TURN YOUR

NTOA

MODULE 4



WHY A WEBSITE VERSUS ETSY YOU OWN WHAT'S NOTES:

TEST OUT: SHOPIFY

START	up cost		С	OST PER SALE	
CANY	OU FIGUR	E OUT THE FOLLO	OWING	: (ACTUALLY DC) IT AS A TEST!)
	ADDING	NG A LOGO PAGE IMAGES PAGE TEXT		CREATE A PRO	PAGE ELEMENTS DUCT LISTING IG FOR A PRODUCT
NOTES:	:				

TEST OUT: SQUARESPACE

START	JP COST		С	OST PER SALE	
CANY	OU FIGUR	E OUT THE FOLL	.OWING	: (ACTUALLY DC) IT AS A TEST!)
	ADDING	NG A LOGO PAGE IMAGES PAGE TEXT		CREATE A PRO	F PAGE ELEMENTS DUCT LISTING IG FOR A PRODUCT
NOTES:					

TEST OUT: WEEBLY

START UP COST UPGRADE COST			COST PER SALE			
CAN Y	OU FIGURE OUT THE FOLLO	WING:	(ACTUALLY DO IT AS A TEST!)			
	UPLOADING A LOGO ADDING PAGE IMAGES ADDING PAGE TEXT		REARRANGING PAGE ELEMENTS CREATE A PRODUCT LISTING SET UP SHIPPING FOR A PRODUCT			
NOTES	:					

WORDPRESS INFO

NOTES:	
MY FLYWHEEL USERNAME	
MY FLYWHEEL PASSWORD	
TEMPORARY DOMAIN	
wordpress admin username	
wordpress admin password	
FLYWHEEL STAGING USERNAME	
FLYWHEEL STAGING PASSWORD	
FLYWHEEL LOGIN IS USED FOR:	
WORDPRESS LOGIN IS USED FOR:	

USE BACKUPS WHEN	
TO GET TO THE ADMIN BACKEND	1
POSTS	
MEDIA	
PAGES	
PLUGINS	



USERS	
TOOLS	
SETTINGS	
APPEARAN	CE
NOTES:	

TEST OUT: WORDPRESS

START UPGRA	UP COST IDE COST		COST PER SALE
CAN Y	OU FIGURE OUT THE FOLLO	WING:	(ACTUALLY DO IT AS A TEST!)
	UPLOADING A LOGO ADDING PAGE IMAGES ADDING PAGE TEXT		REARRANGING PAGE ELEMENTS CREATE A PRODUCT LISTING SET UP SHIPPING FOR A PRODUCT
NOTES	:		

THE PURPOSE OF A WEBSITE
BOUNCE RATE MEANS
WHAT 3 ITEMS CAN I PUT ON MY FRONT PAGE TO GET A CLICK THROUGH
NOTES:

A CALL TO ACTION IS				
SOME CALL TO ACTION IDEAS I MIGHT USE ARE				
MUST HAVE PAGES	NICE TO HAVE PAGES			



HOME PAGE

CALL TO ACTION	
CALL TO ACTION WHAT	DO YOU WANT PEOPLE TO DO WHEN THEY COME TO THIS PAGE

ABOUT

CALL TO ACTION	
37 (22 13 7 (31131)	WHAT DO YOU WANT PEOPLE TO DO WHEN THEY COME TO THIS PAGE

SHOP

CALLTO	ACTION						
CALLIO	ACHON	WHAT DO Y	OU WANT	PEOPLE TO	DO WHEN THEY	COME TO THI	S PAGE
		•					



BLOG

CALL TO ACTION	
CALL TO ACTION	WHAT DO YOU WANT PEOPLE TO DO WHEN THEY COME TO THIS PAGE

RESOURCE LIBRARY

CALL TO ACTION	
CREE TO METION	WHAT DO YOU WANT PEOPLE TO DO WHEN THEY COME TO THIS PAGE

PORTFOLIO

CALL TO ACTION	
CALL TO ACTION	WHAT DO YOU WANT PEOPLE TO DO WHEN THEY COME TO THIS PAGE