

Website + FB Pixel + Google Analytic Design

8:30pm – 10:30pm



Welcome our speaker
· 欢迎我们的讲师 ·

Speaker / 讲师: Richer Lock



About me / 我的简介

- > 7年 FB 执行经验
- > WoaSite 代言人



Today Topic / 今日课程

- 1) 为什么要有 Website
- 2) 拟出 Website Menus
- 3) 设计网页的四大步骤:
 - 设计 “Header” “Logo + Menu”
 - 设计 “Footer” + CTA
 - 设计 “Webpage Content”[Slide, Image, Video, TEXT, FORM, Products section, Blog section]
- 4) 设定 Online Store 的5大步骤:
 - 设计 “Product Categories”
 - 设计 “Products”
- 5) 设计 Blog + Blog Category
- 6) 把网站迅速变成 “手机版”
- 7) 设计 SEO 把您的网站出现在第一面
- 8) 了解 Website 再加入销售工具以提升 “业绩”
 - 安装 “Google Analytic”
 - 安装 “Facebook Pixel 追踪器”

What is Website

Worldwide info
counter!

国际资讯/销售平台

或
人們可以通過網頁瀏
取自己需要的資訊或者享受網
路服務。

网站的好处?

The screenshot displays a Gmail inbox with a search bar at the top and a sidebar on the left. The main area shows a list of 15 emails, all dated 'Jun 23'. The first email is from 'WOASITE.COM' with the subject '[WOASITE.COM Managed by Retail to Online Marketing (M) Sdn Bhd] New affiliate - New Affiliate New Affiliate registered A new affiliate has been registered for user KarlC...'. The remaining 14 emails are from 'contact@retail-online.c...' with the subject '[R20 Marketing] Free 网络面对面分享会 - new submission'. Each of these 14 emails has a snippet of text: '... just submitted your form: Free 网络面对面分享会 on R20 Marketing Message D...'. A large, stylized watermark is overlaid across the center of the image, reading '> 100 Email enquiry per day..!!'. The watermark is in a bold, black, sans-serif font with a white outline and a slight shadow effect.

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

- Build new relationship
建立新关系
- Enhance your reputation and profile。 提高知名度
- Sell, Sell & Sell 卖卖卖！
- Improve customer service
提高顾客服务
- Educate / information
教育 / 资讯
- Entertainment 娱乐
- Create a community
建立社群
- Create new service
建立新服务
- Make Money
挣钱

#1: Planning – who is your visitor ?

谁是您网站的游览者 ?

Design according what you want to tell with
customer demand

根据你想要告诉与客户想要的来设计

#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: Design – Login to your Woosite's website

