



WWW.MYCORPORATEBUSINESS.COM

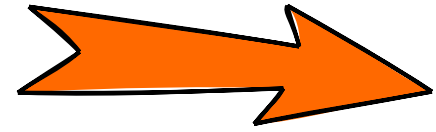


# WEBSITE MANAGEMENT WITH WORDPRESS

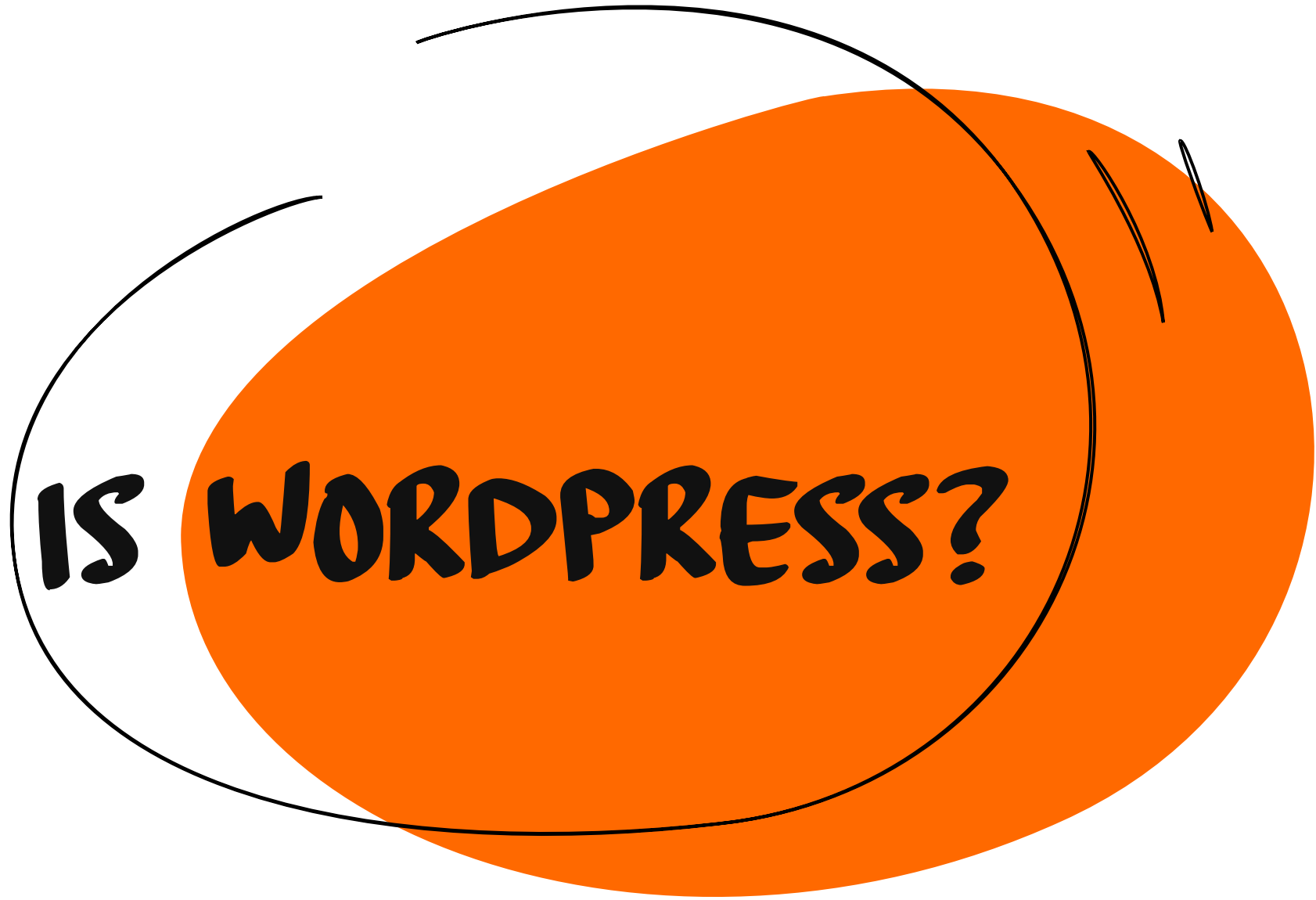
**RUDRANIL CHAKRABORTTY**

*MARKETING CONSULTANT - SaaS / ONLINE B2B / MARKETING ANALYTICS*

*WEBSITE MANAGEMENT, SaaS MARKETING AND GOOGLE ANALYTICS INSTRUCTOR WITH 30000+ STUDENTS TRAINED IN LIVE AND SELF-PACED COURSES*



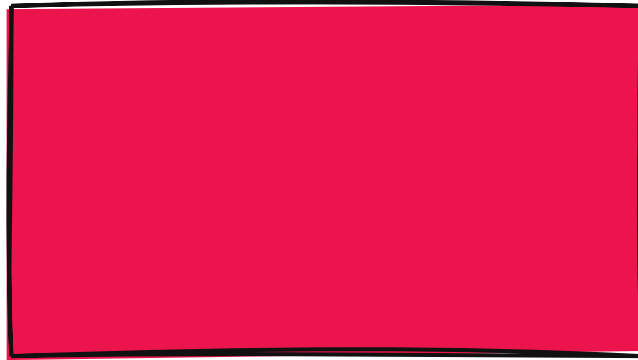
**WHAT IS WORDPRESS?**





PRESENTING YOUR BEST SELF TO THE WORLD





CONNECT WITH US  
AND START YOUR  
JOURNEY TO  
MARKET

CONNECT

THE WORLD OF HANDICRAFT  
IS AMAZING. INDIAN  
HANDICRAFTS ARE UNIQUE.  
TO KNOW MORE...

