Start your own Jewelry Business

The Alluring Bead Boutique Guide to Building your Business and Brand

2019

About

Ready to take your Hobby to the next Level?

- Start your Business and Build your Brand with ease.
- Get your business up and running efficiently and effectively right from the start.
- The steps in this Guide are progressive, so each new step builds upon the ones before.
- Express yourself and begin telling the world about your story, your work and your goals.

To get the most from this guide, use it in conjunction with my 10-part series ~ Start your own Jewelry or Craft Business.

The Alluring Bead Boutique provides new Jewelers with the resources they need to be successful in their Craft and their Business.

Pre-Launch Prep

Good Planning and Clear Goals are Essential to Starting your own Business and Website

Prelaunch Prep Checklist

Essential Info about your Business

Name, Address and Contact Info for your Business	Your Artist Background Info and your Business Background	List of Product Types	List of Materials you Use	List of Techniques or Processes you used to make your products	Marketing Ideas	Financial (Where do you get your cash for your Business)	Why do you do what you do?	What are you core values as a person and a business owner	What are your Short Term Goals – 3 years	What are your Long Term Goals – 5 years	What are your dreams for your business	What are your dreams for yourself as a business owner

Action Steps

Remember these steps are progressive. Each new step builds on the last.

Steps	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6
1. Professional Bio	Your Name	Your Background	Your Business Background	Your Products or Services	Philosophy Statement	Mission Statement
2. Business Plan	Your Business Info and Background	Your Products	Your Short Term and Long Term Goals	Your Marketing Plans	Your Financial Structure	Philosophy and Mission Statements
3. Web Hosting	Shared Basic	Shared Business	Shared Pro	Dedicated	Cloud	Managed/VPS
4. WordPress	Install	Settings	Jetpack	Themes	Plugins	Widgets
5. Themes and Plugins	Choose a Theme	Install	Settings	Pages	Posts	Shop
6. Page Builders	Elementor	Elementor Pro	Sections	Widgets	Content	Formatting

Key Elements

- Your Name
- Your Background
- Your Business Name
- Your Business's Background
- Your Products or Services
- How you Provide your Products
- Your Philosophy
- Your Mission Statement

Your Bio

A Bio is Vital to your new Business

- **A professional bio is often the first experience that a potential client or customer has with you.**
- **Your professional bio should be comprehensive yet concise.**
- **When reviewing your professional bio, the reader should feel as though they know a great deal about you and your Business and can clearly see the benefits of working with you.**
- **A good Bio can transform your business. It should provide a clearly stated purpose of who you are, what you do, how you benefit customers, and what you aspire to become.**
- **Your Bio will serve as your About Page and should be used as your Profile consistently for all your Social Media and Sales Sites.**

Writing Advice

Write as if you are speaking directly to your audience.

Avoid stuffy content and jargon.

Remember the goal is to tell a story

Before you start writing

- All of key elements need to be included in order to present a clear picture of your Jewelry or Craft Business.
- You want to think about your bio as your story as it pertains to your business and your craft.
- A professional Bio is similar to a resume but it paragraph form.
- Your Bio should tell your interesting story.

When you are editing

- Your professional bio should be comprehensive yet concise.
- When reviewing your professional bio, the reader should feel as though they know a great deal about you and your Business and can clearly see the benefits of working with you.
- A good Bio can transform your business. It should provide a clearly stated purpose of who you are, what you do, how you benefit customers, and what you aspire to become.

How to Write a Great Bio

Use this Guide to create a professional version of your Business Story

Section One

- Your Name
- Your Background

This section is used to introduce yourself and your business.

Tips:

Use your name in the first sentence.

Tell your backstory as if pertains to your field.

Explain why you decided to go into business.

Try not to use your Business name or links until the next section,

Segway into your next section.

Section Two

- Introduce your Business
- Your Business's Background

Use your Business Name in the first sentence.

Describe your business exactly as you want it to be perceived.

Tell your business backstory briefly.

Segway into your products section.

Refrain from using your sales links until the next section.

Be concise.

Section Three

- Your Products or Services
- How you Provide your Products or Services

Describe your jewelry, materials and processes as concisely as possible.

If you are strictly in business to sell your crafted items, then you will want to write separate short paragraphs for products or services you specialize in.

Let the Reader know where and how you sell you products and services

Use a Segway sentence that leads into your Philosophy statement.