Eg: woosite.com/live/wp-admin

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

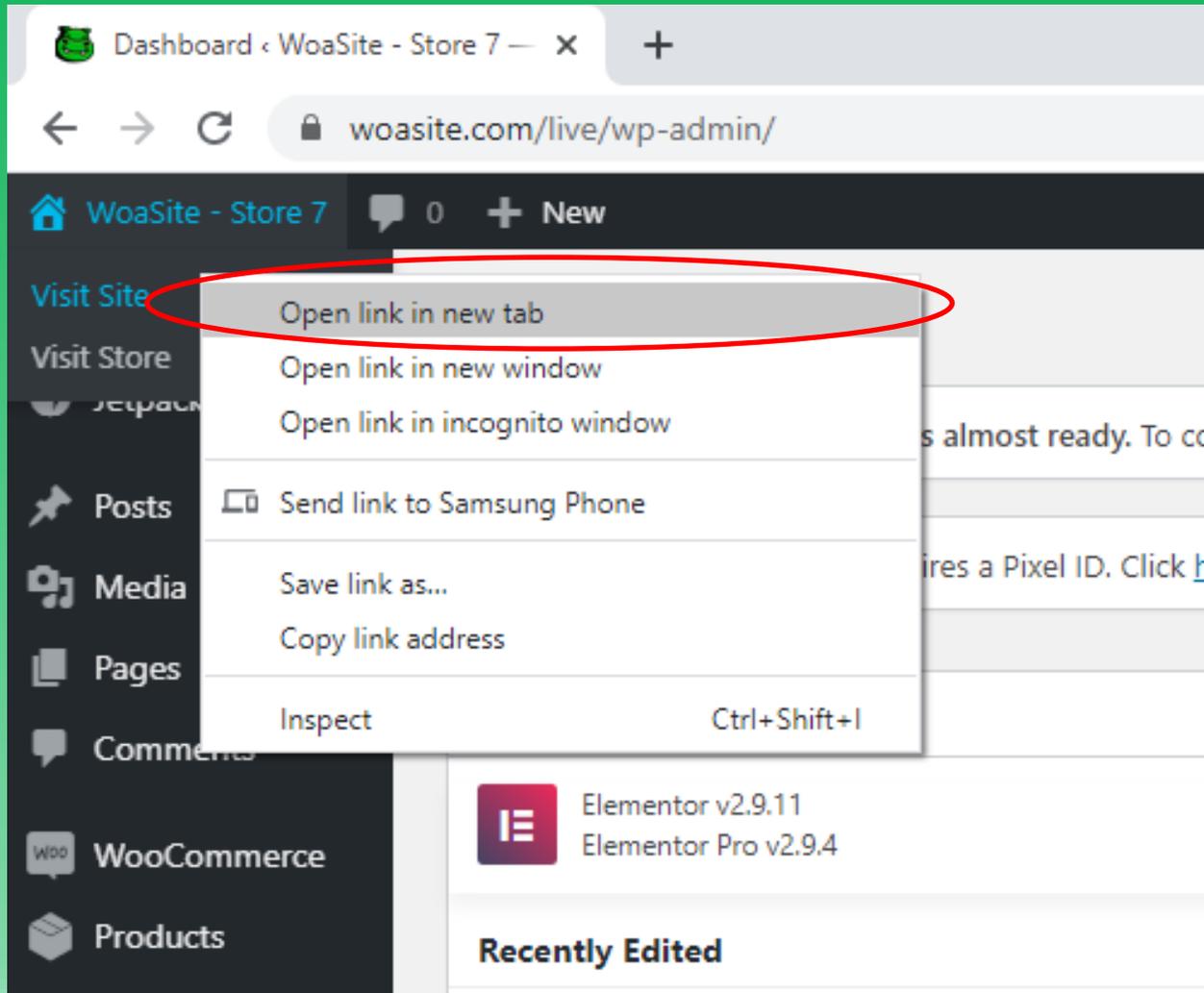


Remember Me

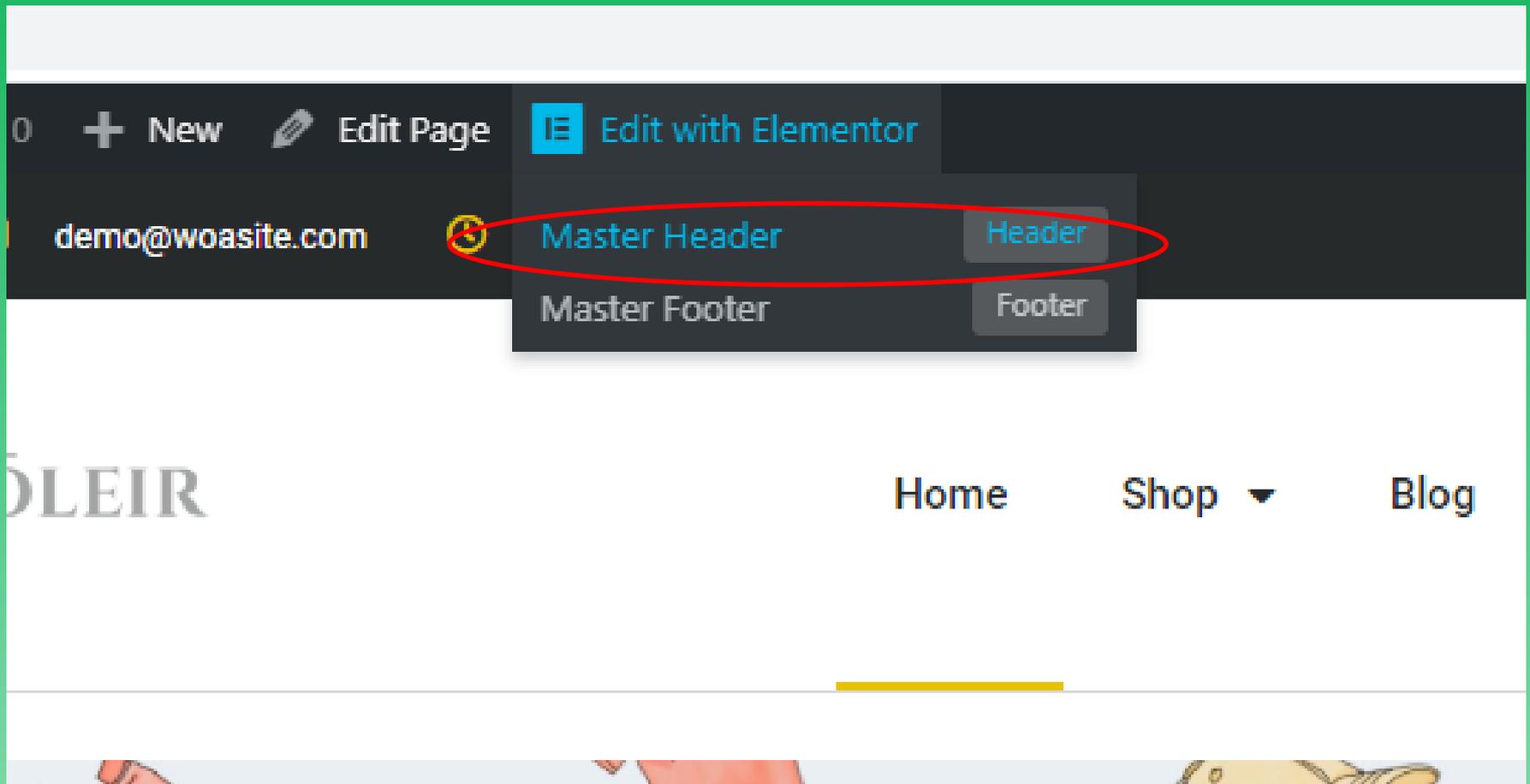
Log In



先点击看看我们的网站



Edit Header + LOGO + MENUS



Edit Header + LOGO + MENUS

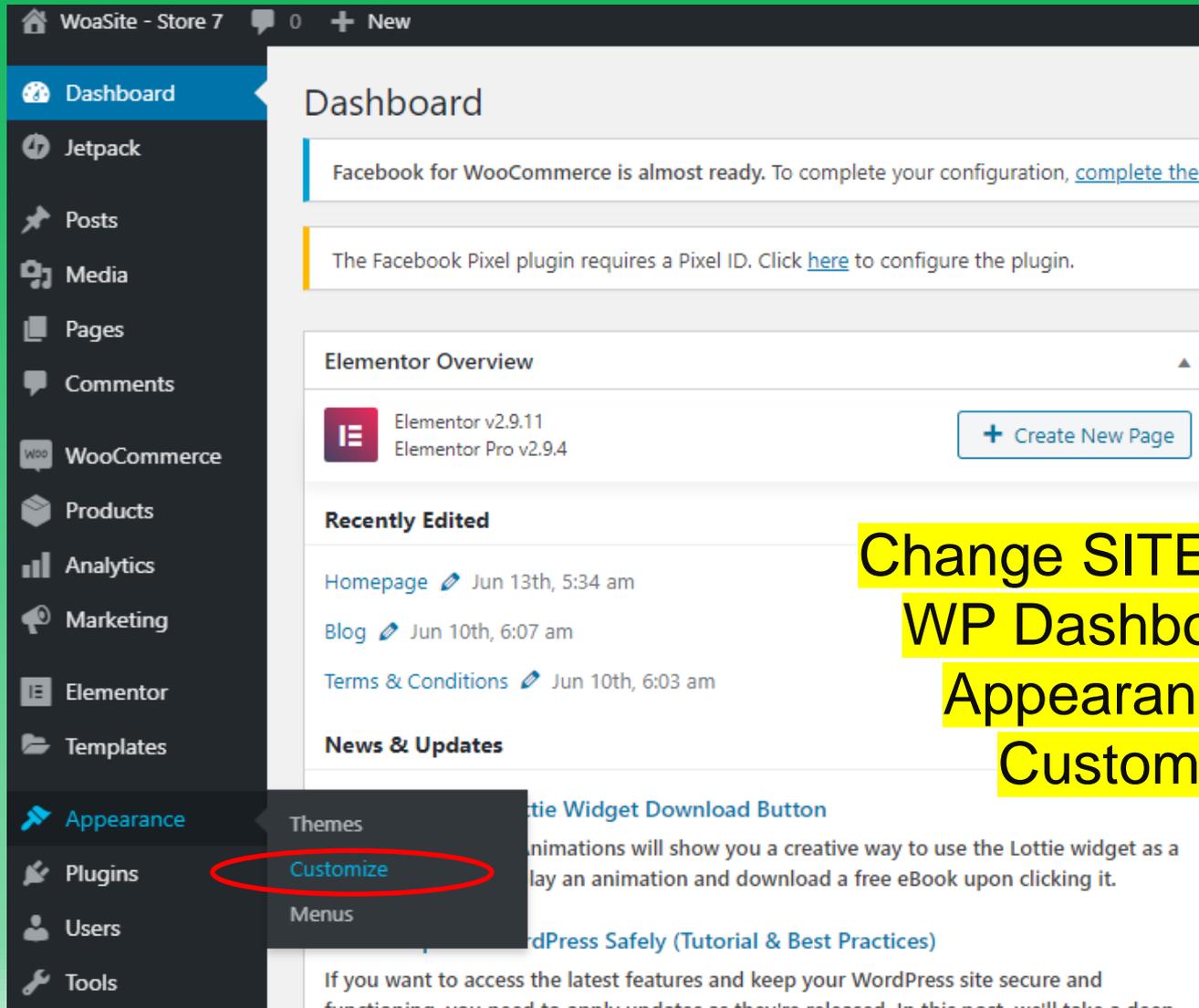
The screenshot displays the Woa website editor interface. On the left, the 'Edit Icon List' sidebar is open, showing a list of contact information items: a phone number (+88 123 456 7890), an email address (demo@woasite.com), and business hours (Mon - Fri: 10:00 - 18:00). A red circle highlights the 'Content' tab and the list of items. A yellow highlight is placed over the text 'Click the small pen and edit content'. In the main content area, the 'Master Header' is visible, featuring the 'BŌLEIR' logo and navigation links: Home, Shop, Blog, About Us, Contact Us, and My account. A red circle highlights a small pen icon in the top right corner of the header area. Below the header, there is a dashed box labeled 'Drag widget here' with a plus sign and a trash icon. At the bottom of the sidebar, there is a 'Need Help ?' link and an 'UPDATE' button.