CLICK HERE

WHATS HAPPENING AT ACME  
ORG

RAISE A REQUEST

ARE YOU A BUYER

ACCESS THE EMPLOYEE PORTAL

CLICK HERE

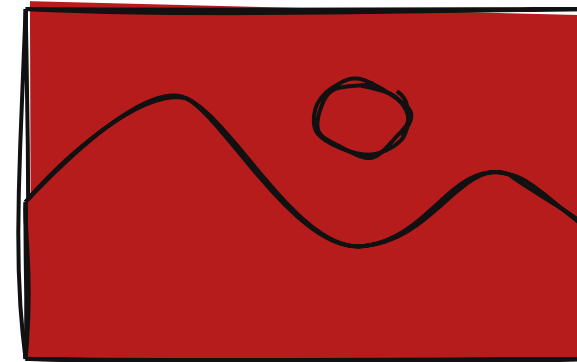
WHAT IS THE BEST  
SELF OF YOUR  
WEBSITE?



SHARE YOUR HANDICRAFT WITH THE WORLD

We Procure Traditional Indian Handicrafts from  
All Corners of India and Take it to the Market

REGISTER WITH US



YOUR PRODUCTS, LOVED BY ALL

Check out the images of our handicraft stores  
and expos - International buyers flocking at  
the stores and loving the products

SHOWCASE YOUR PRODUCT

LISTEN TO HANDICRAFT SELLERS ACROSS INDIA



Ravi, Woodworks

Selva, Artist

Dorjee, Clothe

Harvinder, Silk Art

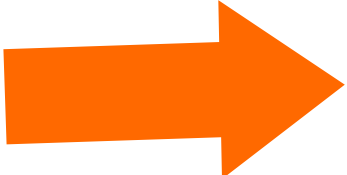
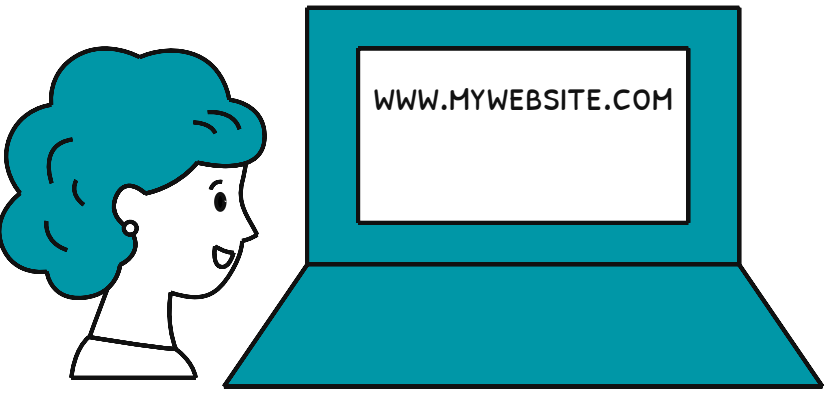
WE ARE IN THE NEWS



START YOUR BUSINESS WITH US

EMPLOYEE SECTION

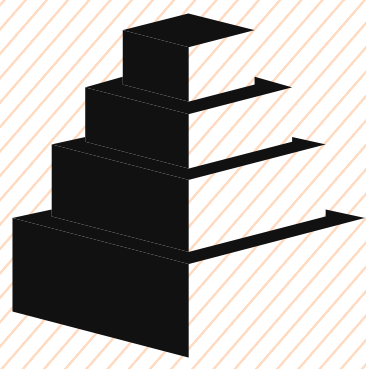
BUYER SECTION



WWW.MYWEBSITE.COM

## Domain

THE TEXT-BASED NAME OF YOUR WEBSITE  
BUY FROM A DOMAIN PROVIDER - GO DADDY, GOOGLE DOMAINS ETC.



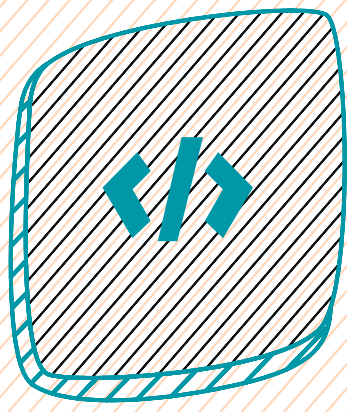
## Hosting Servers

WHERE YOUR WEBSITE FILES, DATABASE, AND IMAGES ARE STORED  
BUY FROM A HOSTING PROVIDER - AMAZON WEBSERVICES, GO DADDY, BLUE HOSTING, GOOGLE CLOUD



## Support Tools

TO ENHANCE THE FUNCTIONS OF YOUR WEBSITE  
CHAT TOOLS, HEATMAP AND ANALYTICS TOOLS, OPTIN TOOLS, SECURITY TOOLS





## Content Management System


WHERE YOU PUSH YOUR CONTENT - PAGES, PDFs, IMAGES, DESIGN OF THE PAGE  
EXAMPLES: WORDPRESS, DRUPAL, SQUARESPACE, WIX



My domains

 [Show bulk tools](#)

Name	Services 	Expires/renews on
neel.live	None	 Jul 6, 2023 <a href="#">Manage</a>

 [Get a new domain](#)

You're signed in as **c.rudranil@gmail.com**. Can't find your domain? [Get help](#)

WWW.MYWEBSITE.COM

## Domain

THE TEXT-BASED NAME OF YOUR WEBSITE

BUY FROM A DOMAIN PROVIDER - GO DADDY, GOOGLE DOMAINS ETC.

