

我们下一集讨论

Topic 5 :

自己动手 Design 网站



Topic 5 :

Design Biz + eCommerce 网站

- 1) 什么是 Wordpress, Woocommerce, Elementor – 网站的好处?
- 2) 拟出 Website Menus
- 3) 选择模板 – 开始设置公司资料
- 4) 如何登入系统 “WP, Etr, Woo
- 5) 开始网站设计 “Content, Slides, Images, Videos, Animation,”
- 6) 开始手机网站设计
- 7) 安装 CTA “Forms, & Messenger”
- 8) 安装 Tracking 功能 “FB pixel, Google Analytic, SEO”
- 9) 建立 Online Store
- 10) 建立 Blog 功能
- 11) SEO 简单设置



What is Website

Worldwide info

counter!

国际资讯/销售平台

或
我們可以通过網頁瀏
取自己需要的資訊或者享受網
路服務。

What is WoaSite ?


什么是哇晒？



第一个 Short Cut 就是选择大公司建议的 eCommerce Platform “Woocommerce”.



Facebook 的创办人在 20 May 2020, 那天公布说 Facebook + Insta 会与 Woocommerce 配合推出 Facebook Shop!

这说明什么?  Woocommerce 是一家可靠的 eCommerce platform 软件.

第二个 Short Cut 就是选择一家非常可靠的 CONTENT MANAGEMENT SYSTEM 公司.



WORDPRESS 是在 27 MAY 2003 年成立, FEB 2020 NETCRAFT 的报告指出全球目前有 13亿个活跃网站, 其中超过 35% 是 WORDPRESS 设计出的网站!

这说明什么? WORDPRESS 是一家可靠的 CMS 公司.

第三个 Short Cut 就是选择一家非常 USER-FRIENDLY 的设计软件公司, “ELEMENTOR – WEBSITE BUILDER”



虽然 ELEMENTOR 是在 2016 年成立, 但是 FEB 2020 报告指出 ELEMENTOR 已经有超过 两百万个用户!

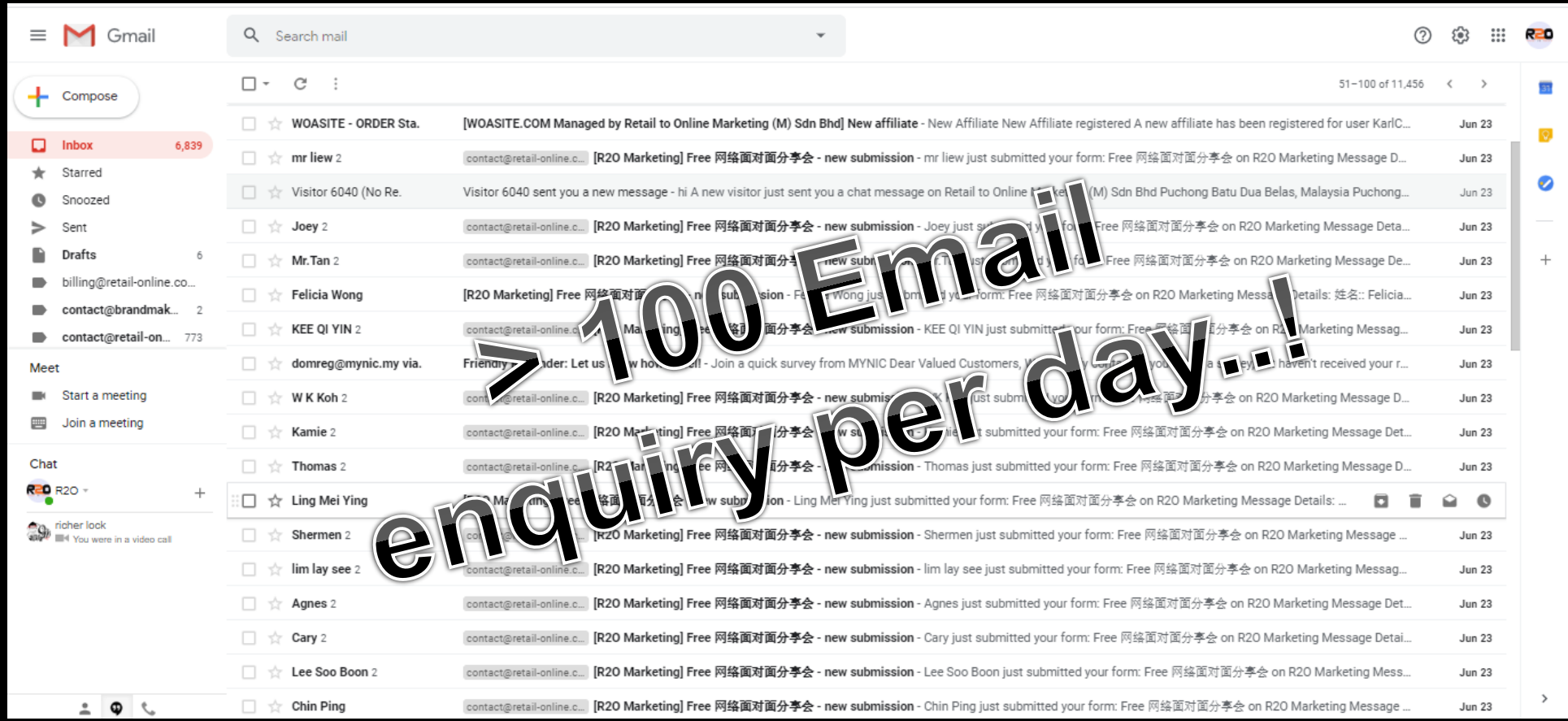
为什么短短的时间会有那么多用户? 因为, 他们的软件真的很 USER-FRIENDLY!

Why we need a Website ?
为什么要有网站?

社交媒体宣传的
！好帮手！

广告陷阱

网站的好处?



8 Steps to setup a website

8 大步骤 - 设计网站

- 1) Planning,
策划
- 2) Content creation,
内容设计
- 3) Web-design,
网站设计
- 4) Testing,
试用
- 5) Launching the website
启动网站
- 6) Promoting the website
宣传你的网站
- 7) Track your website
更近您的网站
- 8) Measuring the website
评估您的网站

#1: Planning – purpose of website

网站的主要目的

做买卖

FB 追踪

Form

SEO

Google
MAP

Google
Analytic

#1: Planning – Creating Sitemap ?

设计网站地图?

Ecommerce
Website

Services
Website

Information
Website

Blog
Website

#1: Planning – Choose your domain

选购您的网址

Check availability

.com / .com.my / .my / .net

Simple & short / 简短

Related with your biz / 与生意有关

Remember renew your domain / 记得交付年费

#2: Content – Ideas for Menu

设计网站的目录

Home / 主页

Product & Service / 产品 & 服务

About us / 关于我们

Contact Us / 联络我们

Blog / 部落格

My Account

Live Presentation

现场展示

所有教材可以到我们的网站下载

#3: Choose a template & Design – Login to your Woasite's website

Template: woasite.com/templates/

Login eg: www.woasitedemo.com/tutorial

每个用户将有自己专属的登入链接





You are now logged out.