Click the small pen and edit content

Master Header

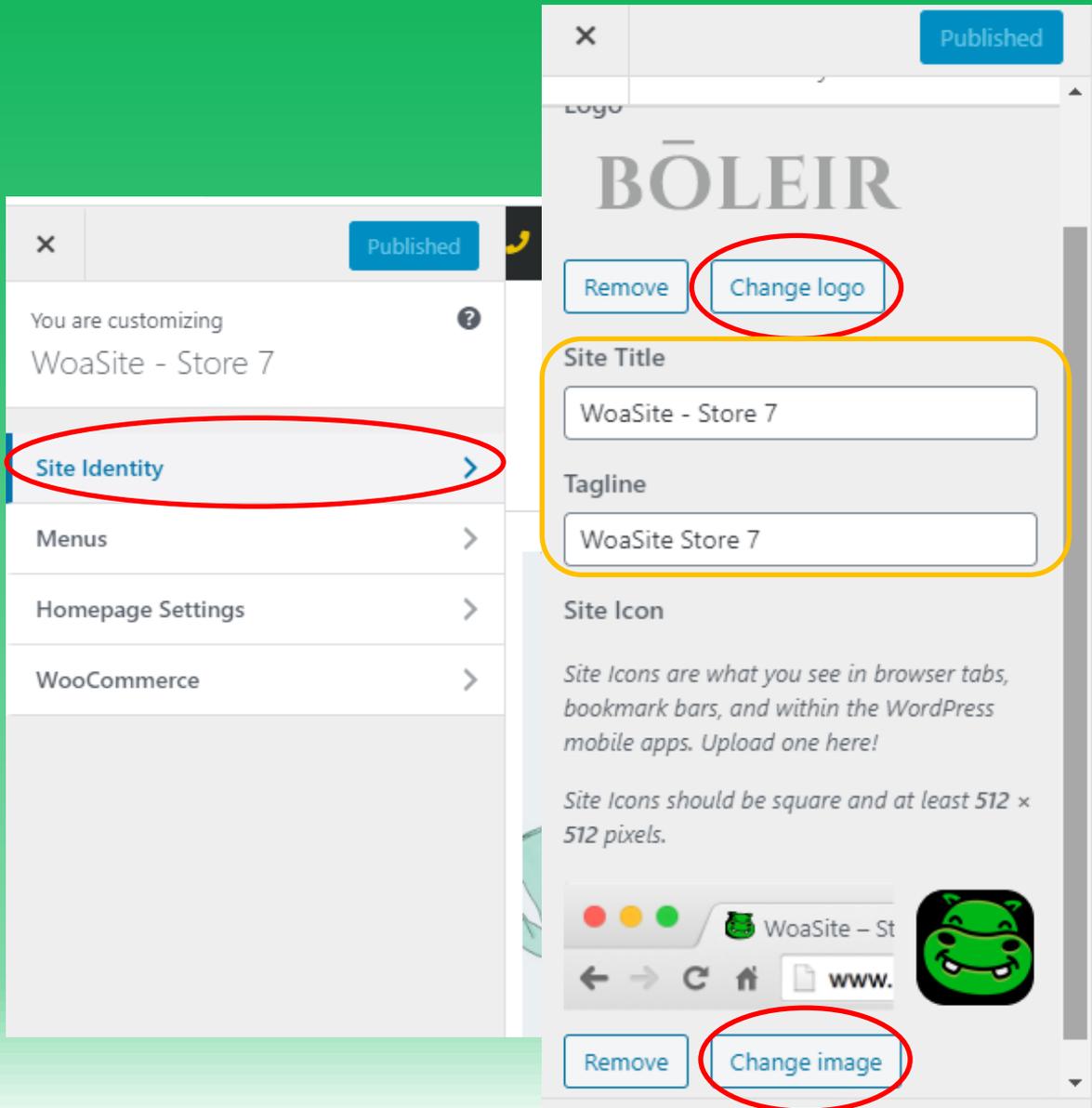
Content Area

Edit Header + LOGO + MENUS

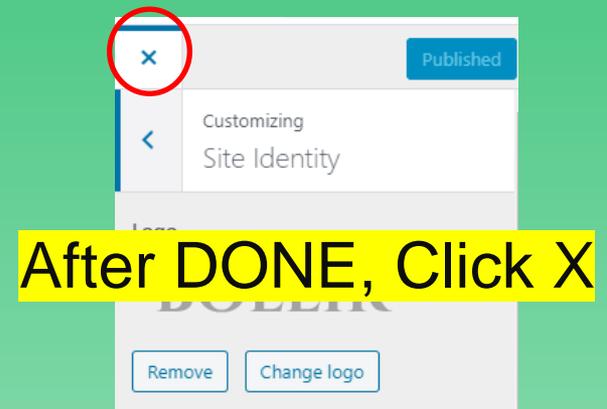


Change SITE LOGO:
WP Dashboard ->
Appearance ->
Customize

Edit Header + LOGO + MENUS



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



After DONE, Click X

Edit Header + LOGO + MENUS

The screenshot displays the Woa website editor interface. On the left, the 'Edit Site Logo' sidebar is open, with the 'Style' tab selected and circled in red. The 'Image' section is highlighted with a yellow box, showing a 'Width' slider set to 109. The 'UPDATE' button at the bottom of the sidebar is also circled in red. The main editor area shows a website header with the logo 'BŌLEIR' and a navigation menu. A small blue pen icon next to the logo is circled in red, with a tooltip that says 'Edit Site Logo'. The content area below the header is labeled 'Content Area' and contains a dashed box with a '+', a play button icon, and the text 'Drag widget here'.

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

Master Header
Content Area

Edit Header + LOGO + MENUS

The screenshot shows the WordPress Admin Dashboard. The left sidebar contains the following menu items: Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Marketing, Elementor, Templates, Appearance (circled in red), Plugins, Users, Tools, Settings, Customer Chat, and Collapse menu. The main content area is the 'Menus' screen, which includes a 'Manage with Live Preview' button and a 'Screen Options' button (circled in red). The 'Boxes' section has the following checked items: Pages, Posts, Products, Custom Links, Categories, Tags, Product categories, Product tags, and WooCommerce endpoints. The 'Show advanced menu properties' section has the following checked items: Link Target, Title Attribute, CSS Classes, Link Relationship (XFN), and Description.

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

Edit Header + LOGO + MENUS

WoaSite - We Own A Site ! masteradmin

0 + New

Add menu items

Menu Name: Header Menu

Save Menu

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

Posts

Products

Custom Links

Categories

Tags

Product categories

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 Header + LOGO + MENUS

WoaSite - We Own A Site! masteradmin

Add menu items

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](#)

Posts

Products

Custom Links

Categories

Tags

Menu structure

Menu Name [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
 - Open link in a new tab
 - Move [Up one](#) [Down one](#) [Out from under Shop](#)
 - Original: [Accessories](#)
 - [Remove](#) | [Cancel](#)
- Hoodies sub item Category
- Tshirts sub item Category

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

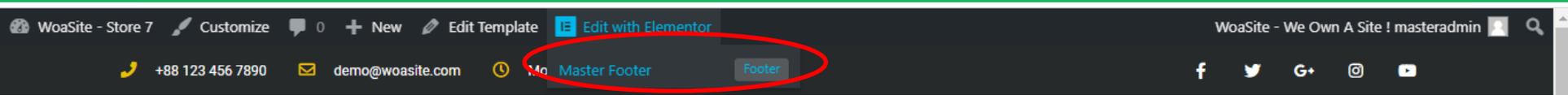
Just rename it.

Click save menu

Edit Header + LOGO + MENUS

The image shows the Elementor website editor interface. On the left, the sidebar contains various widget categories: ELEMMENTS, GLOBAL, SITE, and BASIC. The 'View Page' option is circled in red. The main preview area shows the 'BÔLEIR' website header with navigation menus: Home, Shop, Blog, About Us, Contact Us, and My account. A red circle highlights the hamburger menu icon in the top left corner. A dashed line indicates the area where the header is being edited. A yellow callout box says: 'Go back to Editing page, now you able to see added menus show here.' Another yellow callout box says: 'Click top right menu -> Click View page'. A third yellow callout box says: 'r Header'.