Website name  
neelive





Search


Dashboard

- WordPress
- Order
- Accounts
- Emails
- Domains
- Website
- Files
- Security
- Databases
- Advanced
- Other

Dashboard [Home](#) - Hosting - neelive [Switch to old dashboard](#) →

 **neel.live** [neel.live](#)  
Active | Created at 2022-03-18 [Edit website](#)

 <b>Premium Web Hosting</b> Active <a href="#">See details</a>	 <b>Domain</b> <a href="#">Manage</a>	 <b>Hostinger Free Email</b> Active <a href="#">Manage</a>	 <b>Daily backups</b> Disabled <a href="#">Manage</a>
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 **Loading time**  
[Run page speed test](#)

**188 visitors** +60  
Over 24 hours  
[See access logs](#)




 **Safe**  
No malware found  
[See malware scanner](#)

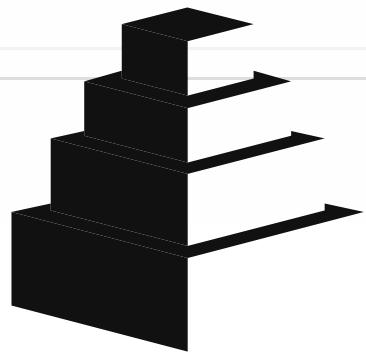
 **File manager**

 **Databases**

 **WordPress dashboard**

**Tips to improve**

-  **The new WordPress version is available**  
For improved security, it's recommended to use the latest version of WordPress  
[Manage WordPress](#)
-  **Vulnerable WordPress plugins detected**  
Some of the installed plugins have security vulnerabilities  
[Manage plugins](#)
-  **Vulnerable WordPress themes detected**  
Some of the installed themes have security vulnerabilities



# Hosting Servers

WHERE YOUR WEBSITE FILES, DATABASE, AND IMAGES ARE STORED

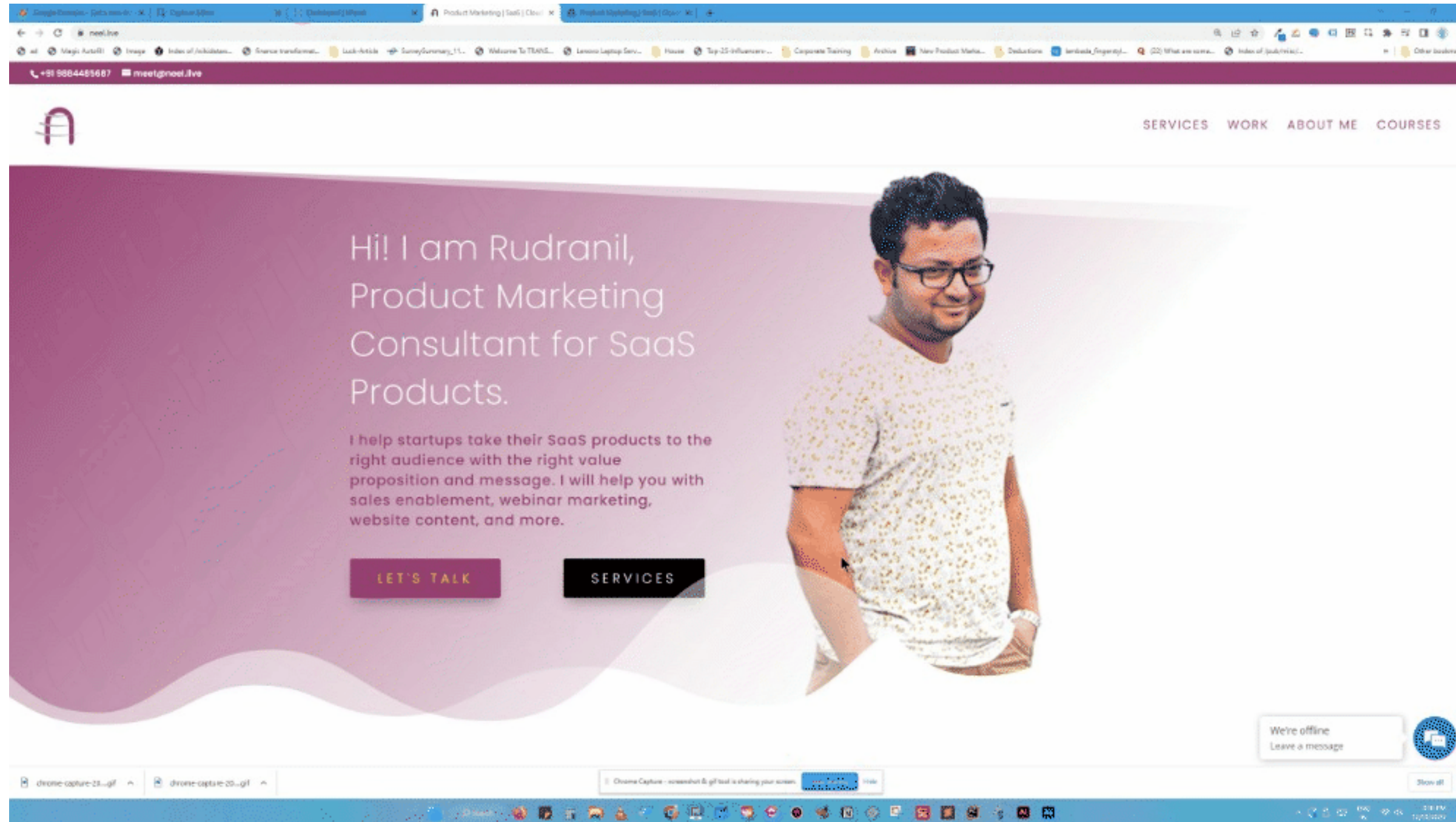
BUY FROM A HOSTING PROVIDER - AMAZON WEBSERVICES, GO DADDY, BLUE HOSTING, GOOGLE CLOUD