Username or Email Address

Password

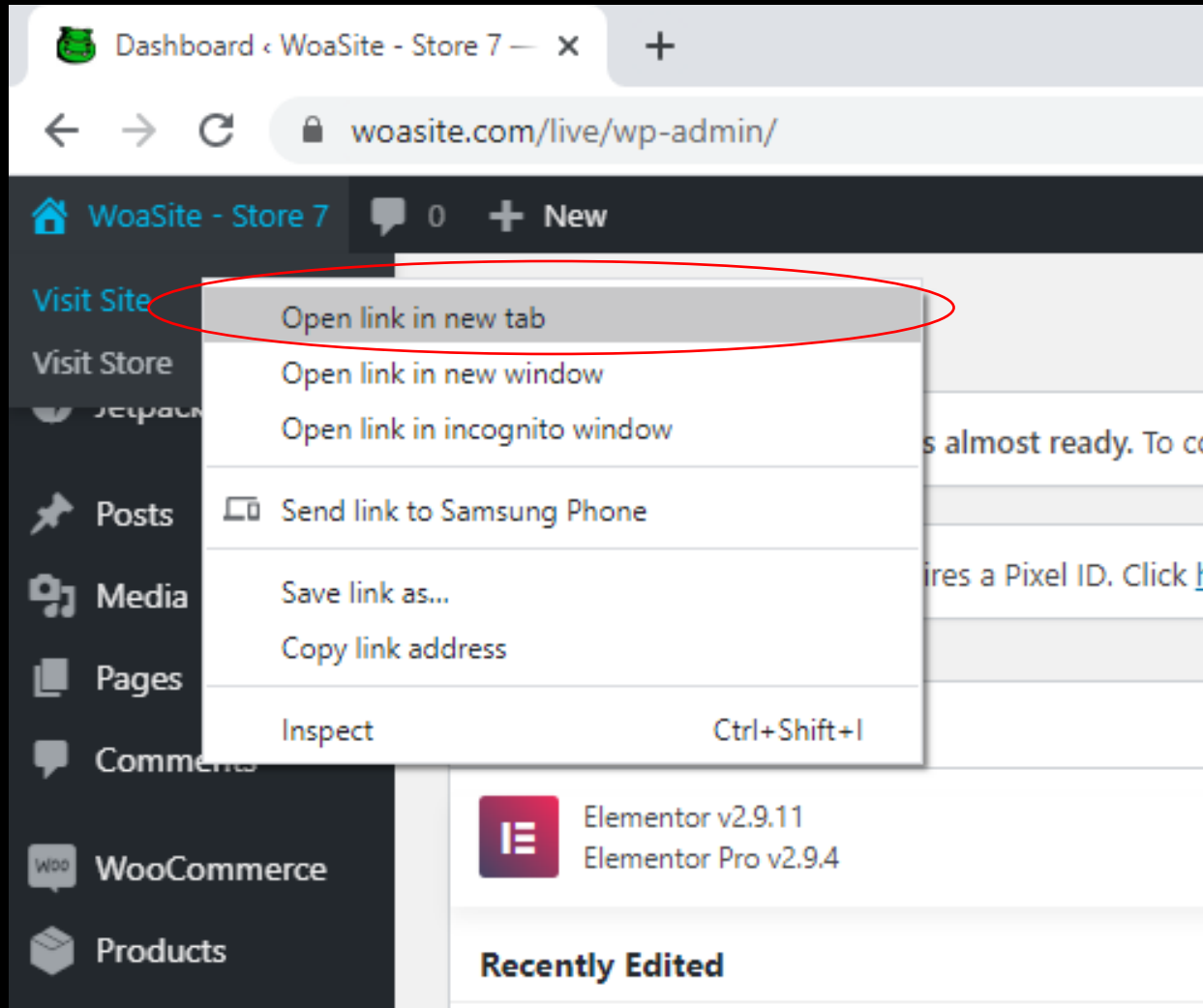


Remember Me

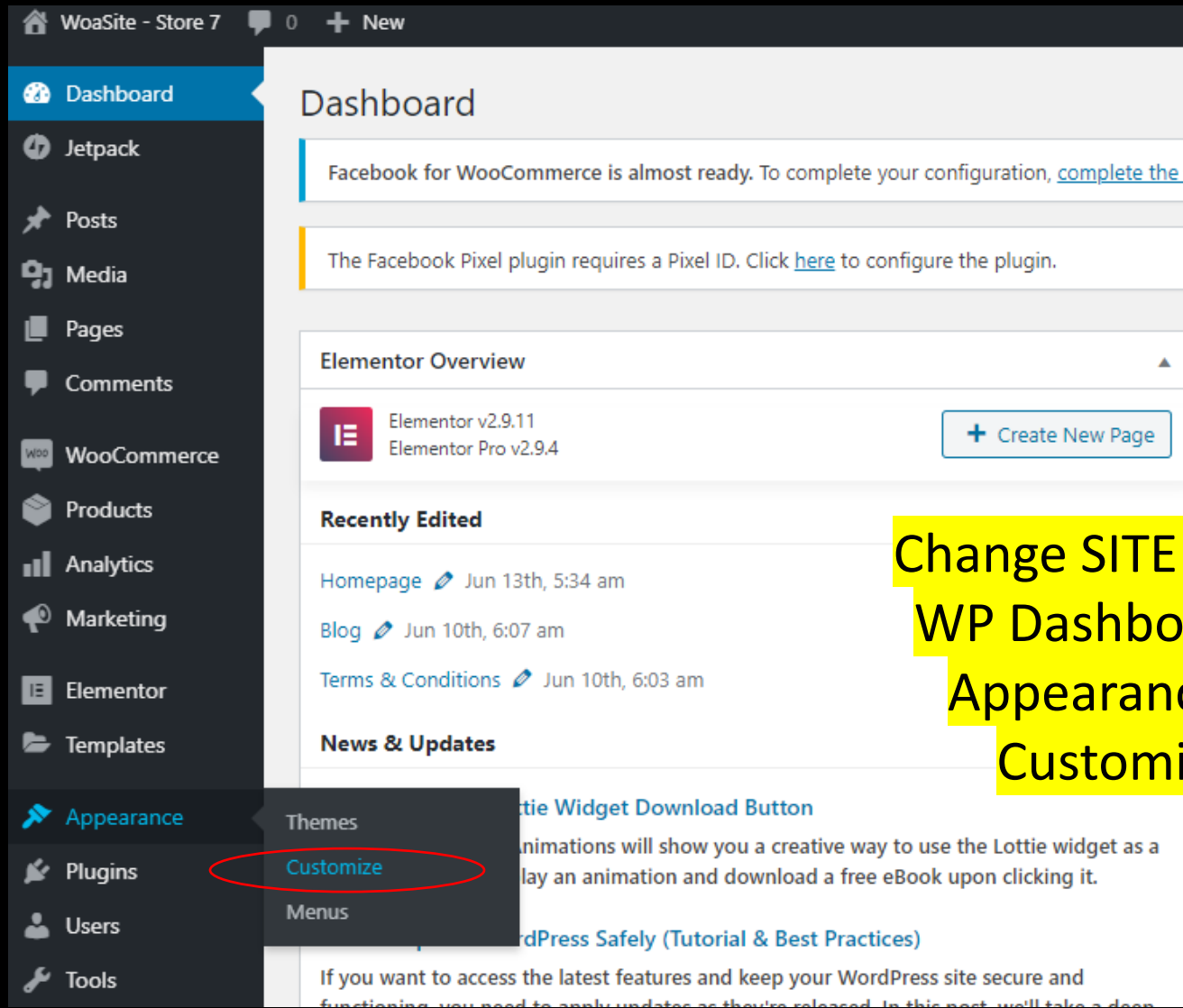
Log In



先点击看看我们的网站

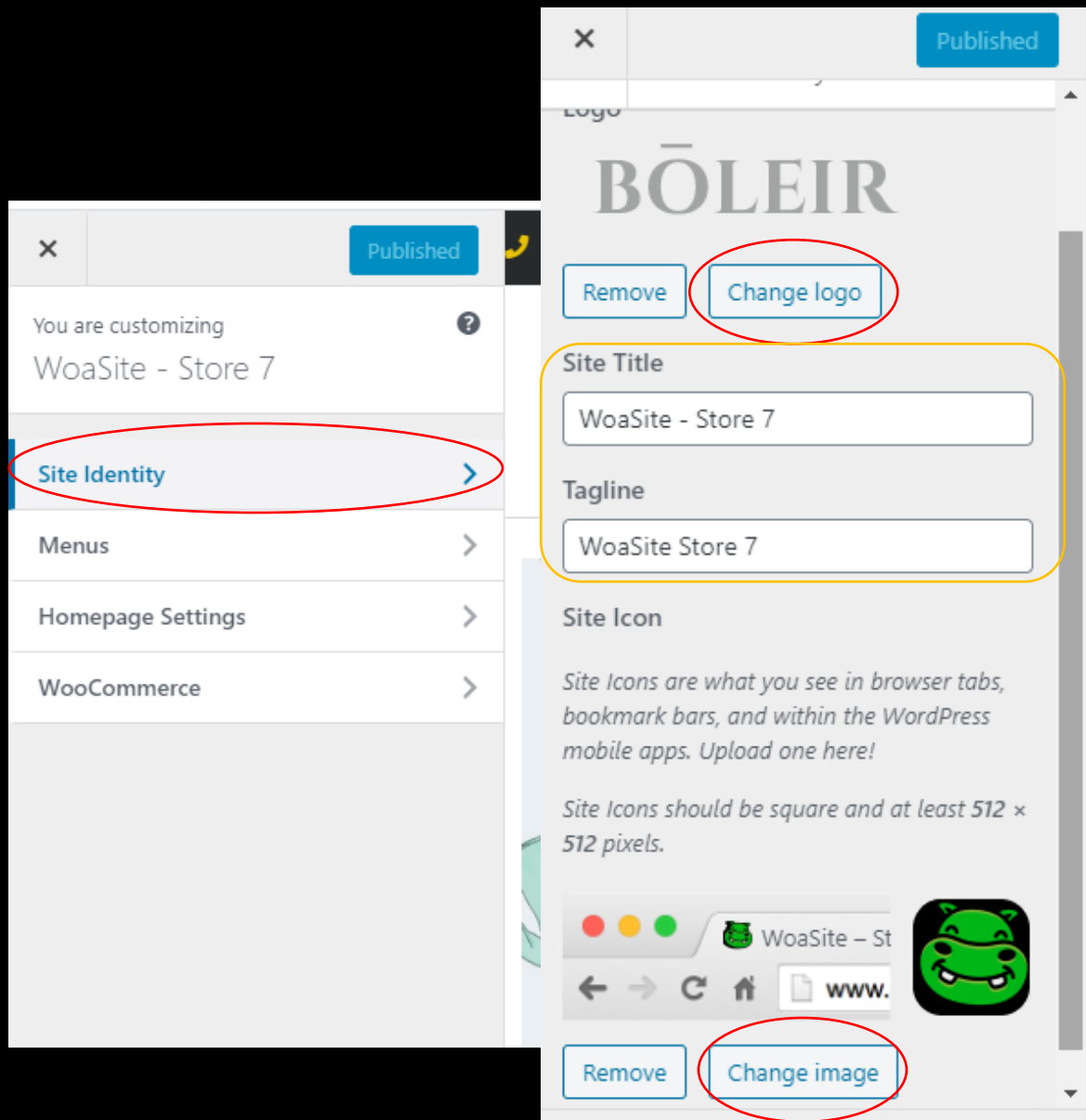


Edit LOGO

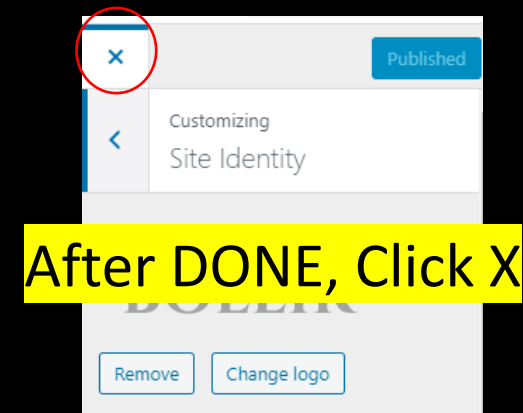


Change SITE LOGO:
WP Dashboard ->
Appearance ->
Customize

Edit LOGO

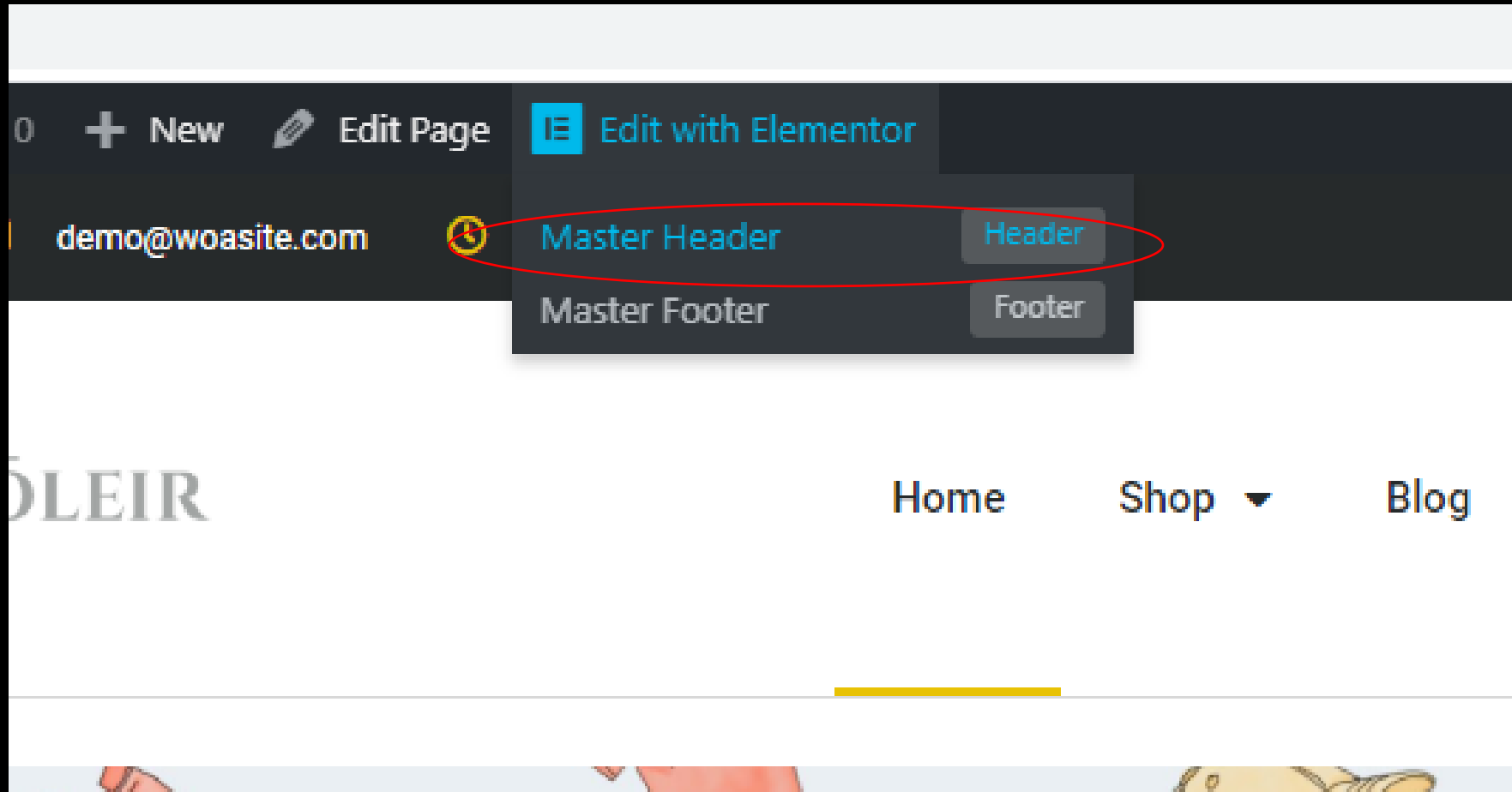


Click Site identity ->
Change Logo ->
Change Site title &
Tagline ->
Change site icon Image
->
Click Publish



After DONE, Click X

Edit Header + LOGO



Edit Header + Logo

The screenshot displays the 'Edit Site Logo' interface. On the left, a sidebar contains a 'Style' tab (circled in red) and an 'Image' section with a 'Width' slider set to 109 (circled in yellow). At the bottom of the sidebar, an 'UPDATE' button is circled in red. The main workspace shows a website header with the logo 'BŌLEIR' and a small blue pen icon (circled in red) next to it. A tooltip 'Edit Site Logo' is visible. Below the header, a content area contains a widget placeholder with a '+' icon and the text 'Drag widget here'. The top navigation bar includes contact information, a demo email, and social media icons.

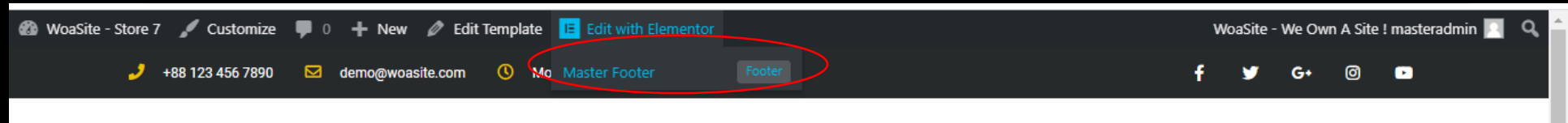
Click small pen beside the logo ->
