allows you to target people based on behavior, preferences, and previous sales, and use this intel to do things like welcome new subscribers, reach out to people who abandon their online shopping carts, and win back lapsed customers. All of this can be done automatically.

Here is an example of a compilation of a drip campaign containing 6 emails in total.

Showing Campaign Emails

☰ Sitebuilder Welcome Email

2nd Email After 3 days

3rd Email After 7 days

4th Email After 7 days

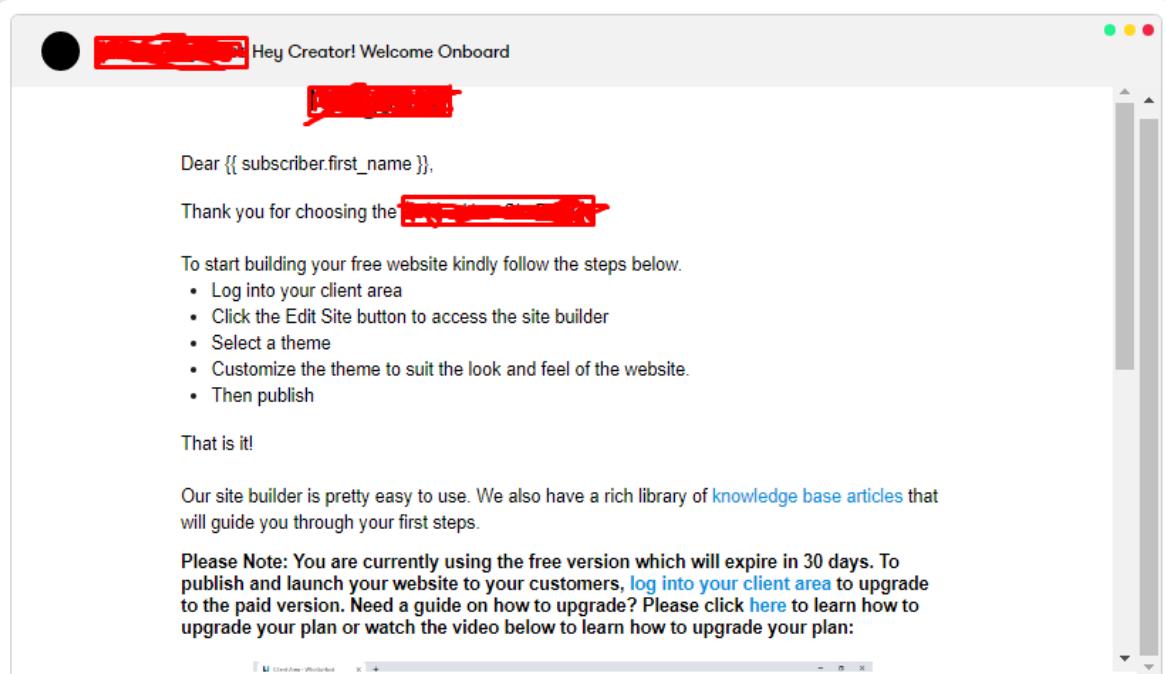
5th email after 7 days

6th (last) Email on the 30th day

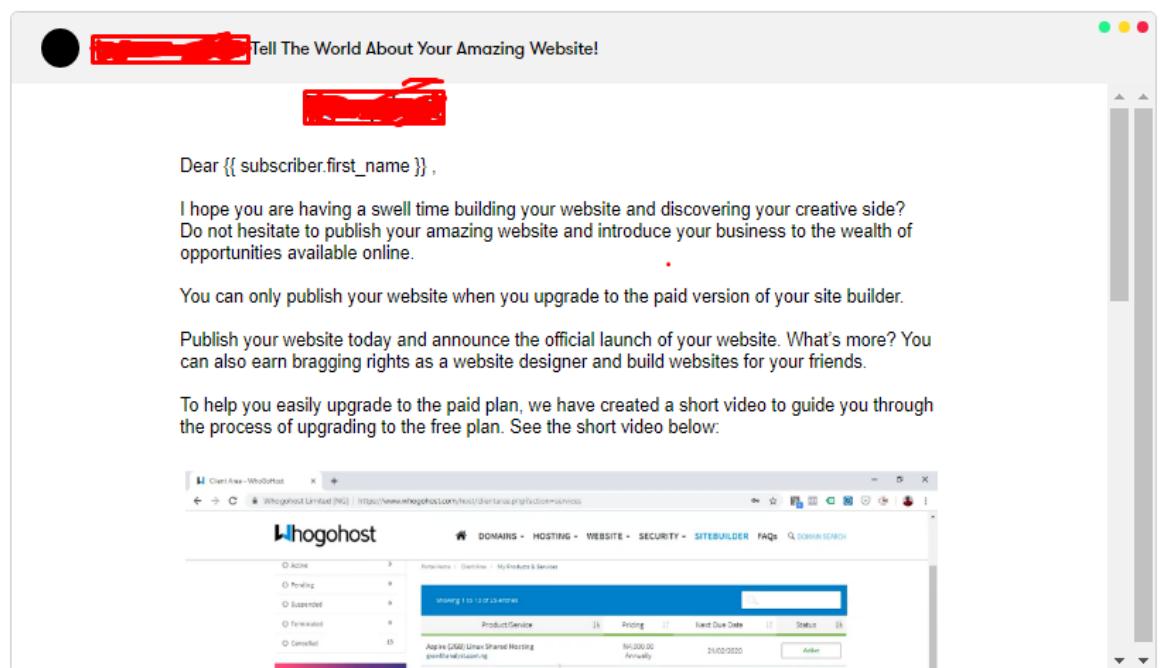