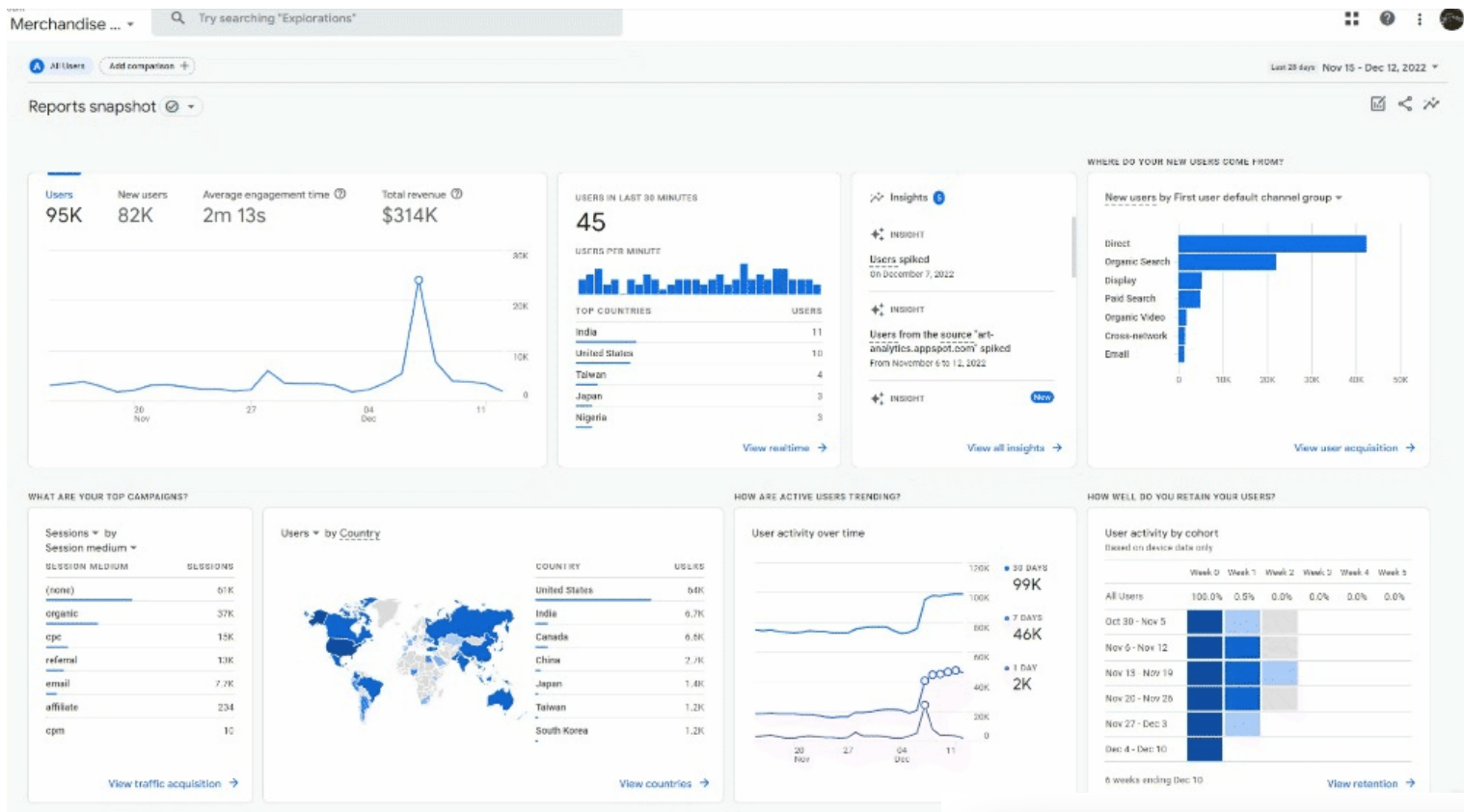


# Content Management System

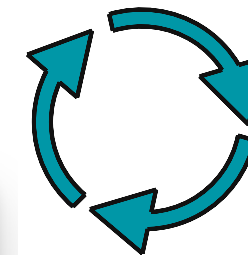
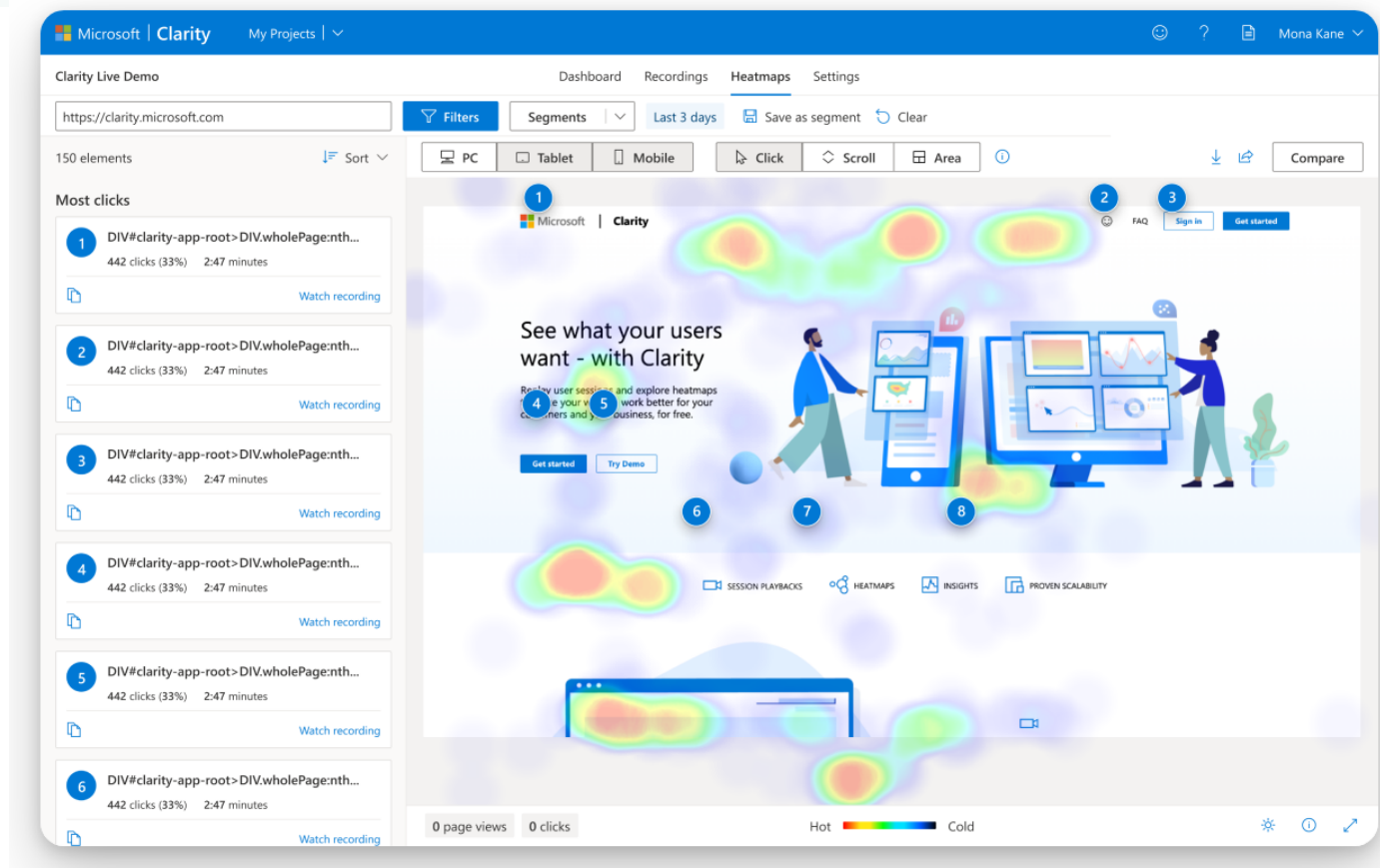
WHERE YOU PUSH YOUR CONTENT – PAGES, PDFs, IMAGES, DESIGN OF THE PAGE

EXAMPLES: WORDPRESS, DRUPAL, SQUARESPACE, WIX





We're offline  
Leave a message



# Support Tools

TO ENHANCE THE FUNCTIONS OF YOUR WEBSITE

CHAT TOOLS, HEATMAP AND ANALYTICS TOOLS,  
OPTIN TOOLS, SECURITY TOOLS

**CSS**

**HTML**

**JS**



# WEBSITE CONTENT

Company	Heading 1
LeadPages	The Easiest Way to Grow Your Revenue   Email List   Leads   Sales   Customers   Conversions
Unbounce	Convert 30% more with high-performing landing pages
Clickfunnels	Getting People To Your Website And Turning Them Into Happy Paying Customers Is What We Do Best
Webflow	Build with the power of code – without writing any
Landingi	No-code Landing Page Platform for data-driven Digital Marketers
duda	The professional website builder you can call your own
Wix	Create a website without limits

Company	Heading 1	Core Signal
LeadPages	The Easiest Way to Grow Your Revenue   Email List   Leads   Sales   Customers   Conversions	Easy Sales
Unbounce	Convert 30% more with high-performing landing pages	Sales
Clickfunnels	Getting People To Your Website And Turning Them Into Happy Paying Customers Is What We Do Best	Sales
Webflow	Build with the power of code – without writing any	No Code
Landingi	No-code Landing Page Platform for data-driven Digital Marketers	No Code Data-driven
duda	The professional website builder you can call your own	Easy
Wix	Create a website without limits	Versatile

Company

Heading 1 | Heading 2

LeadPages

The Easiest Way to Grow Your Revenue | Email List | Leads | Sales | Customers | Conversions