Click Style ->
Adjust the width ->
Click Publish

Master Header
Content Area

Edit Header + LOGO

The screenshot displays the WaaSITE website editor. On the left, the 'Edit Icon List' sidebar is open, showing a list of contact information items: a phone number (+88 123 456 7890), an email address (demo@woasite.com), and business hours (Mon - Fri: 10:00 - 18:00). A red circle highlights this list, and a small pen icon is visible in the top right corner of the sidebar. The main content area shows the 'Master Header' section, which includes the website logo 'BŌLEIR' and a navigation menu with links for Home, Shop, Blog, About Us, Contact Us, and My account. A yellow text box with the instruction 'Click the small pen and edit content' is overlaid on the header area. Below the header, there is a dashed box containing a 'Drag widget here' prompt with a plus and minus icon. At the bottom of the editor, there is a 'Need Help' link and an 'UPDATE' button.

Edit Footer

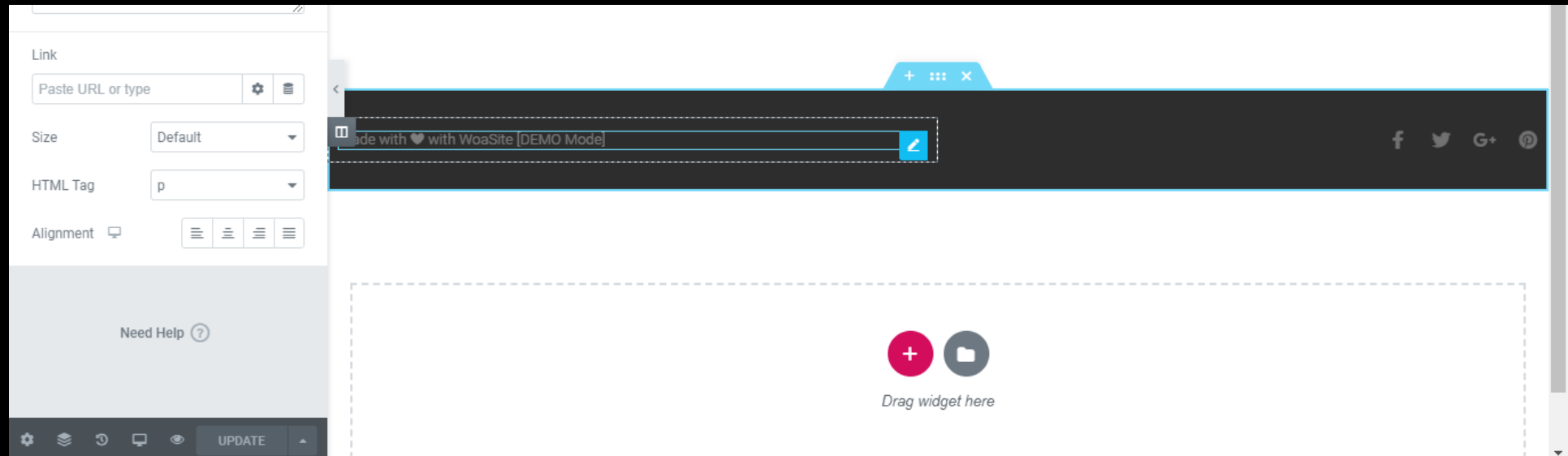


Now we going to edit footer content

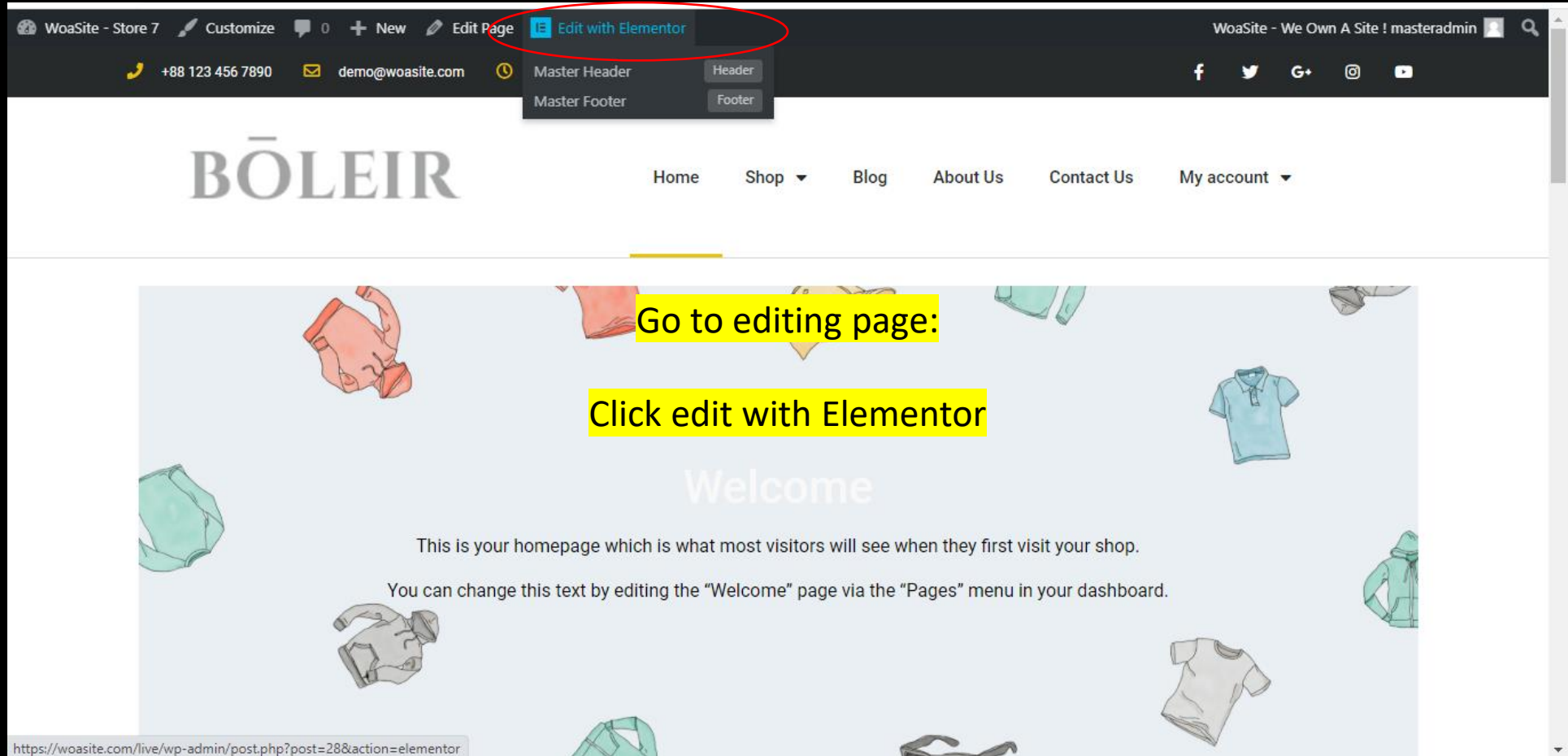
-> Click Master Footer ->

Click small pen and you able to edit the content right now.

After edit Click UPDATE.