Edit Header + LOGO + MENUS

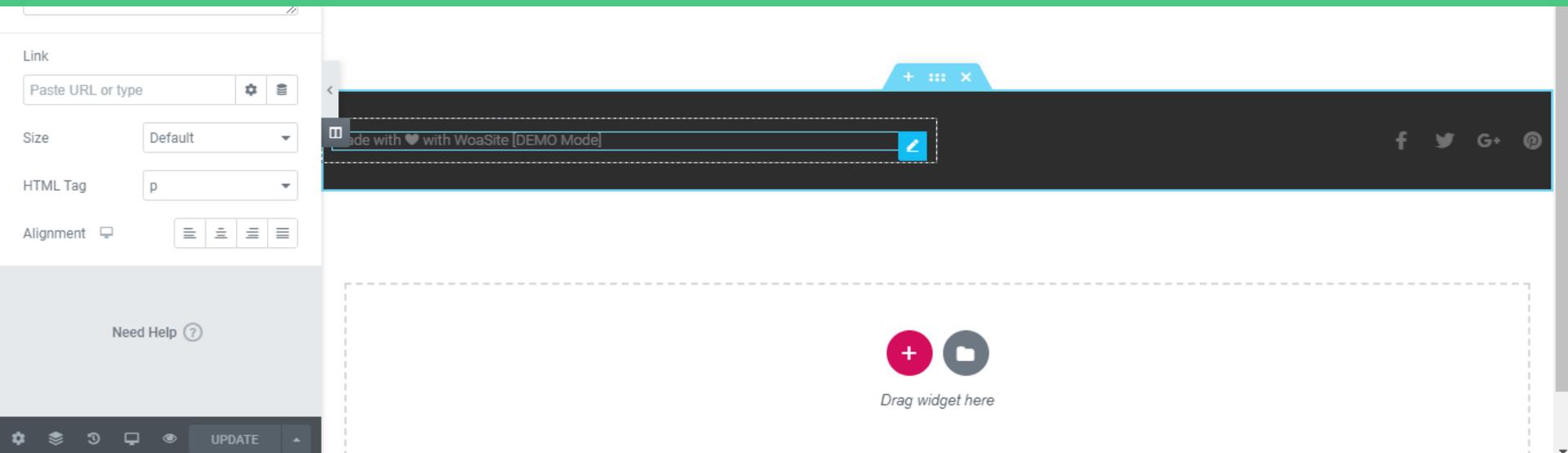


Now we going to edit footer content

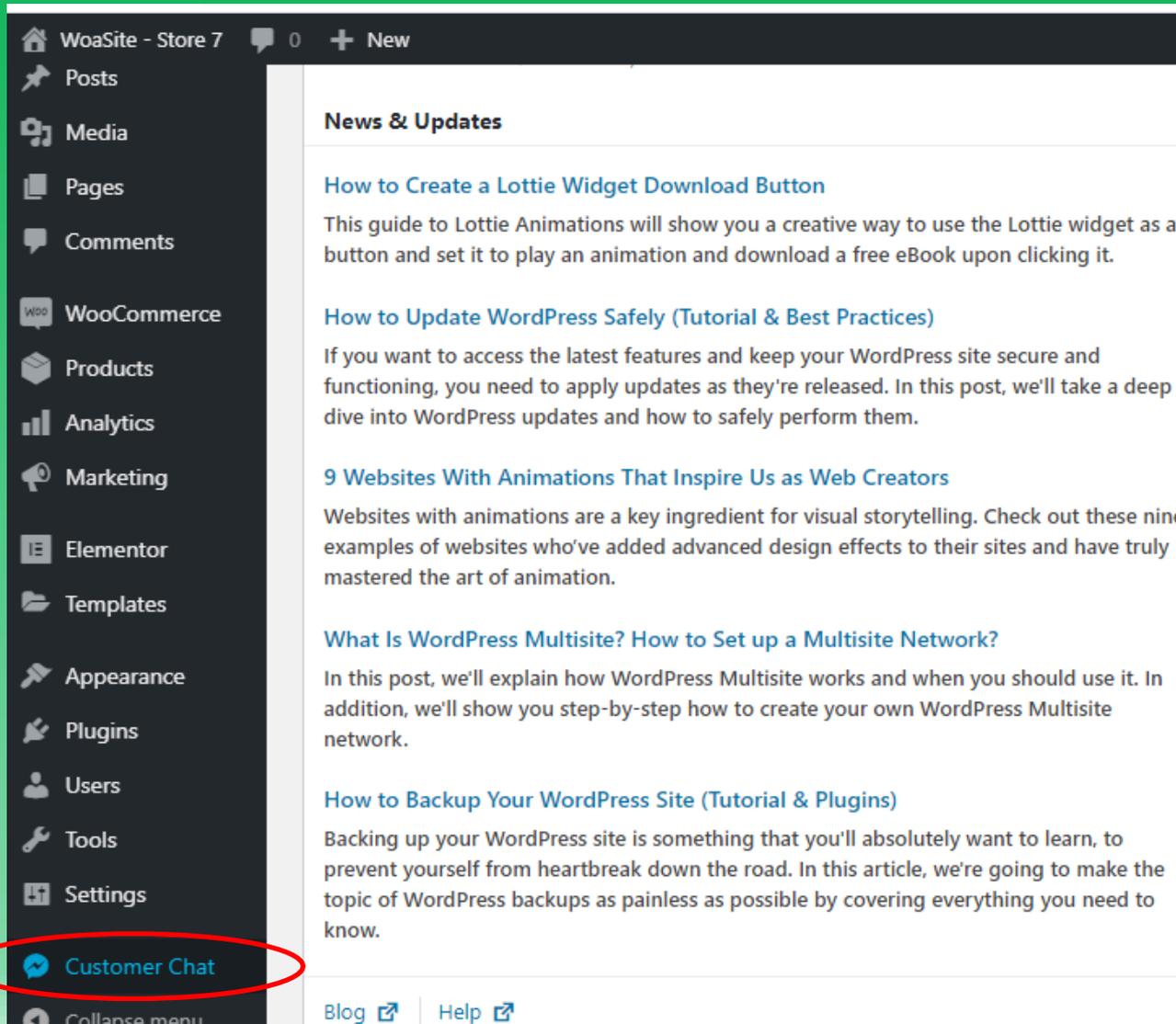
-> Click Master Footer ->

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

After edit Click UPDATE.



Add FB messenger button



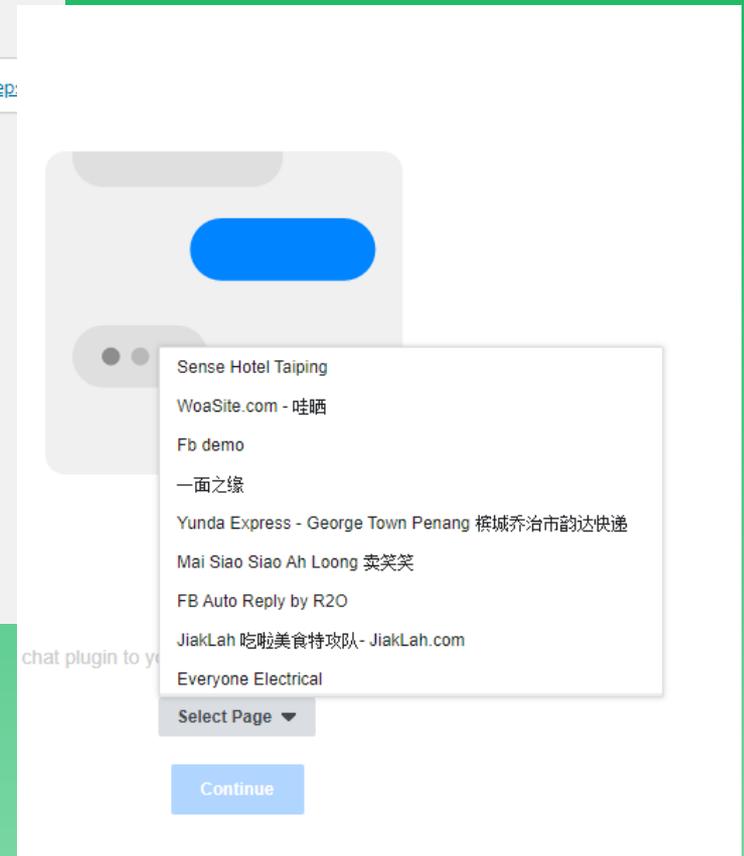
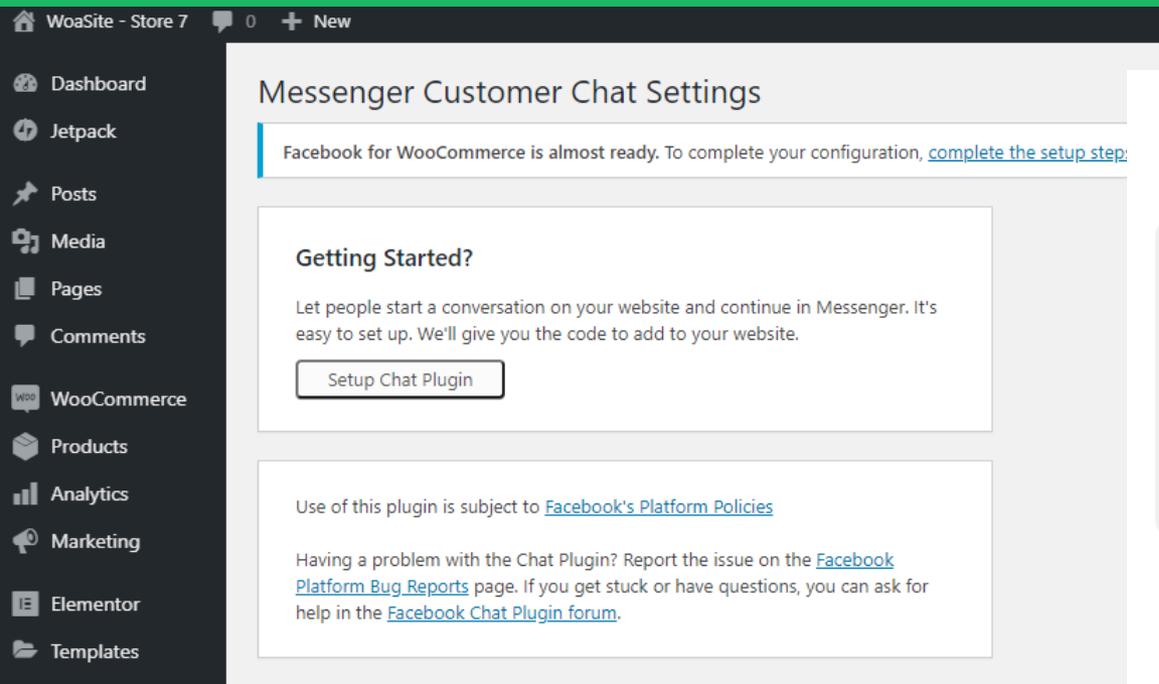
The image shows a screenshot of the WordPress dashboard. On the left side, there is a dark sidebar menu with various icons and labels. The 'Customer Chat' option is highlighted with a red circle. The main content area on the right displays a list of articles under the heading 'News & Updates'. The articles listed are:

- [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 deep dive into WordPress updates and how to safely perform them.
- [9 Websites With Animations That Inspire Us as Web Creators](#)
Websites with animations are a key ingredient for visual storytelling. Check out these nine examples of websites who've added advanced design effects to their sites and have truly mastered the art of animation.
- [What Is WordPress Multisite? How to Set up a Multisite Network?](#)
In this post, we'll explain how WordPress Multisite works and when you should use it. In addition, we'll show you step-by-step how to create your own WordPress Multisite network.
- [How to Backup Your WordPress Site \(Tutorial & Plugins\)](#)
Backing up your WordPress site is something that you'll absolutely want to learn, to prevent yourself from heartbreak down the road. In this article, we're going to make the topic of WordPress backups as painless as possible by covering everything you need to know.

At the bottom of the dashboard, there are links for 'Blog' and 'Help'.

Go to WP dashboard
-> Click Customer Chat

Add FB messenger button



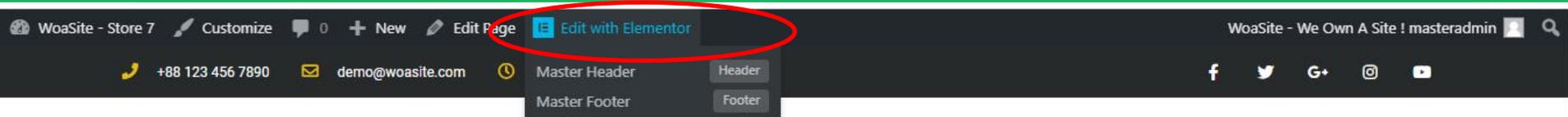
Click Setup Chat Plugin ->

Choose the FB page you wish to connect ->

Click next -> next -> Done

This will only be connected to registered main domain

Edit Webpage content



BŌLEIR

Home Shop ▾ Blog About Us Contact Us My account ▾

Go to editing page:

Click edit with Elementor

Welcome

This is your homepage which is what most visitors will see when they first visit your shop.

You can change this text by editing the "Welcome" page via the "Pages" menu in your dashboard.

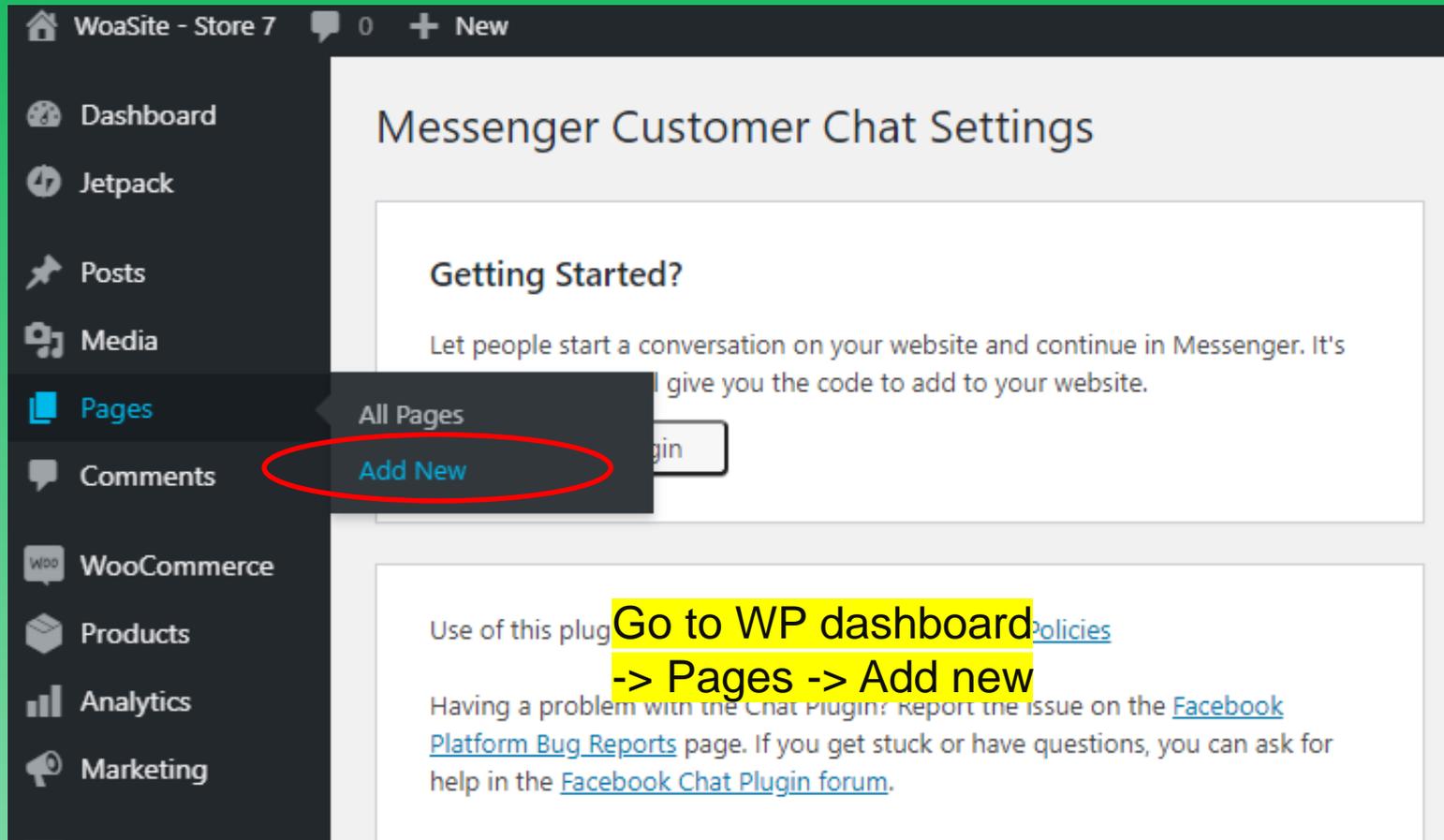
<https://woasite.com/live/wp-admin/post.php?post=28&action=elementor>

For more details: refer to

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

Step 3

Add new webpage



The screenshot shows the WordPress dashboard for 'WooSite - Store 7'. The left sidebar contains a menu with the following items: Dashboard, Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, and Marketing. The 'Pages' menu item is highlighted in blue, and a sub-menu is open, showing 'All Pages' and 'Add New'. The 'Add New' option is circled in red. The main content area displays the 'Messenger Customer Chat Settings' page, which includes a 'Getting Started?' section with instructions on how to start a conversation on the website and continue in Messenger. A yellow text overlay is present in the lower right of the screenshot, reading: 'Go to WP dashboard -> Pages -> Add new'.

WooSite - Store 7 0 + New

Dashboard

Jetpack

Posts

Media

Pages

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

give you the code to add to your website.