Promote your products, find new customers, and learn from seasoned marketing experts—all on a platform that converts five times better than the industry average.

Unbounce

Convert 30% more with high-performing landing pages

With Unbounce's AI-powered landing page creation and optimization platform, you can build higher-converting campaigns that'll help you scale your marketing without limits.

Clickfunnels

Getting People To Your Website And Turning Them Into Happy Paying Customers Is What We Do Best

Zero Computer Skills Needed, Works For Every Type Of Business, Market, Sell, And Deliver Like A Pro

Webflow

Build with the power of code – without writing any

Take control of HTML, CSS, and JavaScript in a visual canvas. Webflow generates clean, semantic code that's ready to publish or hand to developers.

Landingi

No-code Landing Page Platform for data-driven Digital Marketers

Landingi lets you design, publish, and optimize digital marketing assets with micro-conversion tracking for better conversion rates.

duda

The professional website builder you can call your own

Empowering agencies and SaaS platforms to build or integrate sites at scale

Wix

Create a website without limits

What kind of website would you like to create? - Online Store, Blog, Portfolio, Service Business, Consultant, Restaurant, Event, Other

Company

Heading 1 | Heading 2

LeadPages

The Easiest Way to Grow Your Revenue | Email List | Leads | Sales | Customers | Conversions

Promote your products, find new customers, and learn from seasoned marketing experts—all on a platform that converts five times better than the industry average.

Easy

Sales

Unbounce

Convert 30% more with high-performing landing pages

With Unbounce's AI-powered landing page creation and optimization platform, you can build higher-converting campaigns that'll help you scale your marketing without limits.