Edit Webpage content



Go to editing page:

Click edit with Elementor

For more details: refer to

<https://woosite.com/knowledge-based/>

Step 3

Add new webpage

WooSite - Store 7 0 + New

- Dashboard
- Jetpack
- Posts
- Media
- Pages**
 - All Pages
 - Add New**
- Comments
- WooCommerce
- Products
- Analytics
- Marketing

Messenger Customer Chat Settings

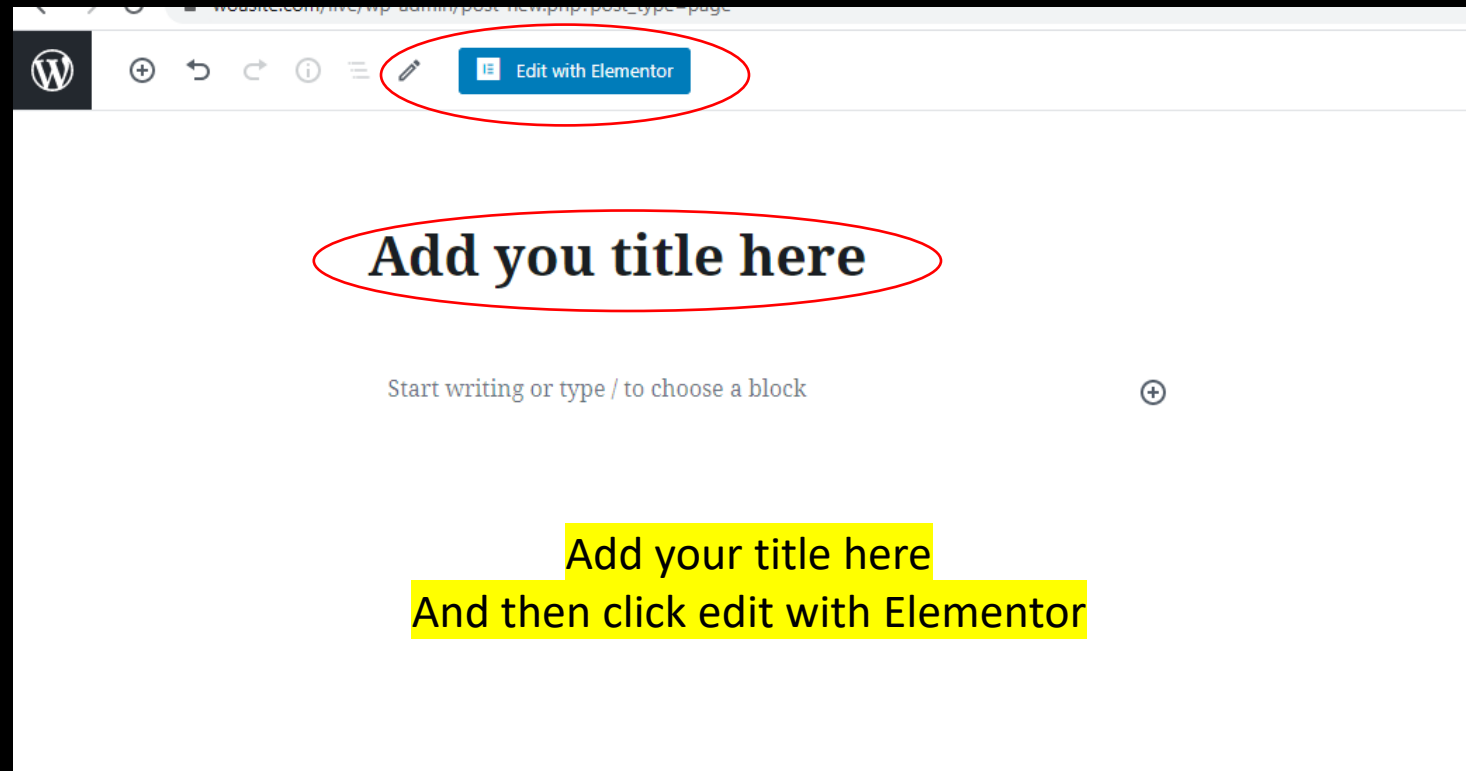
Getting Started?

Let people start a conversation on your website and continue in Messenger. It's [unclear] give you the code to add to your website.

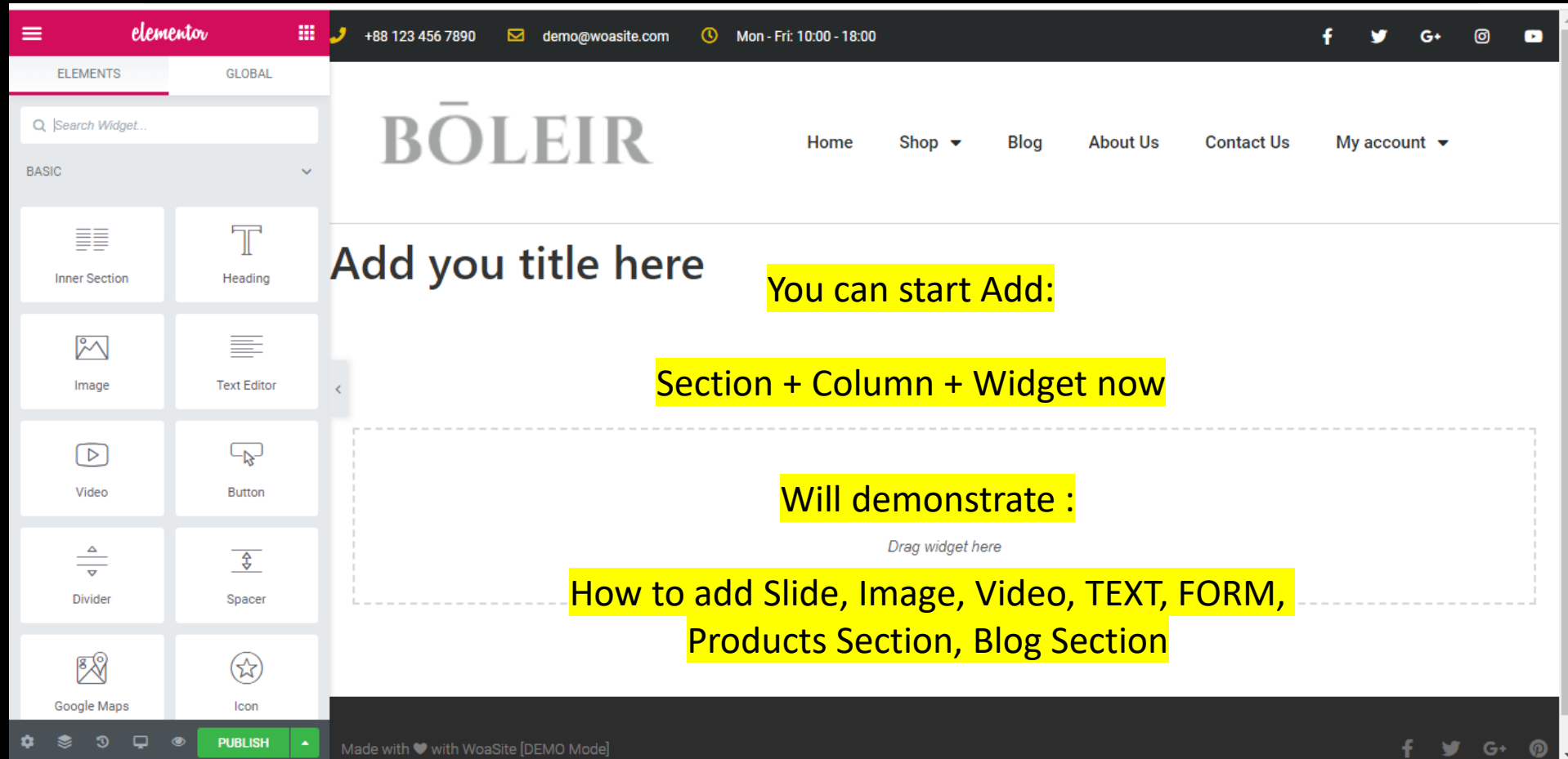
Use of this plugin **Go to WP dashboard -> Pages -> Add new** [Policies](#)

Having a problem with the Chat Plugin? Report the issue on the [Facebook Platform Bug Reports](#) page. If you get stuck or have questions, you can ask for help in the [Facebook Chat Plugin forum](#).

Add new webpage



Add new webpage



Add you title here

You can start Add:

Section + Column + Widget now

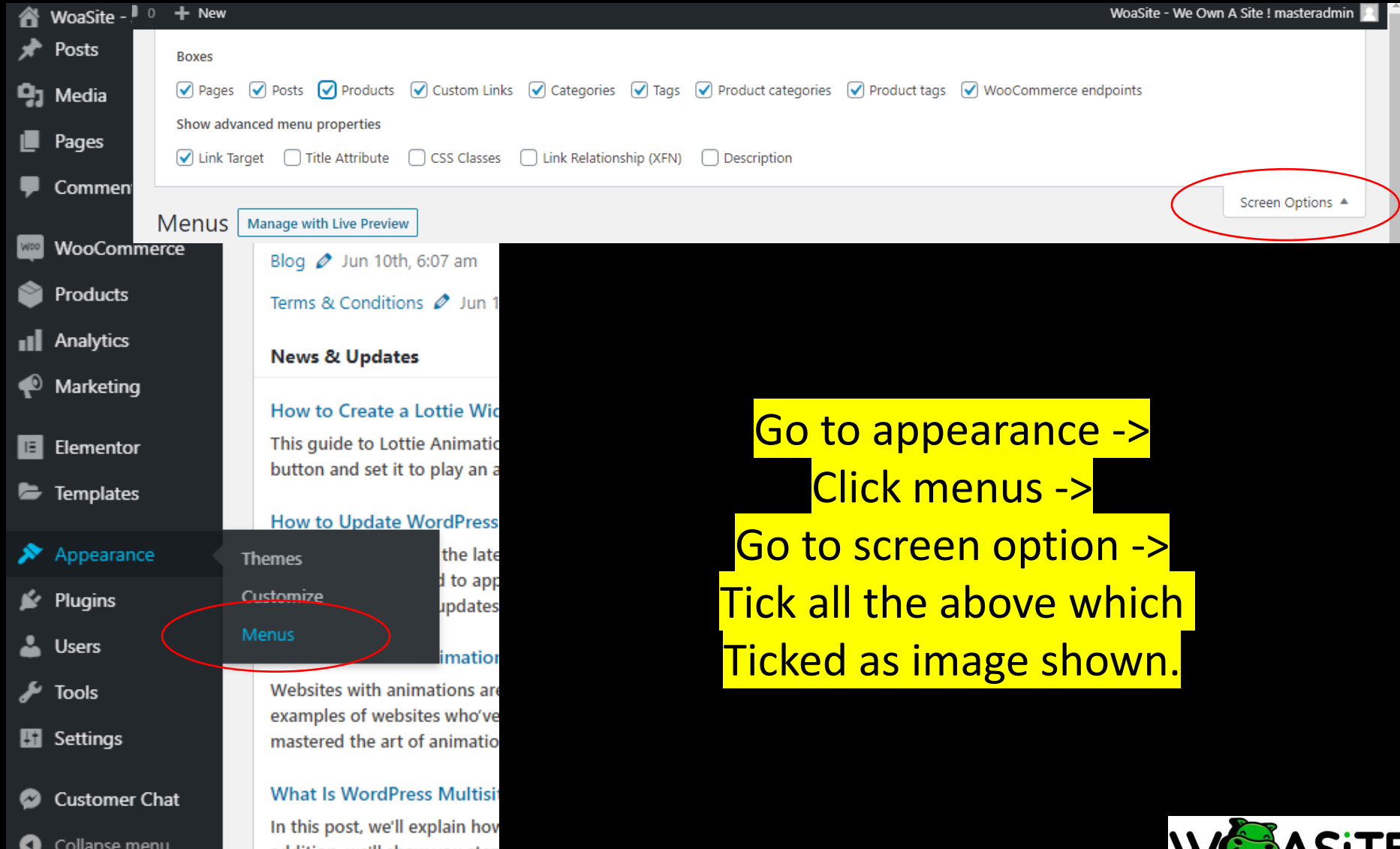
Will demonstrate :

