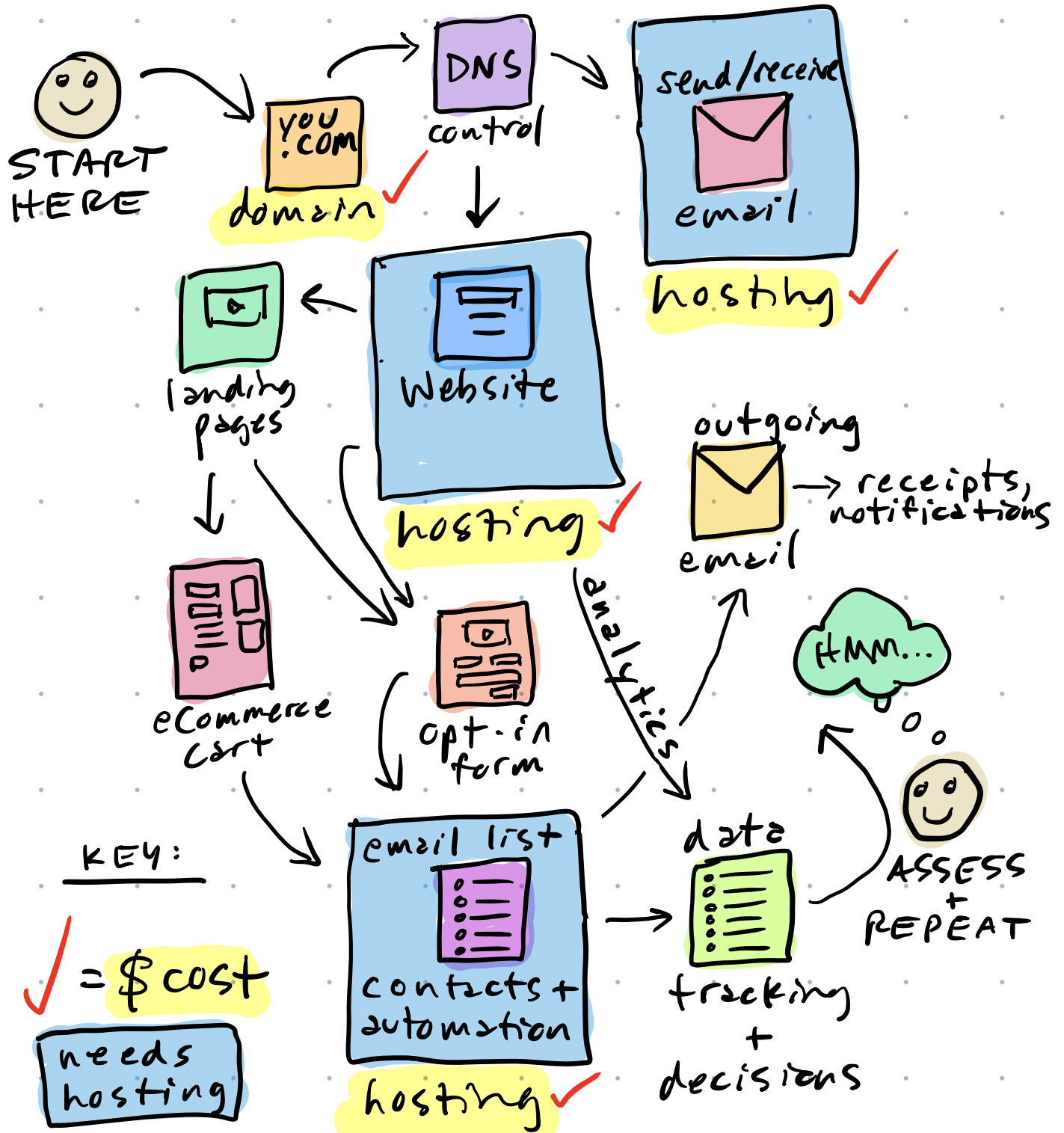
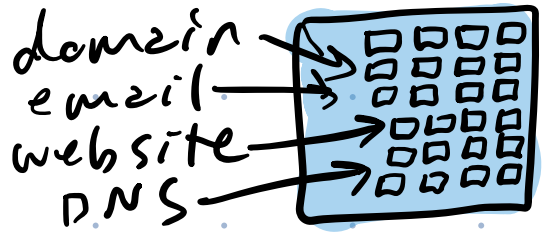


The LEVERAGE WORDPRESS FRAMEWORK



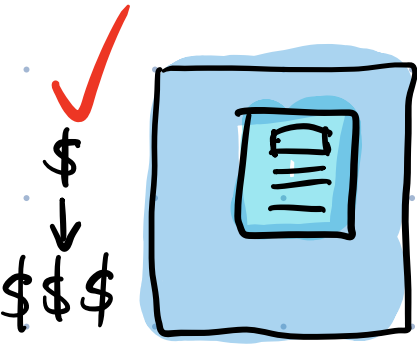
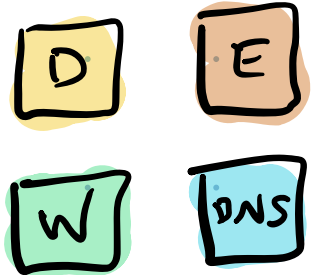
COST HOSTED