All Pages

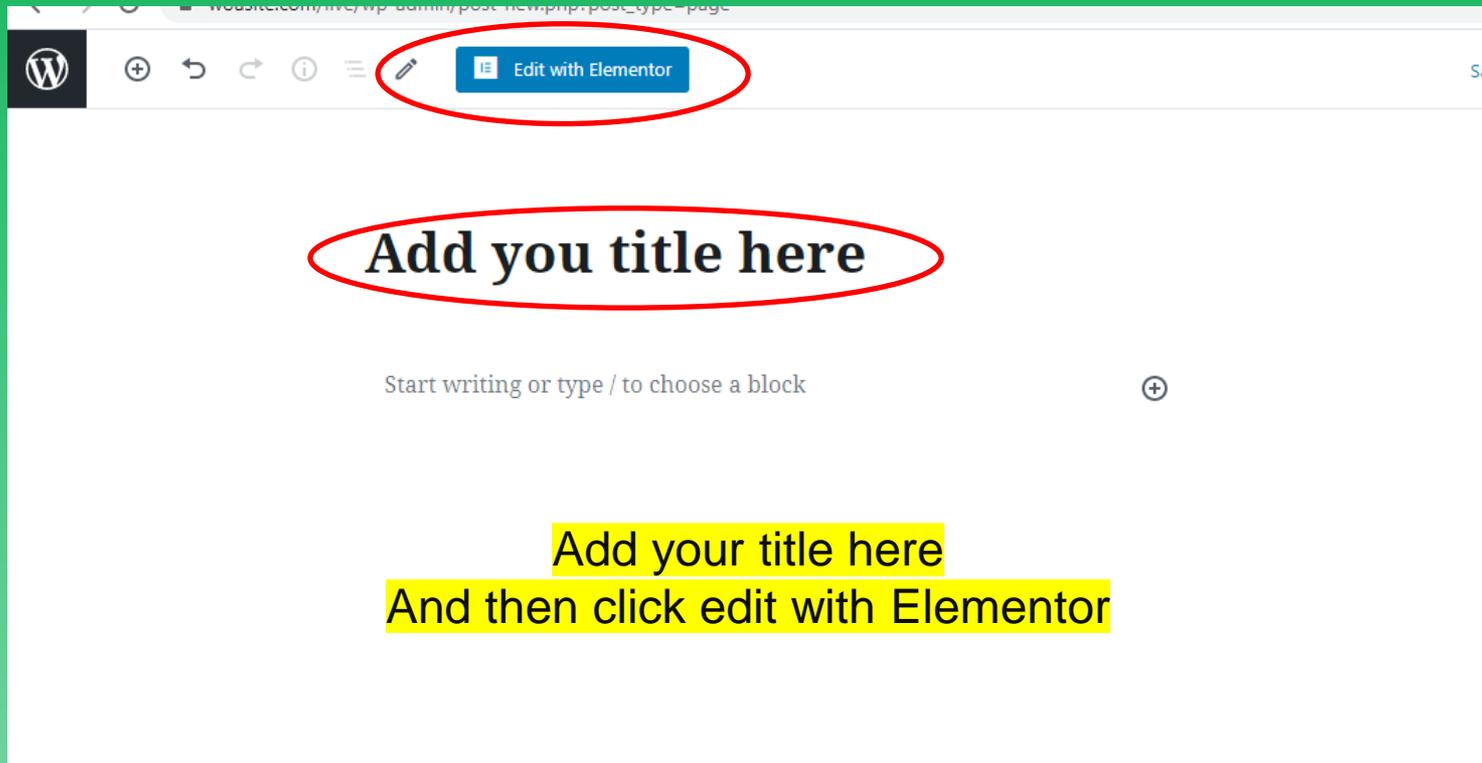
Add New

Go to WP dashboard
-> Pages -> Add new

Use of this plugin [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

The screenshot displays the Elementor website builder interface. At the top, there's a navigation bar with the 'elementor' logo, contact information (+88 123 456 7890, demo@woosite.com), and a status bar (Mon - Fri: 10:00 - 18:00). Below this is a header for 'BOLEIR' with navigation links: Home, Shop, Blog, About Us, Contact Us, and My account. The main content area is currently empty, with a large dashed box indicating where a widget can be placed. The left sidebar shows a 'BASIC' widget palette with options like Inner Section, Heading, Image, Text Editor, Video, Button, Divider, Spacer, Google Maps, and Icon. A 'PUBLISH' button is visible at the bottom left of the interface.

Add you title here

You can start Add:

Section + Column + Widget now

Will demonstrate :

Drag widget here

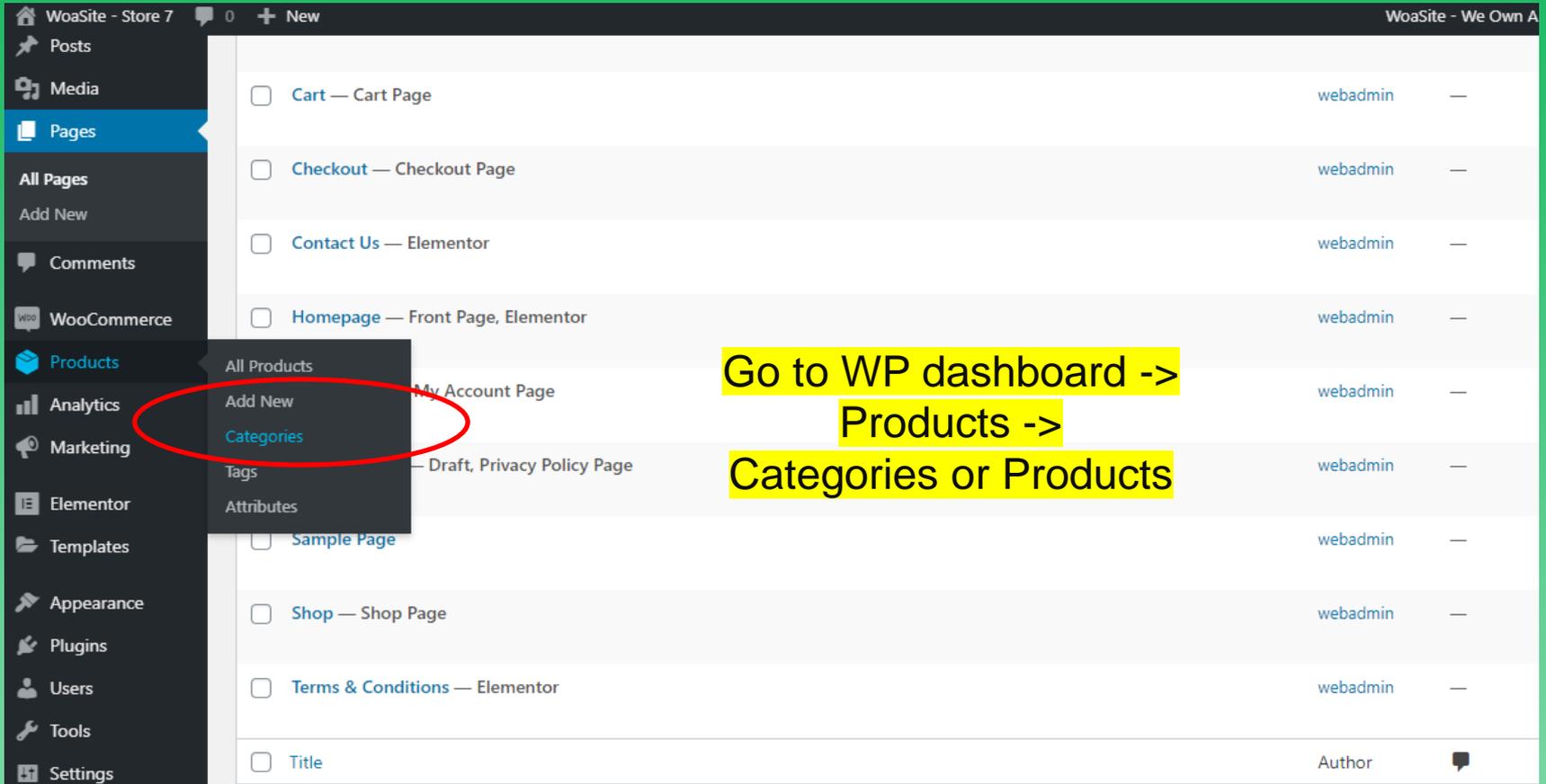
How to add Slide, Image, Video, TEXT, FORM,
Products Section, Blog Section

For more details: refer to

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

Step 3

Add Product categories & Products



The screenshot shows the WordPress dashboard with the 'Products' menu item highlighted in the left sidebar. A red circle is drawn around the 'Categories' option in the 'Add New' submenu. 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 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

Bulk Actions 4 items

<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"/>		tshirts		tshirts	4	≡
<input type="checkbox"/>		uncategorized		uncategorized	0	≡

Bulk Actions 4 items

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*.

Key in Category name

-> Upload / add category image

-> Add new category

Add Product categories & Products

WooCommerce / Products / Add New

Add new product

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

Product name

Fill in Products details accordingly -> Publish.