Drag widget here

How to add Slide, Image, Video, TEXT, FORM,
Products Section, Blog Section

For more details: refer to
<https://woosite.com/knowledge-based/>
Step 3

Edit MENUS



The screenshot shows the WordPress Admin interface for editing a menu. The left sidebar contains the following menu items: Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Marketing, Elementor, Templates, Appearance, Plugins, Users, Tools, Settings, Customer Chat, and Collapse menu. The 'Appearance' menu item is highlighted, and its sub-menu is open, showing 'Themes', 'Customize', and 'Menus'. The 'Menus' option is circled in red. The main content area shows the 'Edit Menus' screen with a 'Manage with Live Preview' button. Below the button, there are two sections of checkboxes. The first section, labeled 'Boxes', includes: Pages, Posts, Products, Custom Links, Categories, Tags, Product categories, Product tags, and WooCommerce endpoints. The second section, labeled 'Show advanced menu properties', includes: Link Target, Title Attribute, CSS Classes, Link Relationship (XFN), and Description. In the bottom right corner of the main content area, there is a 'Screen Options' button with a dropdown arrow, which is circled in red.

Go to appearance ->
Click menus ->
Go to screen option ->
Tick all the above which
Ticked as image shown.

Edit MENUS

WoaSite - We Own A Site ! masteradmin

Pages

Most Recent **View All** Search

- Homepage — Front Page, Elementor
- About Us — Elementor
- Blog — Elementor
- Cart — Cart Page
- Checkout — Checkout Page
- Contact Us — Elementor
- My account — My Account

Select All **Add to Menu**

Menu structure

Menu Name: Header Menu **Save Menu**

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

- Home Front Page, Elementor
- Shop Shop Page
 - Accessories sub item Category
 - Hoodies sub item Category
 - Tshirts sub item Category
- Blog Elementor
- About Us Elementor
- Contact Us Elementor
- My account My Account Page
 - Orders sub item Custom Link

You can add menu/s to show on LIVE website

Select pages/posts/products categories or etc

Click view all & tick the menus you wish to add.

Click Add to Menu

You Drag and Drop the menus to rearrange the sequence.

Edit MENUs

The screenshot shows the 'Edit Menu' interface for 'Header Menu'. On the left, a sidebar lists various content types: Pages, Posts, Products, Custom Links, Categories, and Tags. Under 'Pages', a list of site pages is shown, with 'Checkout — Checkout Page' selected. The main area displays the menu structure for 'Header Menu'. It includes a 'Save Menu' button in the top right. Below the menu name, there is a drag-and-drop area with instructions: 'Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.' The menu items are: 'Home' (Front Page, Elementor), 'Shop' (Shop Page), 'Accessories' (sub item, Category), 'Hoodies' (sub item, Category), and 'Tshirts' (sub item, Category). The 'Accessories' item is expanded to show configuration options: 'Navigation Label' (Accessories), 'Open link in a new tab' (unchecked), 'Move' options (Up one, Down one, Out from under Shop), and 'Original' (Accessories). There are 'Remove' and 'Cancel' links at the bottom of the expanded item.

You can also rename the menu
By click on the triangle button.

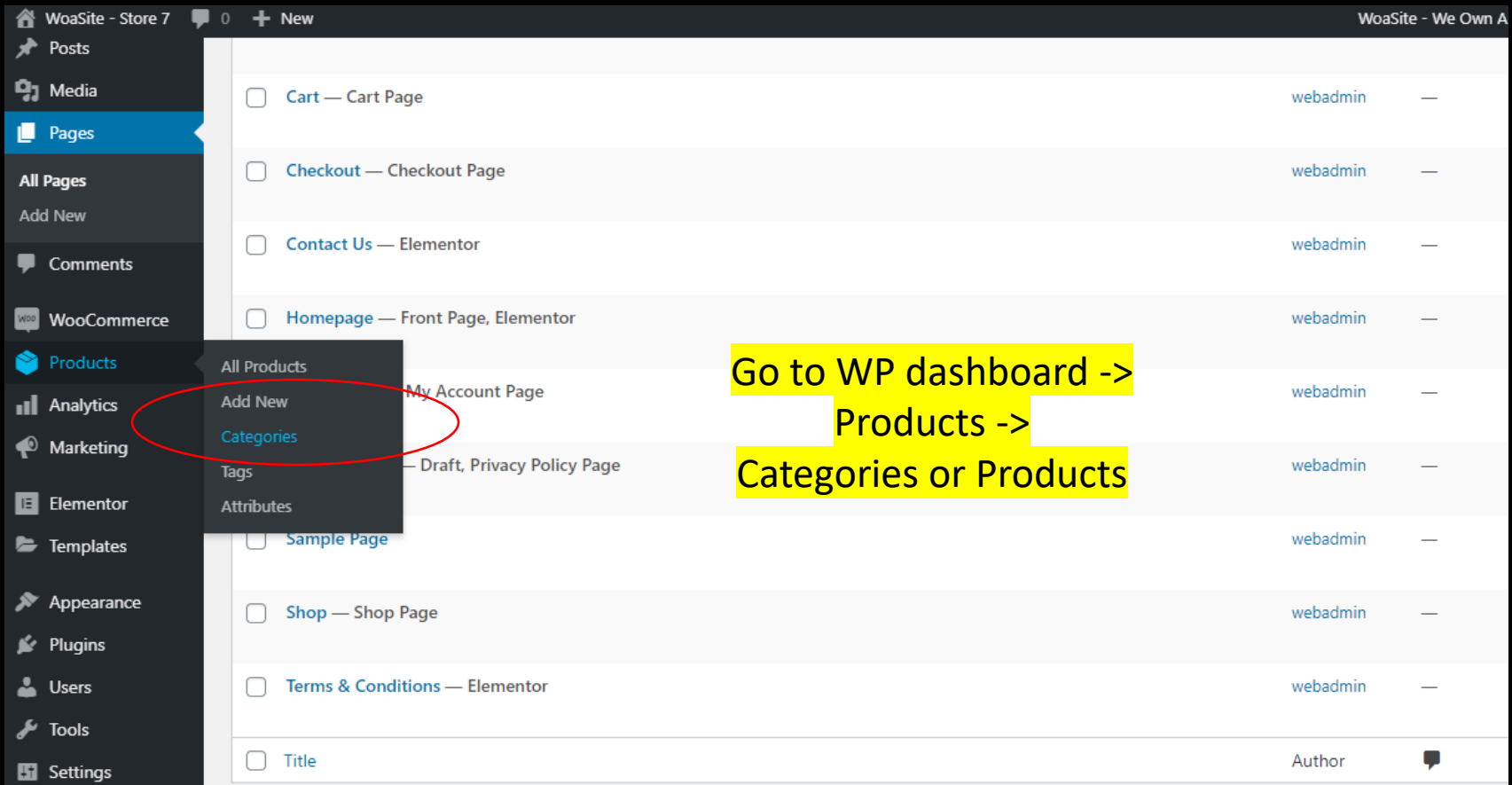
Just rename it.

Click save menu

Edit MENUS

The image shows the Elementor website editor interface for a site named 'BÔLEIR'. The top navigation bar includes 'Home', 'Shop', 'Blog', 'About Us', 'Contact Us', and 'My account'. A sidebar on the left contains various widget categories: SITE (Site Logo, Page Title, Search Form, Menu Cart), GLOBAL STYLE (Default Colors, Default Fonts, Theme Style), SETTINGS (Global Settings, Dashboard Settings, About Elementor), and BASIC (Preferences, Finder, View Page, EXIT TO DASHBOARD). A red circle highlights the hamburger menu icon in the top left corner. A dashed box highlights the 'View Page' option in the sidebar, with a red circle around it. A yellow callout box points to the top right navigation menu with the text: 'Click top right menu -> Click View page'. Another yellow callout box points to the main content area with the text: 'Go back to Editing page, now you able to see added menus show here.' The text 'r Header' is visible in the lower part of the editor area.

Add Product categories & Products



The screenshot shows the WordPress dashboard with the 'Products' menu item highlighted in the left sidebar. A red circle highlights the 'Categories' option within the 'Products' dropdown menu. The main content area displays a list of pages, including 'Cart', 'Checkout', 'Contact Us', 'Homepage', 'My Account Page', 'Draft, Privacy Policy Page', 'Sample Page', 'Shop', 'Terms & Conditions', and 'Title'. The 'Categories' option is circled in red.

Go to WP dashboard ->
Products ->
Categories or Products

Add Product categories & Products

WooCommerce / Products / Product categories

Product categories for your store can be managed here. To change the order of categories on the front-end you can drag and drop to sort them. To see more categories listed click the "screen options" link at the top-right of this page.

Add new category

Name

The name is how it appears on your site.

Slug





The "slug" is the URL-friendly version of the name. It is usually lowercase and contains only letters, numbers, and hyphens.

Parent category

Assign a parent term to create a hierarchy. The term Jazz, for example, would be the parent of Bebop and Big Band.

Description

Key in Category name
-> Upload / add category image
-> Add new category

<input type="checkbox"/>	Image	Name	Description	Slug	Count	
<input type="checkbox"/>		Accessories	A short category description	accessories	4	≡
<input type="checkbox"/>		Hoodies	A short category description	hoodies	4	≡
<input type="checkbox"/>		T-shirts	A short category description	tshirts	4	≡
<input type="checkbox"/>		Uncategorized	A short category description	uncategorized	0	≡

Note:
Deleting a category does not delete the products in that category. Instead, products that were only assigned to the deleted category are set to the category Uncategorized.

Add Product categories & Products

WooCommerce / Products / Add New

Facebook for WooCommerce is almost ready. To complete your configuration, [complete the setup steps](#).

Product name

Fill in Products details accordingly -> Publish.

Publish

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

Catalog visibility: Shop and search results [Edit](#)

[Copy to a new draft](#)

[Move to Trash](#) [Publish](#)

Product categories

All categories Most Used

For more details: refer to
<https://woosite.com/knowledge-based/>
Step 2

Add Blog categories & Post

WooSite - Store 7 0 + New

Dashboard

Jetpack

Posts

Media

Pages

Comments

WooCommerce

Products

Analytics

Marketing

Elementor

Templates

Appearance

Plugins

Users

Tools

Dashboard

Facebook for WooCommerce is almost ready. To complete your configuration, [complete](#)

plugin requires a Pixel ID. Click [here](#) to configure the plugin.