\$ shared

\$\$\$ managed

\$\$ self-managed



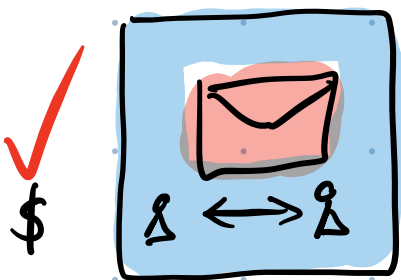
courses membership



- inexpensive → CloudFlare
- separate from website hosting

DNS = free
DOMAIN: \$ registration.

domain registration



- you @ yourdomain.com
- send / receive
- free option: zoho
- Rackspace / Google Workspace





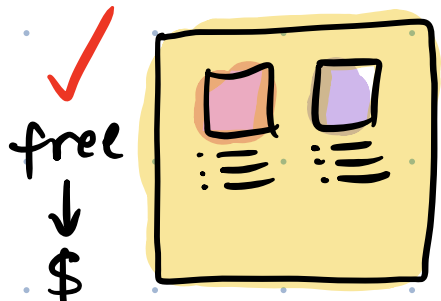
free
↓
\$\$

email list

- opt in forms
- broadcast email
- lead/customer management
- outgoing email system
- database of contacts
- AWS or Mailchimp



lead magnet

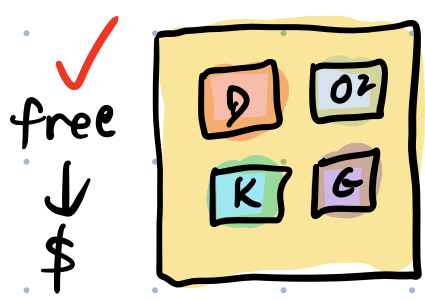


free
↓
\$

DNS

- A records
- CNAME records
- TXT records
- MX records

- Cloudflare = free
- DNS Made Easy = best low cost
- use to separate email hosting from website
- WAF = web application firewall
- CDN = content delivery network
- instant DNS change results

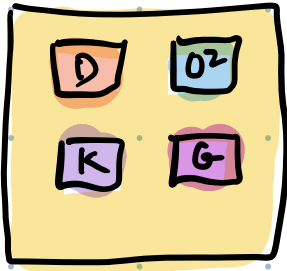


free
↓
\$

Design +
Landing pages
+ checkout system

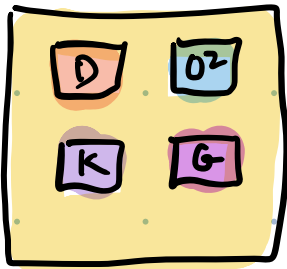
- Divi, Oxygen, Kadence
- opt-in form/page design
- WooCommerce/Woo Funnels
- cart/checkout design
- order bumps, upsells
- digital delivery

✓
\$



Divi
Design

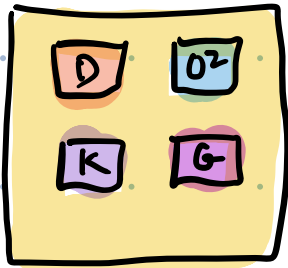
- Divi Design Focus
- site design • global style guide
- Header / Footer • Templates
- Global Presets • Layout Packs



Kadence
Design

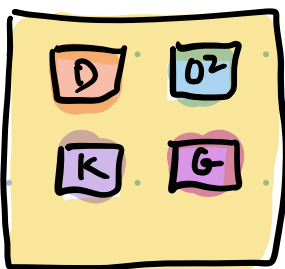
- Kadence + Kadence Blocks
- Starter Templates
- Header / Footer
- Global Elements

✓
\$



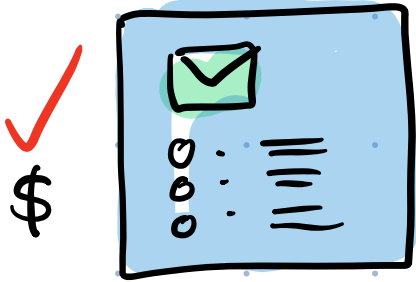
Oxygen
Design

- Designing from graphics
~ Adobe XD, Figma, Photoshop
- Organizing for global hierarchies - color, typography



Gutenberg / Block Editor Design

- FSE, Block Editor progress
- Tools: Block plugins, frameworks
- Kadence, Astra, GeneratePress



CRM

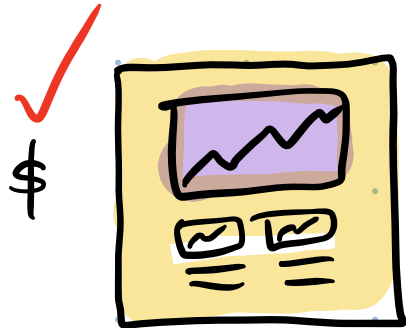
• Customer Relationship Management

• Automami + AWS

• segment leads

• test groups

• Automation



Analytics + tracking

• Google Analytics

• Automami - conversions

• WooFunnels - A/B testing

• Divi - A/B Split testing

• Pixels for demographics

SEO: RankMath Yoast