Paragraph **B** *I* [List icons] [Link icon] [Table icon]

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

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

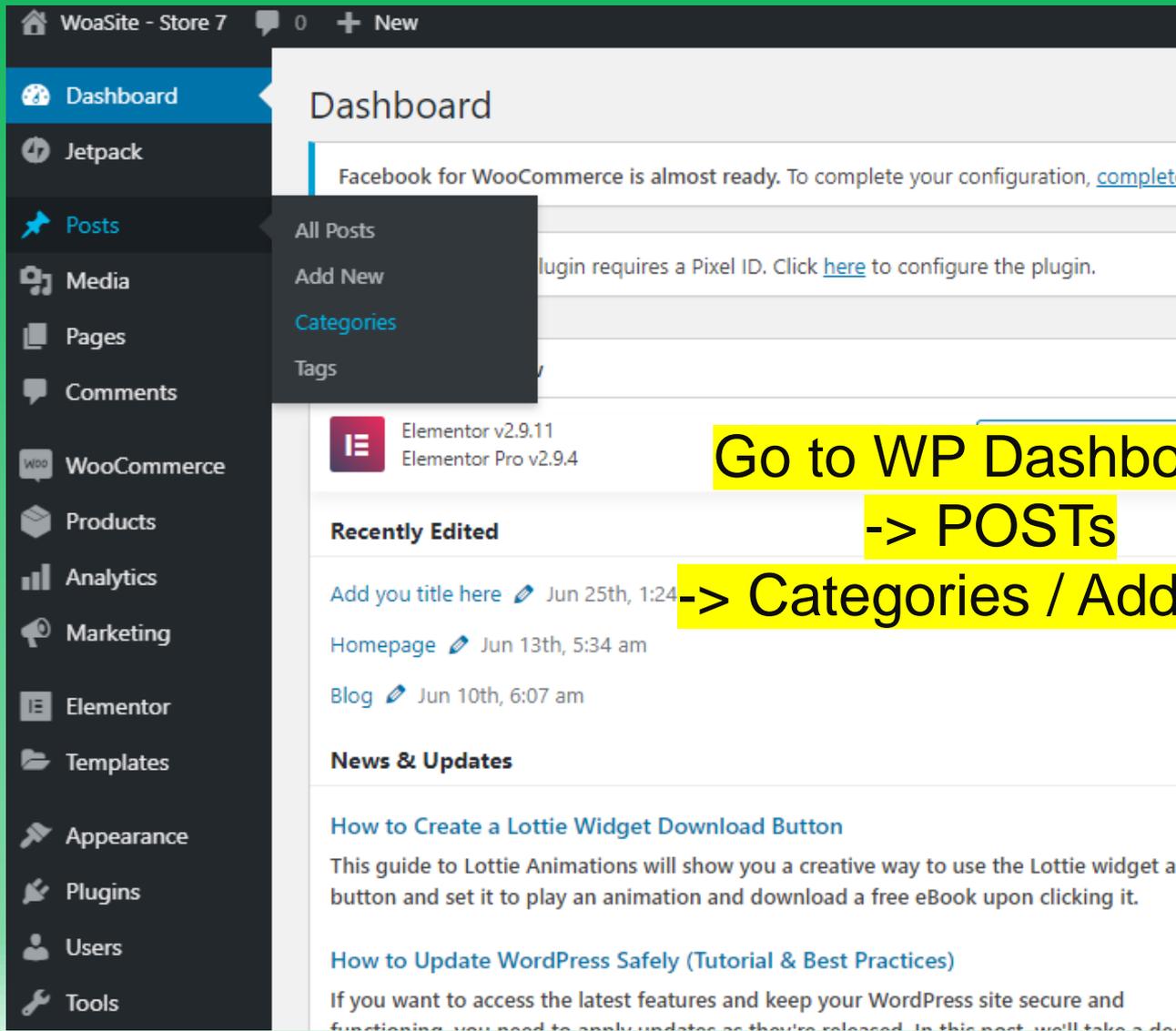
[Copy to a new draft](#) [Move to Trash](#) [Publish](#)

Product categories

All categories Most Used

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

Add Blog categories & Post



The screenshot shows the WordPress dashboard interface. On the left is a dark sidebar with a navigation menu. The 'Posts' menu item is highlighted, and a dropdown menu is open, showing options: 'All Posts', 'Add New', 'Categories', and 'Tags'. The 'Categories' option is highlighted in blue. The main content area shows a 'Dashboard' header, a notification about Facebook for WooCommerce, and a 'Recently Edited' section with three items: 'Add you title here', 'Homepage', and 'Blog'. Below that is a 'News & Updates' section with two articles: 'How to Create a Lottie Widget Download Button' and 'How to Update WordPress Safely (Tutorial & Best Practices)'. The top of the dashboard shows 'WooSite - Store 7' and '+ New'.

Go to WP Dashboard

-> POSTS

-> Categories / Add new

Add Blog categories & Post

WoaSite - Store 7 0 + New WoaSite - We Own A Site ! masteradmin

Dashboard Jetpack Posts All Posts Add New Categories Tags Media Pages Comments WooCommerce Products Analytics Marketing Elementor Templates Appearance

Categories

Screen Options

Search Categories

Bulk Actions Apply 1 item

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

Name Description Slug Count 1 item

Deleted categories that were only assigned to the deleted category are set to the default category.

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 all lowercase and contains only letters, numbers, and hyphens.

Parent Category

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description
The description is not prominent by default; however, some themes may show it.

**Key in Category name
-> Add new category**

Add Blog categories & Post

Key in your blog title

Blog content

Start writing or type / to choose a block

Search for a block

- Page Break
- Paragraph
- Image
- Heading
- Gallery
- List
- Quote
- Audio
- Cover

Text settings

Preset size: Default

Custom: [input] [Reset]

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

Facebook PIXEL

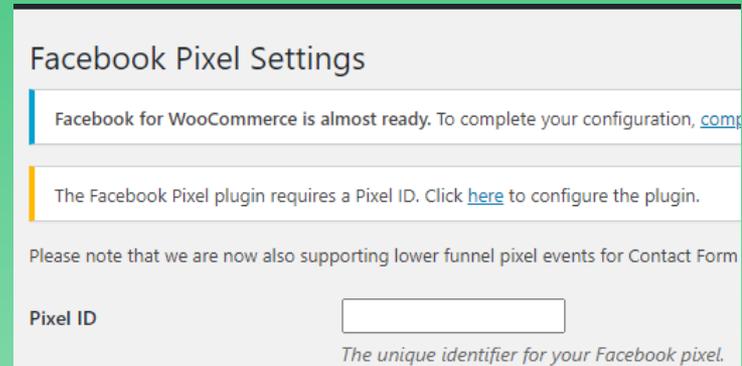
Go to WP dashboard

-> Setting

-> Facebook Pixel

And then add [Pixel ID]

Click save changes



Facebook Pixel Settings

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

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

Please note that we are now also supporting lower funnel pixel events for Contact Form 7.

Pixel ID

The unique identifier for your Facebook pixel.

Google Analytic

Go WP dashboard ->

Setting - >

Click

[Or manually enter UA code]

-> Insert your Google Analytic code here

Connect MonsterInsights

Or manually enter UA code (limited functionality)

Manually Enter Your UA Code

Warning: If you use a manual UA code, you won't be able to use any of the reporting and some of the tracking features. Your UA code should look like UA-XXXXXX-X where the X's are numbers.

The image shows a screenshot of the WordPress dashboard. On the left is a dark sidebar with a navigation menu. The 'Settings' menu item is circled in red, and a sub-menu is open, with the 'Settings' option also circled in red. The main content area shows the 'Recently Edited' section and the 'Google Authentication' settings for MonsterInsights. A blue button labeled 'Connect MonsterInsights' is visible, and below it, the link 'Or manually enter UA code (limited functionality)' is circled in red. A yellow text box with an arrow points to this link, containing the instruction 'Insert your Google Analytic code here'. Another yellow text box above it says '[Or manually enter UA code]'. A third yellow text box at the top right says 'Go WP dashboard -> Setting - > Click'. At the bottom right, there is a logo for 'WOASiTE' with the tagline 'Waa - we own a site'.

Google SEO Simple Setting



The screenshot shows a Google search for '面子书课程' (Facebook course). The search bar is circled in red. Below the search bar, the search results are displayed. The first result is from 'www.retail-online.my' and is annotated with 'SEO Title' and 'Meta Description'.

Dashboard - WoaSite - Live Demo x 面子书课程 - Google Search x +

google.com/search?q=面子书课程&rlz=1C1CHBD_enMY764MY764&oq=面子书课程&aqs=chrome..69i57.5334j0j15&sourceid=chrome&

Google 面子书课程

All Images News Videos Maps More Settings Tools

About 1,510,000 results (0.38 seconds)

www.retail-online.my > facebook-ma... - Translate this page

SEO Title
Meta Description

Malaysia 最好的Facebook 8 小时速成班| 面子书课程| 全马各地 ...