All Posts

Add New

Categories

Tags

Elementor v2.9.11
Elementor Pro v2.9.4

Recently Edited

Add you title here Jun 25th, 1:24 pm

Homepage Jun 13th, 5:34 am

Blog Jun 10th, 6:07 am

News & Updates

How to Create a Lottie Widget Download Button

This guide to Lottie Animations will show you a creative way to use the Lottie widget as a button and set it to play an animation and download a free eBook upon clicking it.

How to Update WordPress Safely (Tutorial & Best Practices)

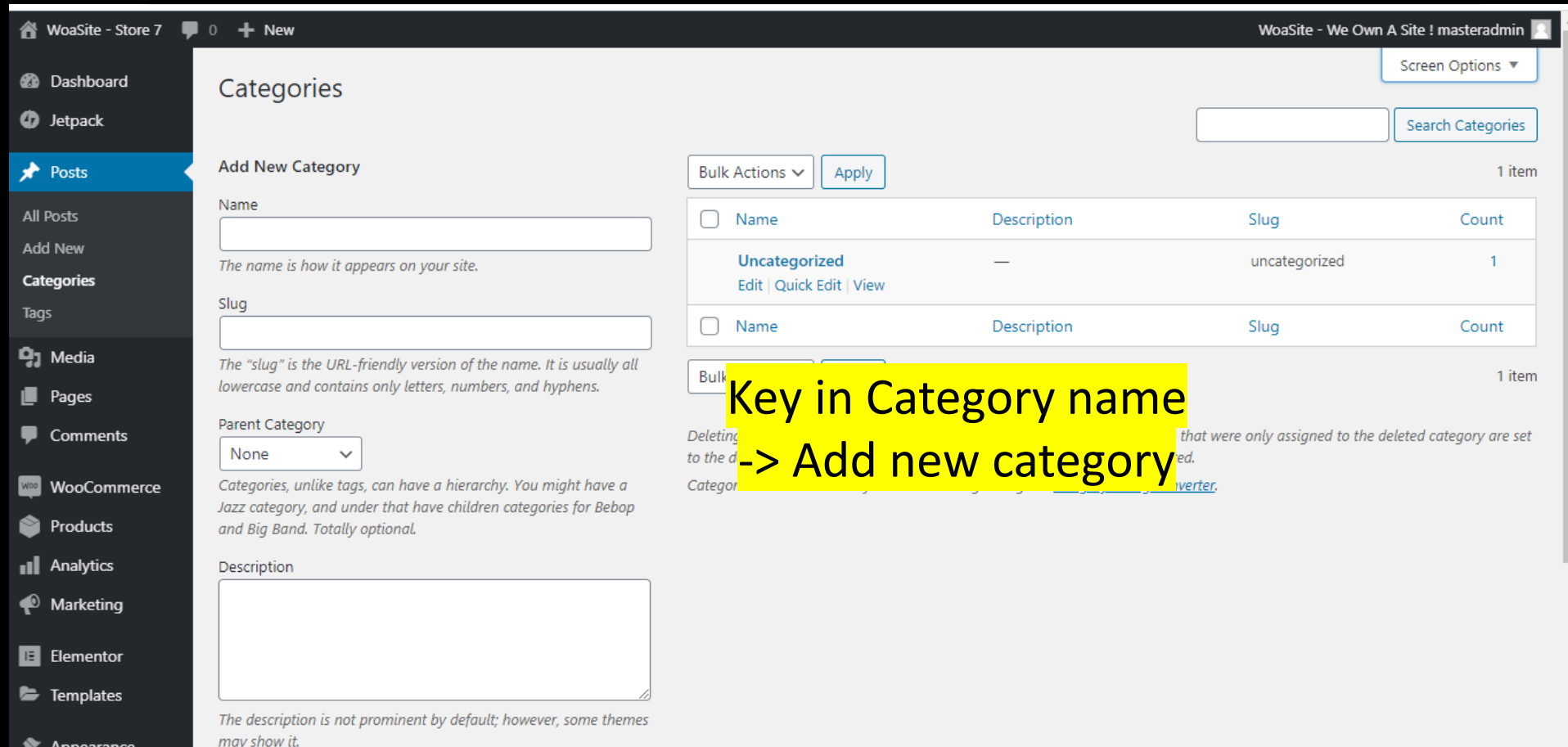
If you want to access the latest features and keep your WordPress site secure and functioning, you need to apply updates as they're released. In this post, we'll take a de

Go to WP Dashboard

-> POSTS

-> Categories / Add new

Add Blog categories & Post



The screenshot shows the WordPress 'Categories' management interface. On the left is a sidebar with navigation options: Dashboard, Jetpack, Posts (highlighted), All Posts, Add New, Categories, Tags, Media, Pages, Comments, WooCommerce, Products, Analytics, Marketing, Elementor, Templates, and Appearance. The main content area is titled 'Categories' and includes a 'Screen Options' dropdown and a search box. Below this is the 'Add New Category' form with fields for Name, Slug, Parent Category (set to 'None'), and Description. To the right is a table showing the current categories. The table has columns for Name, Description, Slug, and Count. One category is listed: 'Uncategorized' with a count of 1. A yellow highlight is placed over the 'Uncategorized' name in the table, with the text 'Key in Category name -> Add new category' overlaid on it. The table also includes a 'Bulk Actions' dropdown and an 'Apply' button. The top of the page shows the site name 'WoaSite - Store 7' and the user 'WoaSite - We Own A Site! masteradmin'.

<input type="checkbox"/>	Name	Description	Slug	Count
<input type="checkbox"/>	Uncategorized	—	uncategorized	1

Add Blog categories & Post

The screenshot displays the WordPress Elementor editor interface. At the top, there is a navigation bar with the WordPress logo, a plus sign, undo, redo, help, and menu icons, and a blue button labeled "Edit with Elementor". On the right side of the navigation bar, there are buttons for "Save Draft", "Preview", and "Publish...", along with a settings gear icon and a vertical ellipsis menu.

The main content area shows a blog post template. The title "Key in your blog title" is enclosed in a green rounded rectangle. Below the title, the text "Blog content" is followed by the instruction "Start writing or type / to choose a block".

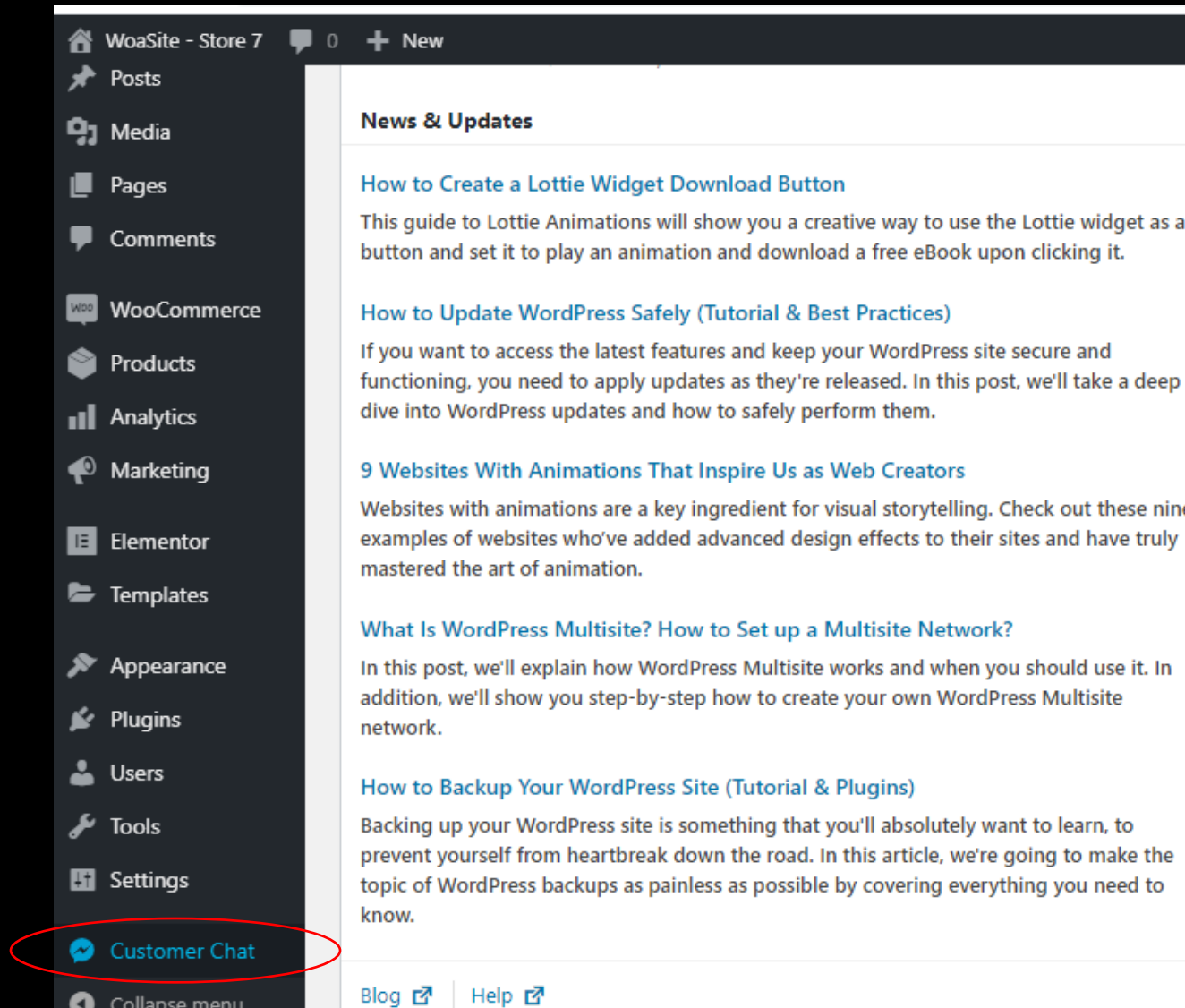
On the right side, the "Block" settings panel is visible, showing the "Paragraph" block selected. The panel includes "Text settings" with a "Preset size" dropdown set to "Default" and a "Custom" input field with a "Reset" button.

A block selection menu is open, showing a search bar and a grid of block options: Page Break, Paragraph, Image, Heading, Gallery, List, Quote, Audio, and Cover. The "Paragraph" block is highlighted in the grid.

At the bottom left, the text "Document → Parag" is partially visible.

Key in your blog title ->
Add content & you may also add
Image, gallery from + button

Add FB messenger button



Go to WP dashboard
-> Click Customer Chat

Add FB messenger button

WoaSite - Store 7 0 + New

Messenger Customer Chat Settings

Facebook for WooCommerce is almost ready. To complete your configuration, [complete the setup step](#).