These emails are sent out at a specific period of time and it is prompted based on the audience interaction or activity.

Here are examples of some emails that were sent out

Introductory Email



5th email sent out:

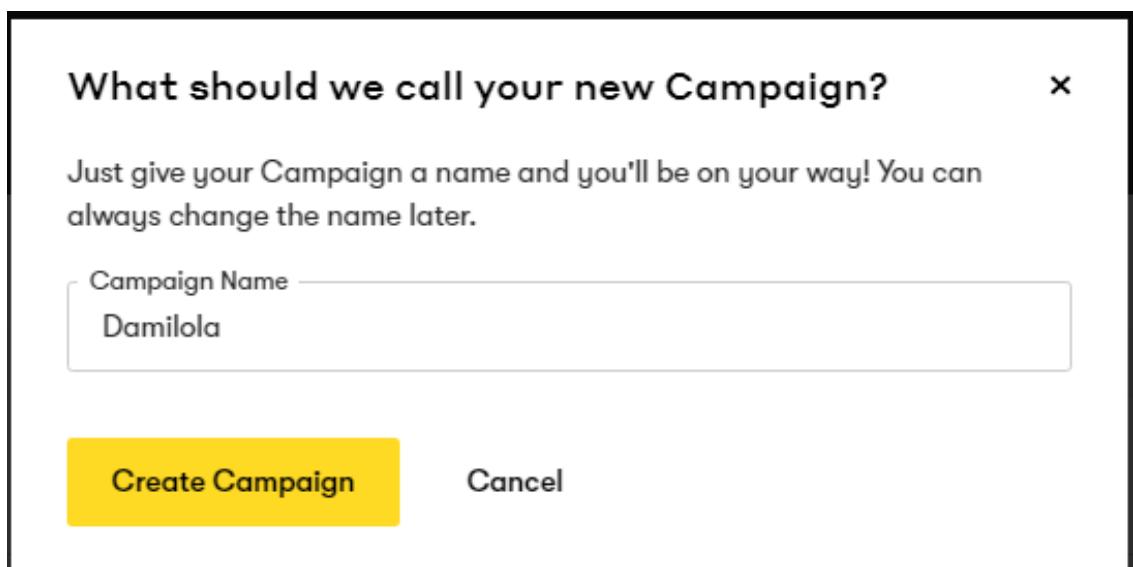


3.10 HOW TO CREATE A DRIP CAMPAIGN

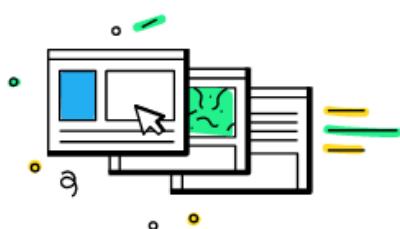
Step 1: Click on “New Campaign”



Step 2: Name your campaign and click on create Campaign



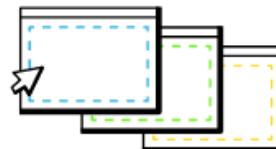
Step 3: Choose how you intend to design your email. You can either choose a ready-made template or start from scratch.