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 ...

Mar 13, 2019 - Uploaded by 特攻队R20

Google SEO Simple Setting

Go WP dashboard ->

Pages - > All Pages

Dashboard -> select a page & click "EDIT"

The image shows a screenshot of a WordPress dashboard. On the left is a dark sidebar with navigation items: Home, Updates (7), Insights, Jetpack, Posts, Media, Pages, and Comments. The 'Pages' menu item is highlighted, and a sub-menu is open showing 'All Pages' and 'Add New'. The 'All Pages' option is circled in red. The main content area shows a 'Dashboard' header and a notification to 'Please Setup Website Analytics to See MonsterInsights, WordPress analytics plus MonsterInsights to see the stats that matter'. Below this is a 'Facebook for WooCommerce' notification. On the right side, there is a table of pages with columns for 'Bulk Actions', 'Apply', 'All dates', and 'All SEO Scores'. The table lists several pages, including 'About Us — Elementor', 'Add you title here — Draft, Elementor', 'Blog — Elementor', 'Cart — Cart Page', 'Checkout — Checkout Page', and 'Contact Us — Elementor'. The 'Edit' link for the 'About Us' page is circled in red.

Google SEO Simple Setting

The screenshot shows the WordPress editor interface. The main content area displays the title "About Us" and a blue "Edit with Elementor" button. The right-hand sidebar contains several settings sections: "3 Revisions", "Permalink" (with URL slug "about-us"), "Featured image" (with a "Set featured image" button circled in red), "Discussion" (with "Allow comments" checked), and "Page Attributes". The top navigation bar includes a "Back to WordPress Editor" button, "Switch to draft", "Preview", and "Update" buttons, with the "Update" button circled in red.

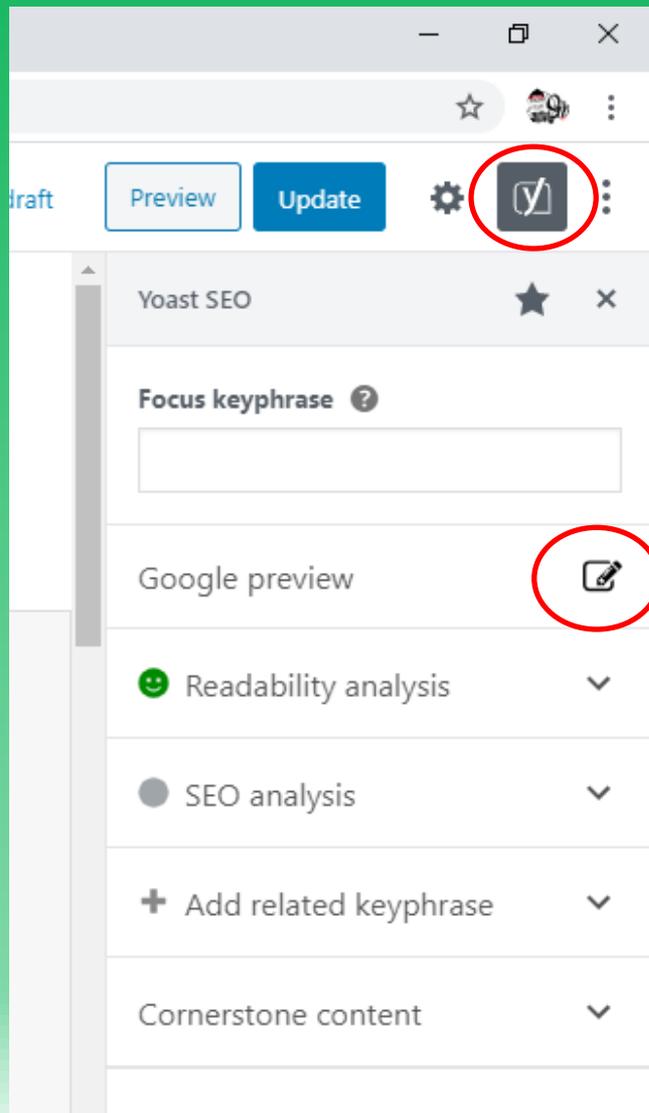
About Us

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

Edit with Elementor

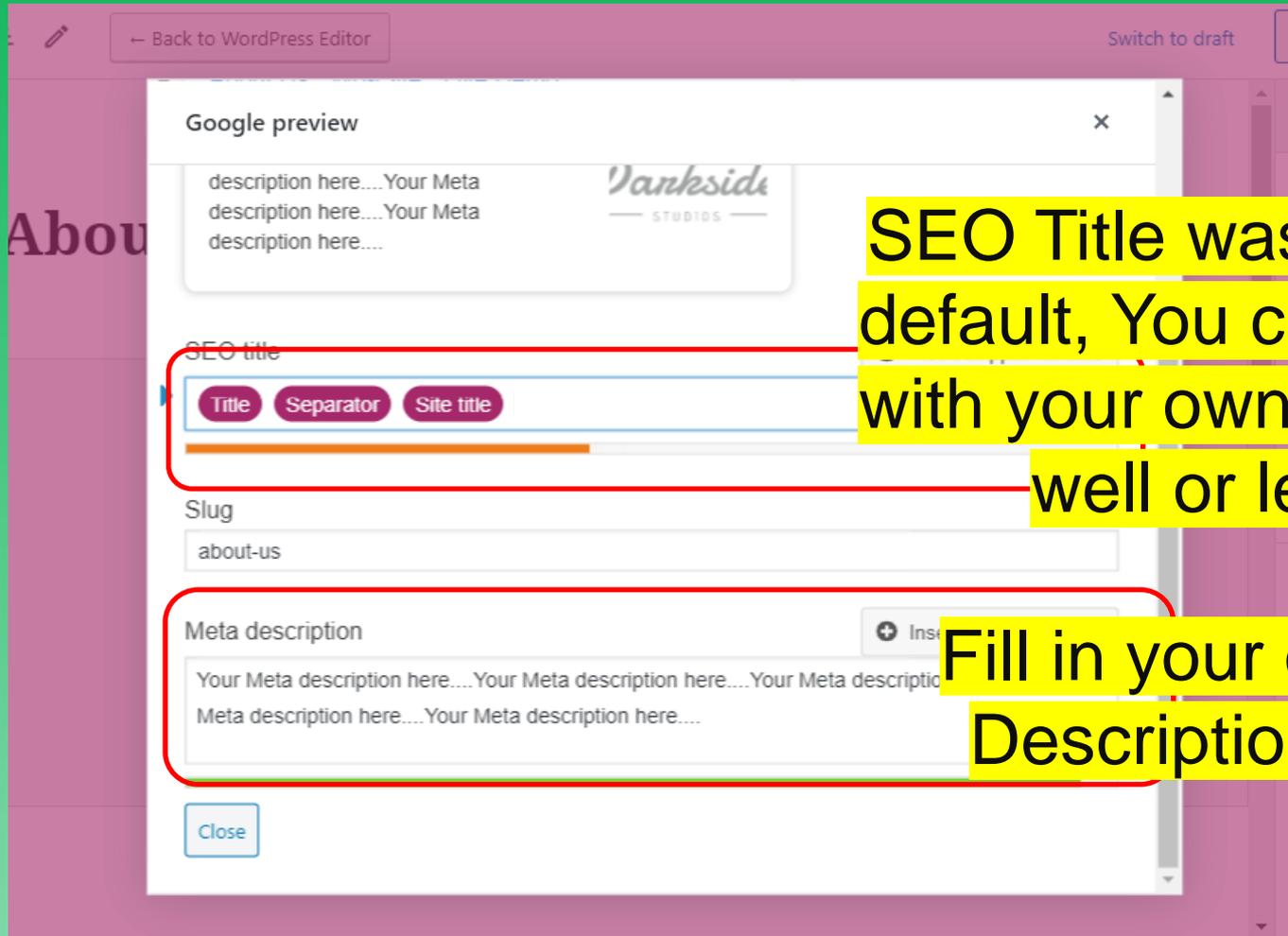
Image size: 1200 x 628

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 navigation buttons: '← Back to WordPress Editor' and 'Switch to draft'. The dialog is titled 'Google preview' and contains a preview of a search result 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 containing '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...'. A 'Close' button is located at the bottom left of the dialog.

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.

Q&A

问答环节

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