Getting Started?

Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.

[Setup Chat Plugin](#)

Use of this plugin is subject to [Facebook's Platform Policies](#)

Having a problem with the Chat Plugin? Report the issue on the [Facebook Platform Bug Reports](#) page. If you get stuck or have questions, you can ask for help in the [Facebook Chat Plugin forum](#).

Sense Hotel Taiping

WoaSite.com - 哇晒

Fb demo

一面之缘

Yunda Express - George Town Penang 檳城乔治市韵达快递

Mai Siao Siao Ah Loong 卖笑笑

FB Auto Reply by R2O

JiakLah 吃啦美食特攻队 - JiakLah.com

Everyone Electrical

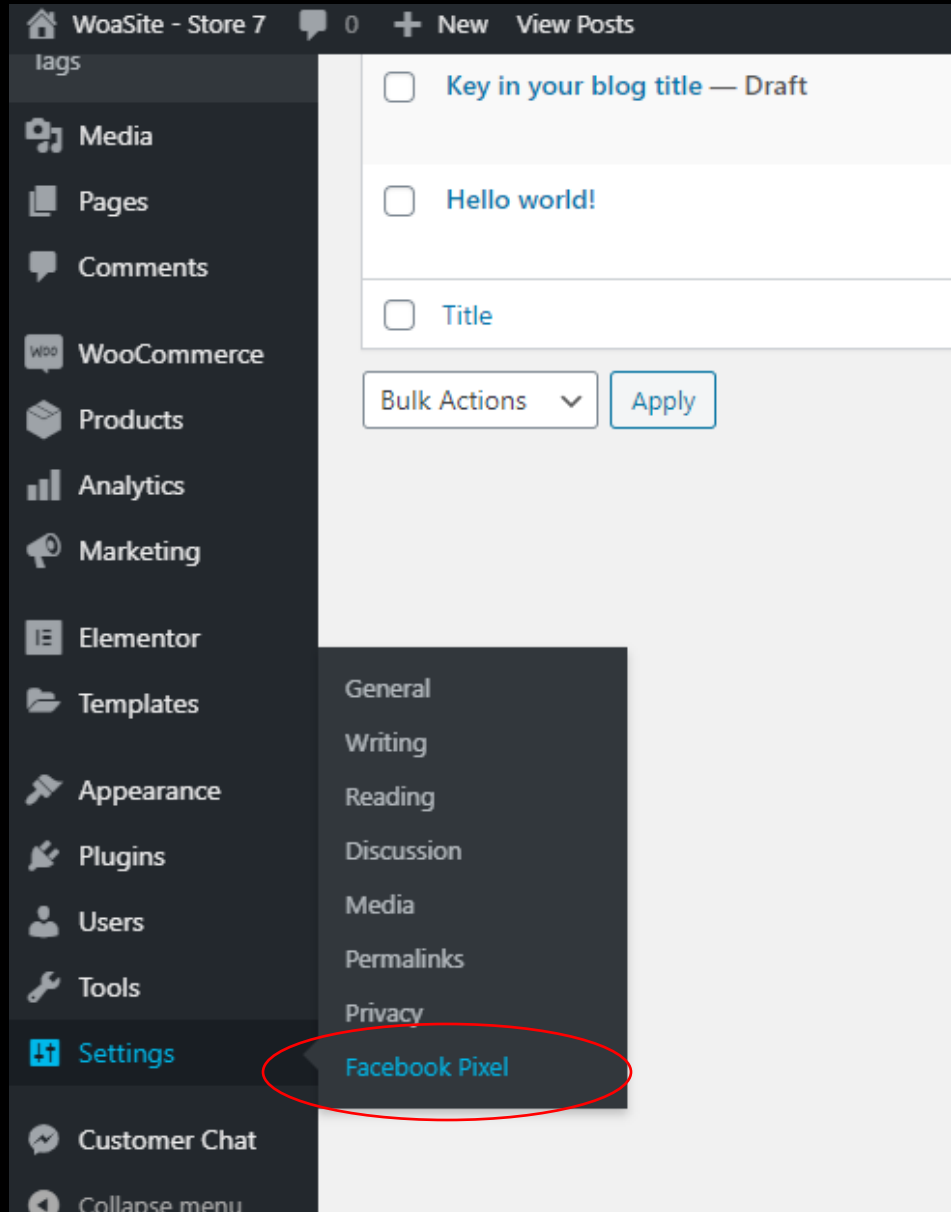
Select Page ▼

Continue

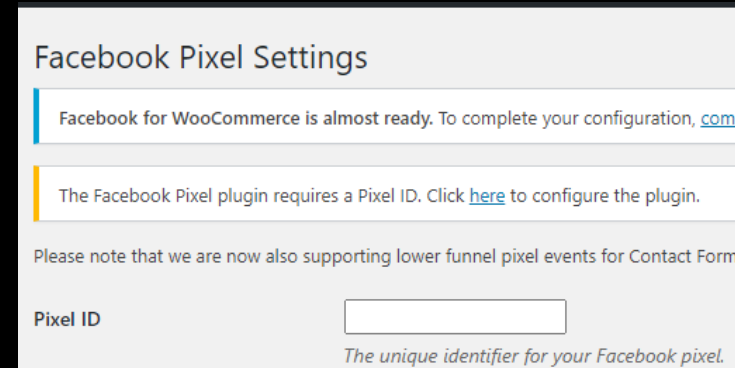
Click Setup Chat Plugin ->
Choose the FB page you wish to connect -> Click
next -> next -> Done

This will only be connected to registered main
domain

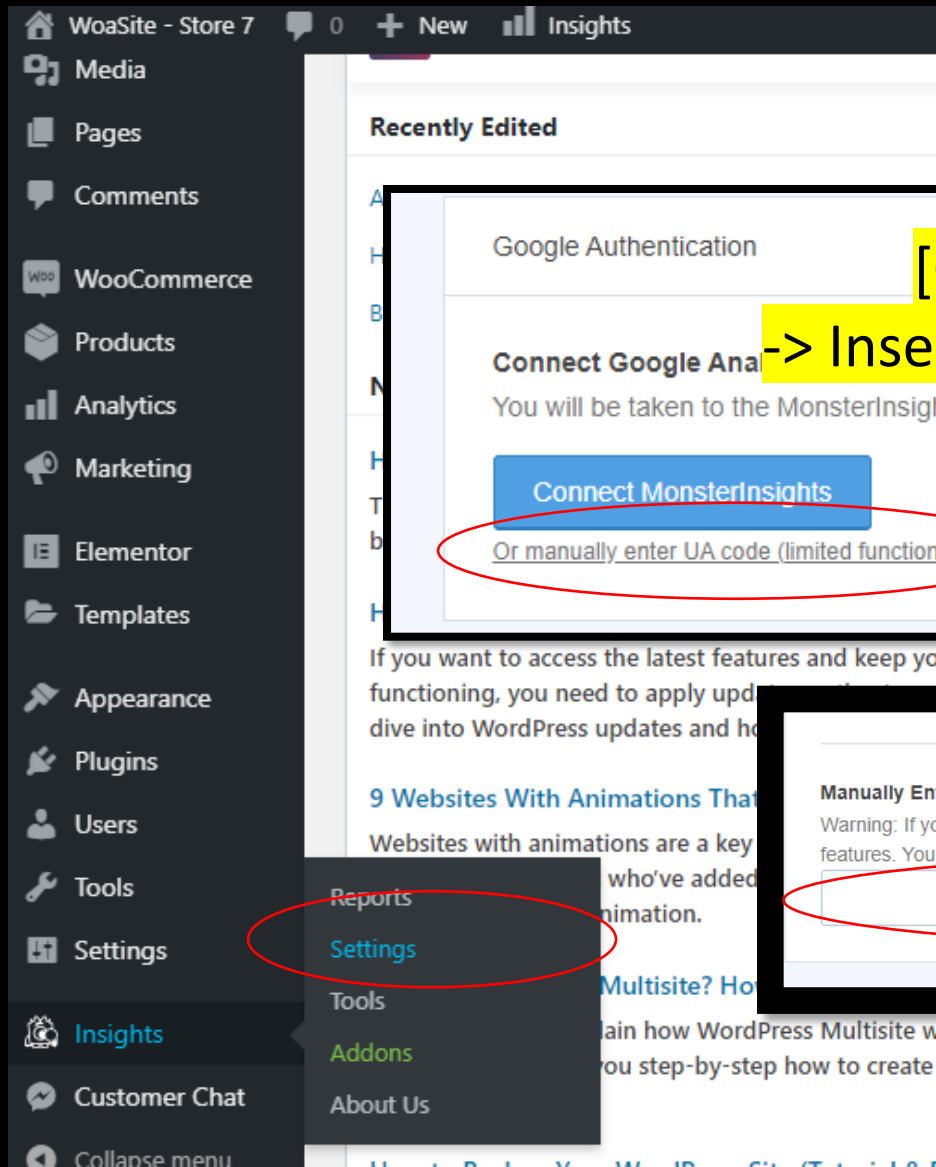
Facebook PIXEL



Go to WP dashboard
-> Setting
-> Facebook Pixel
And then add [Pixel ID]
Click save changes