Choose a Blueprint

Our campaign blueprints are a great way to get started. Just pick a blueprint, fill in the placeholders, and have a fully functioning drip campaign in minutes (Text Builder emails only).

[Browse Our Blueprints](#)



Start From Scratch

Already have your emails planned out or know exactly what content you need? Then you're ready to start building out your campaign.

[Create Your First Email](#)

Step 4: I chose to design using a ready made template. Click on “Use this template” to continue.

Cart Abandonment Recovery

Use this campaign to recover lost revenue from abandoned shopping carts. If you sell any product via a credit card form (ebooks, online courses, physical products, software trial sign-up, etc.), this will rescue lost orders.

[Use This Blueprint](#)

Delay Between Emails(?)		
Your shopping cart misses you	1 day	View Email
Questions about your order?	1 day	View Email
Save 10% when you complete your order	1 day	View Email

Step 5: Create your email by editing the template and then click on save and publish. This leaves your email ready to be sent.

I just wanted to see, did you have any questions about your order?

If you had any issues, please hit 'reply' and I'll help you personally. You can also call our sales team at ** INSERT PHONE NUMBER ** if you need help completing your purchase or you'd like to

You can complete your order right here:

** LINK TO SHOPPING CART **

Best wishes from ** INSERT COMPANY **.

[Save](#) [Save & Publish](#) [Send Test Email](#) Saved [ON](#) Auto-generate plain text version

The other part is the workflow creation. This part of the platform allows you to start sending the emails you have created through automation.

Step 1: Name your workflow and click on “create workflow”

What should we call your new Workflow? ×

Just give your workflow a name and you'll be on your way! You can always change the name later.