Sales

Clickfunnels

Getting People To Your Website And Turning Them Into Happy Paying Customers Is What We Do Best

Zero Computer Skills Needed, Works For Every Type Of Business, Market, Sell, And Deliver Like A Pro

Sales

Easy

Versatile

Webflow

Build with the power of code – without writing any

Take control of HTML, CSS, and JavaScript in a visual canvas. Webflow generates clean, semantic code that's ready to publish or hand to developers.

No Code

High-Quality Code

Landingi

No-code Landing Page Platform for data-driven Digital Marketers

Landingi lets you design, publish, and optimize digital marketing assets with micro-conversion tracking for better conversion rates.

No Code

Data-driven

duda

The professional website builder you can call your own

Empowering agencies and SaaS platforms to build or integrate sites at scale

Easy

Supports Scale

Wix

Create a website without limits

What kind of website would you like to create? - Online Store, Blog, Portfolio, Service Business, Consultant, Restaurant, Event, Other

Versatile

# Lead Pages

## The Easiest Way to Grow Your Revenue | Email List | Leads | Sales | Customers | Conversions

Promote your products, find new customers, and learn from seasoned marketing experts—all on a platform that converts five times better than the industry average.

### The lead generation platform for stress-free conversions

High-performing landing pages without the hassle

Team up with marketing experts to crush your business goals

Everything you need to promote and profit

Anyone can build a marketing campaign (even you)

### Expert-designed templates for all your business goals

### Our team is your team

Whether you need help setting up your account, publishing your first page, or building your entire campaign from scratch—our human experts are here for you.

12+ leads  
generated daily by each Leadpages user, on average

5x more conversions  
than the industry average

270k+ businesses  
launched on Leadpages

# Webflow <https://webflow.com/seo>

## Build with the power of code – without writing any

Take control of HTML, CSS, and JavaScript in a visual canvas. Webflow generates clean, semantic code that's ready to publish or hand to developers.

## Creative power that goes beyond templates

You design, we generate the code – for everything from fully custom layouts to complex animations.

## Trusted by 200,000+ leading organizations

## A platform designed for growth

Tools to help you scale your site with your business.

## We'll help you get started

Browse the Marketplace, educational videos, and customer stories to find what you need to succeed with Webflow.

## Made in Webflow



<p>TYRE BUSINESS A</p> <p>"GO THE DISTANCE" "MADE FOR A LIFETIME OF RIDES"</p> <p>H1</p>	<p>TYRE BUSINESS B</p> <p>"SKIDDING IS A THING OF PAST" "ROAD GRIP. ASSURED."</p> <p>H1</p>
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WEBSITE CONTENT

MARKETING MATERIAL

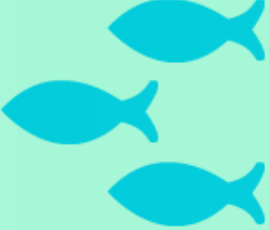
<p>TYRE BUSINESS A</p> <p>OUR TYRES GO THE LONGEST DISTANCE OUR TYRES ARE THE MOST DURABLE</p> <p>DURABILITY</p>	<p>TYRE BUSINESS B</p> <p>OUR TYRES PROVIDE THE BEST ROAD GRIP WE HAVE ALL SEASON TYRES</p> <p>SAFETY, ALL-PURPOSE</p>
--	--

POSITIONING/VALUE PROPOSITION

PRODUCT FEATURES

GO-TO-MARKET STRATEGY

PROSPECTS



MARKET CONDITIONS

BUSINESS SIZE



### MOBILE APP BUSINESS A

"YOUR TIME IS IMPORTANT. WAIT LESS, DO MORE."  
"GET YOUR WORK DONE ON THE GO."

PROFESSIONAL THEME

### MOBILE APP BUSINESS B

"EAT. SLEEP. PLAY. AND SHOOT."  
"FOR THE GAME ADDICTED.  
WE HAVE MORE OF WHAT YOU WANT."

DARK THEME

WEBSITE CONTENT



MARKETING MATERIAL

### MOBILE APP BUSINESS A

OUR CUSTOMERS ARE CORPORATE PROFESSIONALS

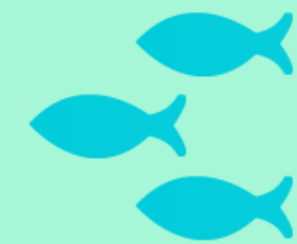
SPREADSHEET ON MOBILE

### MOBILE APP BUSINESS B

OUR CUSTOMERS ARE MOBILE GAMERS

SHOOTER GAME

PROSPECTS



POSITIONING/VALUE PROPOSITION

PRODUCT FEATURES

GO-TO-MARKET STRATEGY

MARKET CONDITIONS

BUSINESS SIZE



### ENGLISH LANG. COACHING 1

"YOUR EXCLUSIVE ENGLISH GUIDE:  
THE ONLY COURSE THAT OFFERS OXFORD (UK VERSION)  
ENGLISH BOOK,"

FEATURE SECTION

### ENGLISH LANG. COACHING 2

"OUR PROMISE - NO QUESTIONS GO  
UNANSWERED. GET ACCESS TO EXCLUSIVE  
DOUBT CLEARING SESSIONS."