Google Analytic



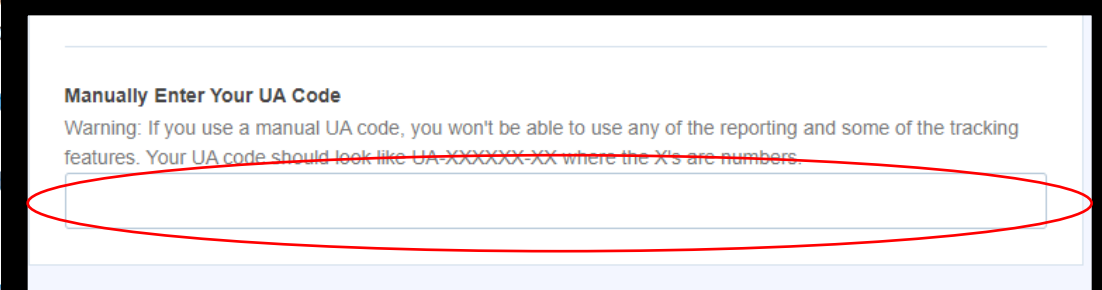
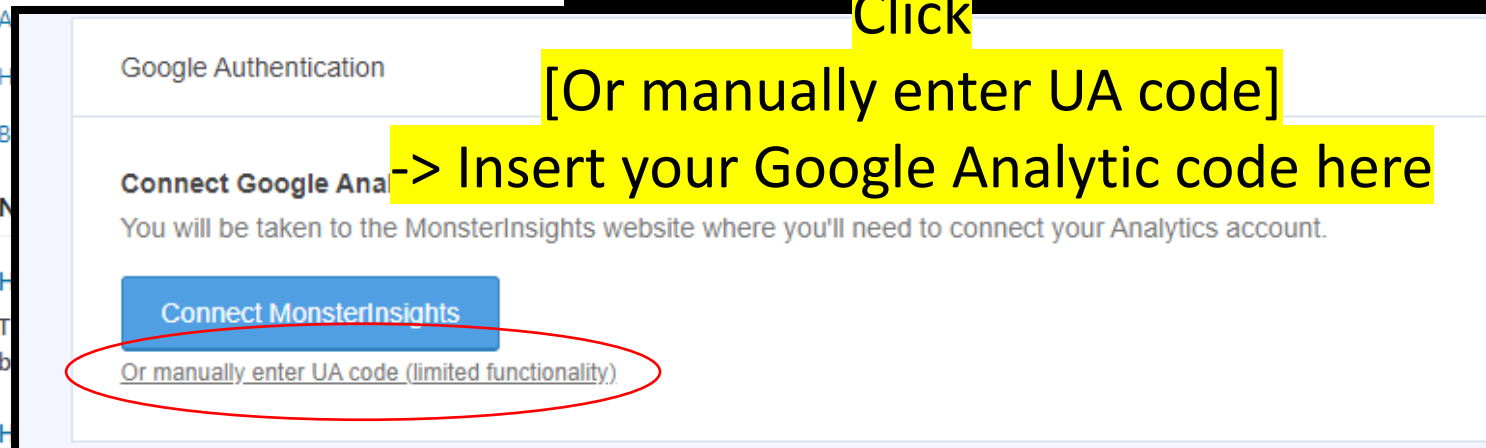
Go WP dashboard ->

Setting ->

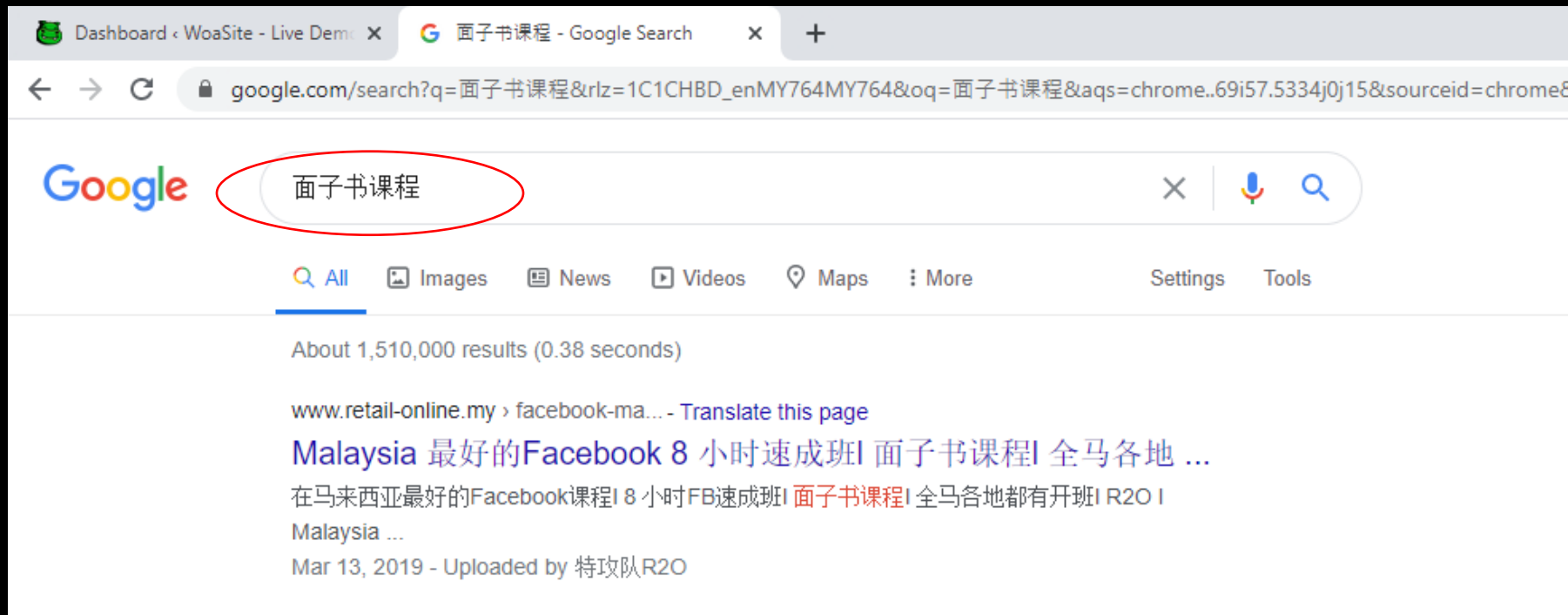
Click

[Or manually enter UA code]

-> Insert your Google Analytic code here



Google SEO Simple Setting



The screenshot shows a Google search interface. The search bar contains the text "面子书课程" (Facebook course), which is circled in red. Below the search bar, the search results are displayed. The first result is from "www.retail-online.my" and is titled "Malaysia 最好的Facebook 8 小时速成班 | 面子书课程 | 全马各地 ...". The description of the result reads: "在马来西亚最好的Facebook课程 | 8 小时FB速成班 | 面子书课程 | 全马各地都有开班 | R20 | Malaysia ...". The date and uploader information at the bottom of the result is "Mar 13, 2019 - Uploaded by 特攻队R20".

Google SEO Simple Setting

Go WP dashboard ->

Pages - > All Pages

-> select a page & click "EDIT"

The image shows a screenshot of a WordPress dashboard. On the left, the navigation menu is visible with 'Pages' selected. A sub-menu is open, showing 'All Pages' circled in red. The main content area displays a list of pages. The 'About Us' page is selected, and its 'Edit' button is circled in red. The browser's address bar shows 'WooSite - Live Demo'.

WooSite - Live Demo

Dashboard

Home

Updates 7

Insights

Jetpack

Posts

Media

Pages

Comments

Dashboard

Please Setup Website Analytics to See

MonsterInsights, WordPress analytics plu

MonsterInsights to see the stats that ma

Connect MonsterInsights and Setup W

Facebook for WooCommerce is almost

and maintains an inde

Yoast SEO needs to p

We estimate this will take less than a min

Bulk Actions Apply All dates All SEO Scores

Title

About Us — Elementor

Edit Quick Edit Trash View Edit with Elementor

Add you title here — Draft, Elementor

Blog — Elementor

Cart — Cart Page

Checkout — Checkout Page

Contact Us — Elementor

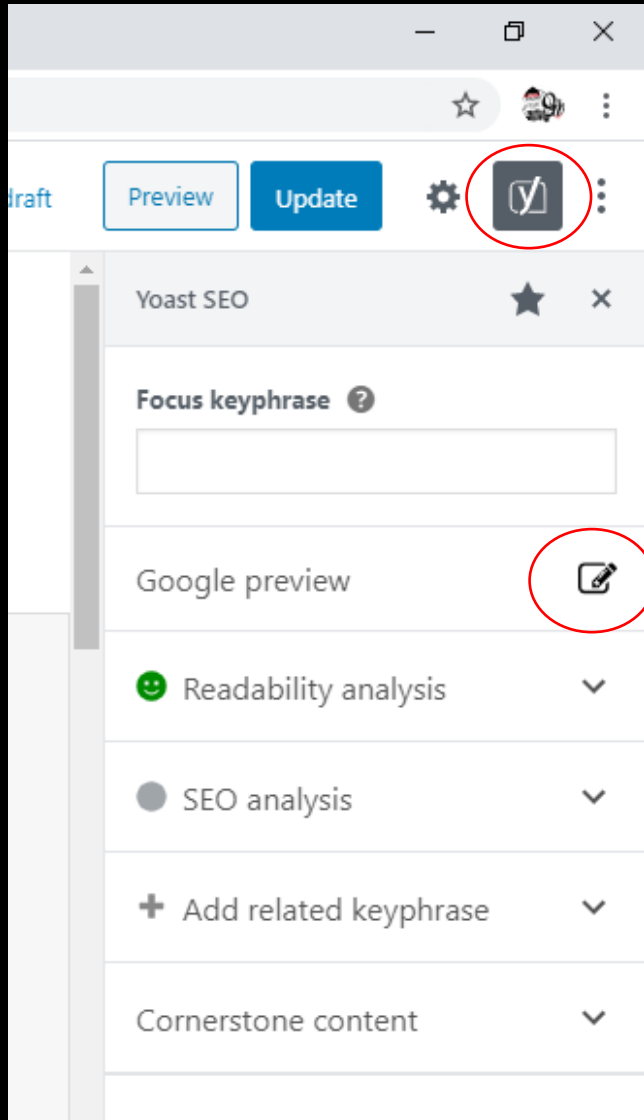
Google SEO Simple Setting

The screenshot shows the WordPress editor interface for a page titled "About Us". The main content area contains the text "About Us" and a blue button labeled "Edit with Elementor". The right-hand sidebar contains several settings sections. The "Update" button in the top right corner is circled in red. In the "Featured image" section, the "Set featured image" button is also circled in red. Yellow text boxes with arrows point to the right sidebar, the "Set featured image" button, and the "Update" button.

At Right column ->
Scroll down ->
Feature image->
Set feature image -> Update

Image size: 1200 x 628

Google SEO Simple Setting



At Right column ->

Click [Y] ->

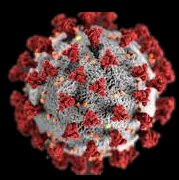
click a small pen beside Google
Preview

Google SEO Simple Setting

The screenshot shows the 'Google preview' dialog box in a WordPress editor. At the top, there are buttons for 'Back to WordPress Editor' and 'Switch to draft'. The dialog contains a preview of a page with the text 'description here... Your Meta description here... Your Meta description here...' and a logo for 'Dankside STUDIOS'. Below the preview, there are three main sections: 'SEO title', 'Slug', and 'Meta description'. The 'SEO title' section has a red box around it and contains three buttons: 'Title', 'Separator', and 'Site title'. The 'Slug' section has a text input field with 'about-us'. The 'Meta description' section has a red box around it and contains a text area with placeholder text: 'Your Meta description here... Your Meta description here... Your Meta description here...' and 'Meta description here... Your Meta description here...'. There is also an 'Insert snippet' button and a 'Close' button at the bottom.

SEO Title was created by default,
You can change it with your own
keyword as well or leave it.

Fill in your own Meta
Description will do.



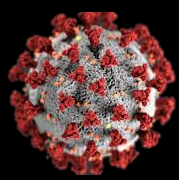
接下来还可以
更进步吗？

恭喜你..!

你已完成

Wordpress + Woocommerce + Elementor
Fundamental





接下来还可以
更进步吗？



- 1) Facebook Marketing - expert
- 2) Facebook Advertising - expert
- 3) Image & Video editing – Intermediate