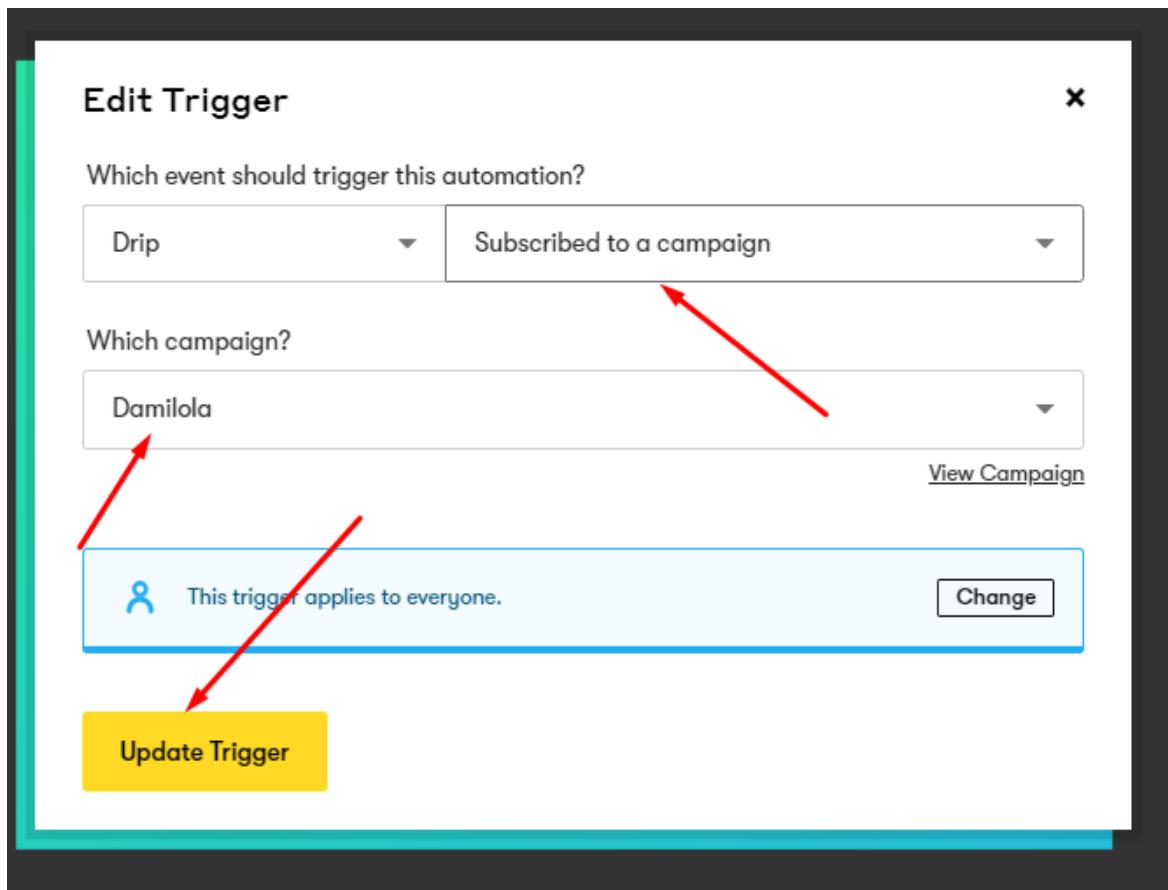
Workflow Name

Ex. Marketing Funnel

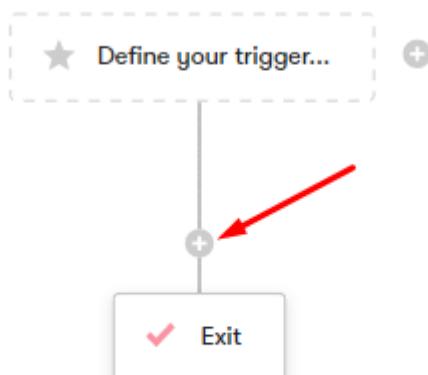
[Create Workflow](#) [Cancel](#)

Step 2: Create your trigger. The trigger allows you to decide when your emails starts going out. It can be based on different things e.g when a customer signs up to your newsletter or when a customer makes a purchase.

Choose what prompts your trigger, choose campaign and click on update trigger.



Step 3: Add what happens next when the trigger goes off



Step 4: Choose the activity you want to occur when an event is triggered

What kind of step would you like to add? X



Action
Perform an action, such as subscribe to a campaign or send a one-off email.



Decision
Send people down a single path based on selected criteria.



Parallel Paths
Perform several actions at the same time.



Goal
Define a goal that will pull people to this point in the workflow when achieved.



Delay
Wait for a given period of time before continuing down the path.

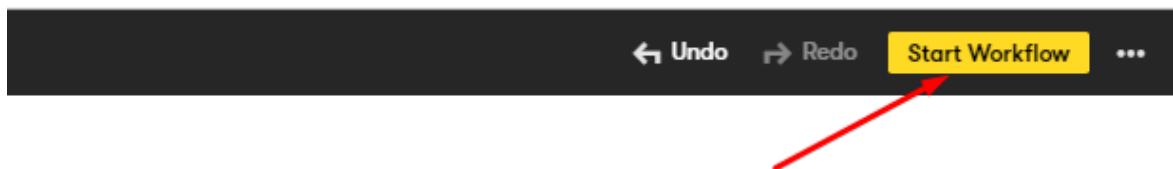


Split Test
Send traffic to 2-5 different paths to determine which is the most effective.



Exit
Exit the path the person is currently on.

Step 5: Click on “start workflow” to begin the workflow.



WEEK TEN

10

STUDENTS ASSESSMENT PROJECT

*Keywords, sitemaps, google ads,
email marketing*



STUDENT ASSESSMENT PROJECT

For this assessment you will be tasked to do the following:

You are to create a sitemap for your website on xml-sitemap.com. The sitemap is to be submitted to Google to crawl using the Google search console. You need to have created your account on the console.

Drive traffic to your blog or website using Google Ads. It is important that you have setup your ad account and also make sure to add a card to the account so that your ads can run without interruption.

You should sign up for a mail chimp account and the emails generated from the lead generation ad in week 7 should be uploaded unto the platform. You should send out an email newsletter to the list and monitor your open rate and possible conversion

All traffic should be monitored by all the analytics installed on the website

If you encountered any challenge, go over the aspect of the manual that teaches about the issue and fix it or speak with your supervisor/trainer.

You are to submit by mid week or as directed by your supervisor/trainer, in partial fulfilment of the Requirements for NPOWER certification by the federal republic of Nigeria.