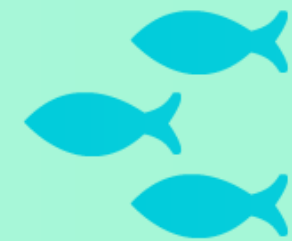
FEATURE SECTION

WEBSITE CONTENT

MARKETING MATERIAL

POSITIONING/VALUE PROPOSITION

PROSPECTS



PRODUCT FEATURES

### ENGLISH LANG. COACHING 1

PREMIUM OXFORD ENGLISH BOOK MAILED TO YOU

LIVE ONLINE TRAINING

### ENGLISH LANG. COACHING 2

ADDITIONAL SESSIONS FOR DOUBT CLEARING

LIVE ONLINE TRAINING

MARKET CONDITIONS

GO-TO-M

BUSINESS SIZE

ADDRESS BAR

H1

MOST IMPORTANT BUTTON

FOR VISUAL PRODUCTS - A VIDEO

A RELATED BACKGROUND IMAGE

YOUR MOST IMPORTANT MESSAGE GOES  
HERE, THAT COMPELS THE VISITORS TO  
SCROLL FORWARD

YOUR POSITIONING (WITH SOME CRISP COPYWRITING) BECOMES THE HEADING 2 FOR THIS SECTION

BENEFIT1

BENEFIT2

BENEFIT3

SECOND SECTION - BENEFITS

THE MOST DIFFERENTIATED FEATURE + A MARKETING SPIN TO THE FEATURE AS HEADING 2

FEATURE SUMMARY 1

FEATURE SUMMARY 2

FEATURE SUMMARY 3

FEATURE DETAILS

THIRD SECTION - FEATURES

ADDRESS BAR

YOU MAY USE CLIENT BUSINESS LOGOS,  
REVIEWS, RATINGS, CLIENT TESTIMONIALS, VIDEO TESTIMONIALS ETC.

TESTIMONIALS, SOCIAL PROOF, REVIEWS  
ETC.

ONE KEY ASPECT TO REMEMBER HERE IS  
THAT IF THE REVIEWS AND  
TESTIMONIALS, LOGOS ARE STRONG,  
AND MANY REPUTED BRANDS HAVE  
WORKED WITH YOU, IT COULD BE  
USEFUL TO MOVE THIS SECTION  
TOWARDS THE TOP

A FORM, A LINK TO CALENDLY MEETING, A BUTTON TO A SEPARATE CONTACT PAGE, AN  
EMAIL ID, A PHONE NUMBER, HELPDESK NUMBER ETC.

CONTACT US SECTION

OTHER SECTIONS - RESOURCES,  
FAQS, NEWSLETTER SIGNUP

# MENU

PRODUCT/SERVICES/FEATURES

INDUSTRY

RESOURCES

PRICING

HOW IT WORKS

BY USER TYPES

# Reach

- SHORT VIDEOS
- SHORT BLOGS
- INFOGRAPHICS
- EBOOKS

# Credibility

- RESEARCH ARTICLES
- JOINT SURVEYS AND MARKET RESEARCH ANALYSIS
- EDUCATIONAL WEBINARS
- WHITEPAPERS
- CASE STUDIES
- CONTENT UNIVERSITIES
- PR

# Purchase Intent

- WEBINARS SPECIFICALLY DONE FOR YOUR PRODUCTS AND SERVICES
- CASE STUDIES
- CUSTOMER TESTIMONIAL VIDEOS

# Performance

## WEBSITE SPEED

*How fast your page loads on the browser?*

## WEBSITE TRAFFIC

*How many visitors visit your website?*

## MAINTENANCE & DOWNTIME MANAGEMENT

*How long does your website downtimes go?*

# Speed of Your Website

its

https://neel.live/ Analyze


Mobile Desktop

Discover what your real users are experiencing No Data

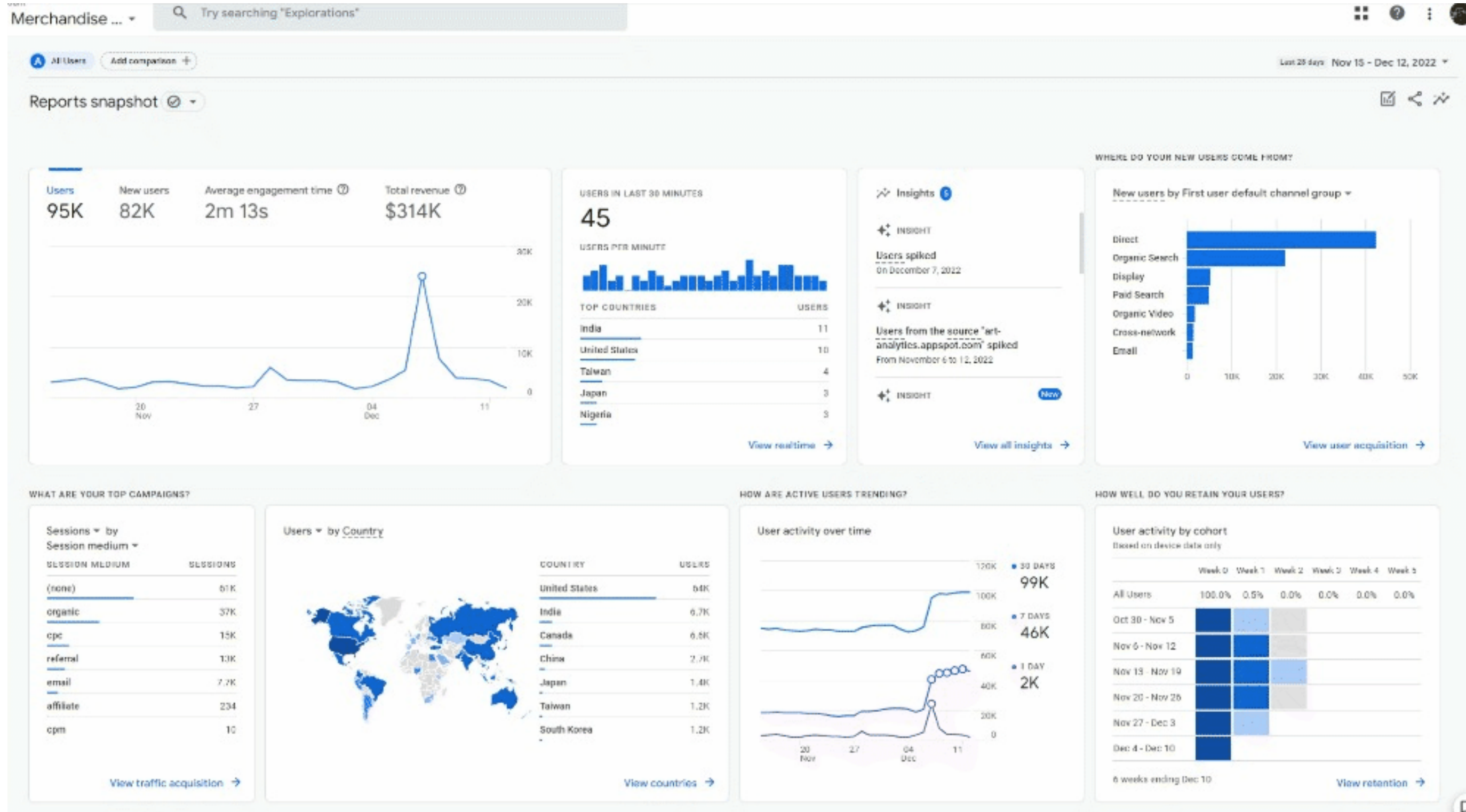
Diagnose performance issues

89	84	92	100
Performance	Accessibility	Best Practices	SEO

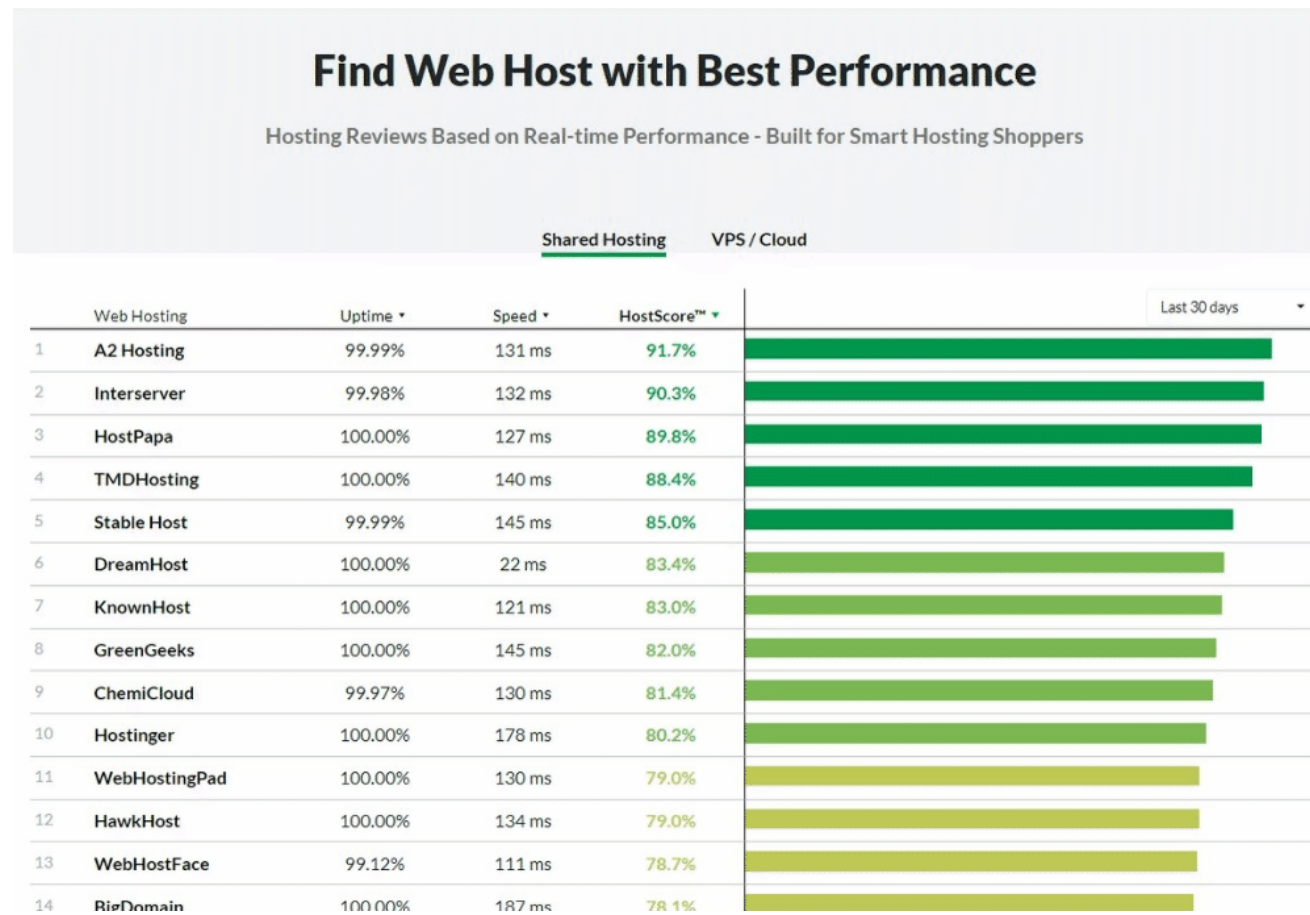
89 Performance



# Website Traffic



# Maintenance and Downtime Management



<https://www.hostscore.net/>

Uptime of your hosting server

Upgrading to New Versions of apps and CMS

Creating Website Backups

Keeping security updates in mind

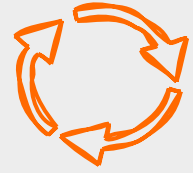
Handling broken links on the website (404, 500 errors)

Domain name and hosting renewals

Server crashes from sudden high traffic load



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# PRESENT YOUR BEST SELF TO THE WORLD

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