Philosophy

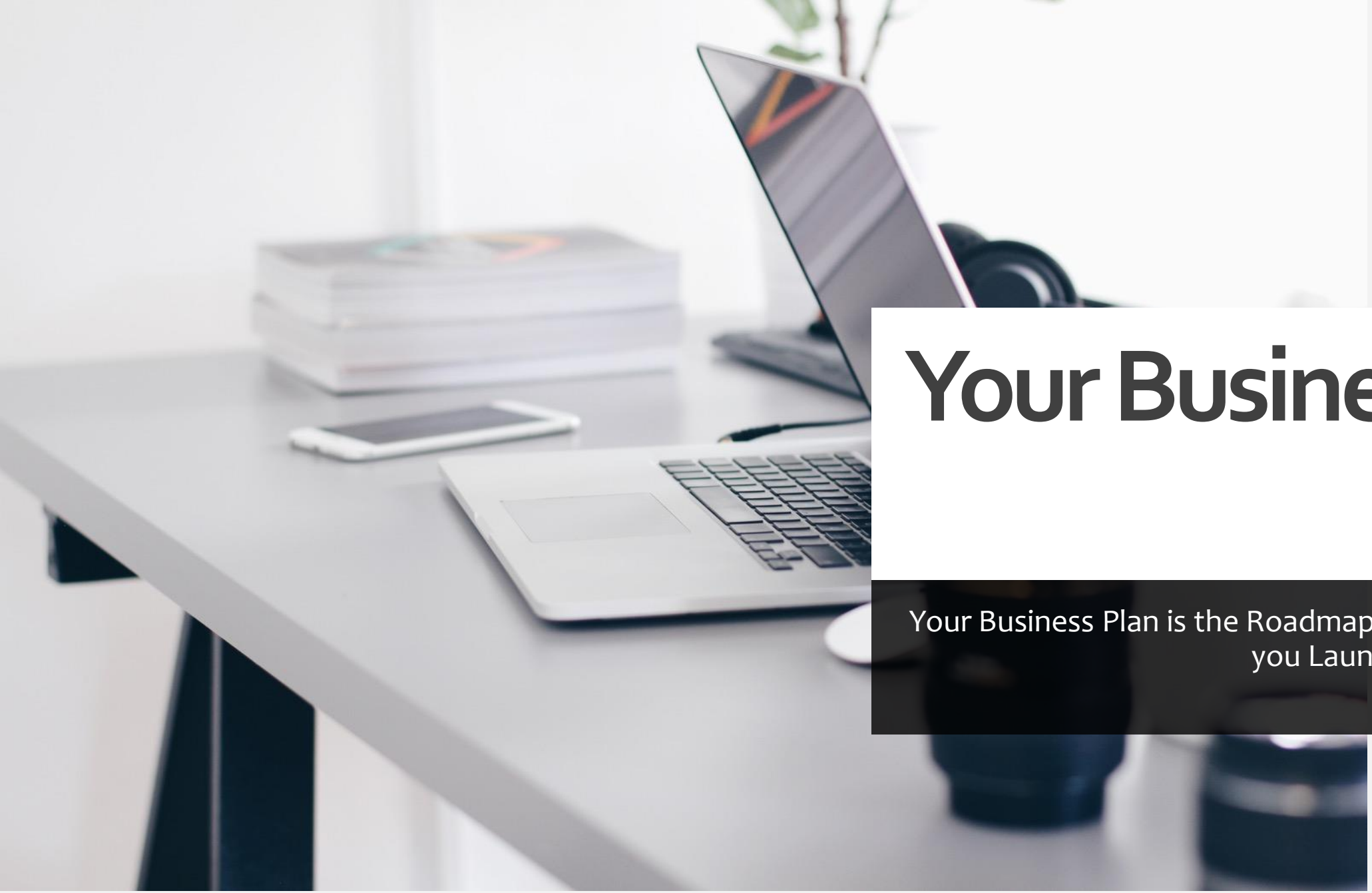
A company's philosophy can be described as the reasons behind the way you choose to do business.

- Your philosophy should portray the values you uphold in pursuit of your goals.
- Focus on the Customer as you write this section.
- Make sure to use your own Values and Goals to define your Business.
- If you are struggling with this section, try using your personal code of ethics as your guide.

Mission Statement

A Mission Statement is a summary of the goals and values of your business or yourself.

- In this section, you want to emphasize what you want to accomplish as a business.
- Use bullet points for this section if you are having trouble formatting.
- List goals as they relate to what your business does and how you will achieve these goals based on your business philosophy and code of ethics.



Your Business Plan

Your Business Plan is the Roadmap that will Guide you as you Launch your new Business.

Planning your Business

Keys Elements

- Your Business Profile
- Introduction
- What your Business provides - products and/or services
- Your Target Clients – Customers
- What are your Short-Term Goals
- What are your Long-Term Goals
- How you plan to reach the outside world (Marketing and Sales)
- Financial
- How you want your business perceived (Philosophy – From Bio)
- What your business represents (Mission Statement – From Bio)

Try not to be intimidated by this step.
The business plan is basically just an outline of your business goals and values.
Think about your business plan as a perpetual work in progress.
As your business evolves, so does your business plan.

Writing Advice

Write as if you are speaking directly to a business colleague.

This is the place to add details about your product, materials and/or services.

Give a detailed description of how you plan to market your business.

The goal is to outline your actual plans for setting up and growing your business.

Before you start writing

- All of key elements need to be included in order to present a clear picture of your Jewelry or Craft Business.
- Be brief but thorough. Your Business Plan is meant to guide you through your development process for the next few years.
- Get as much info as you can down on paper, but remember you can always change, add or subtract things at anytime.
- If you haven't actually started your business yet, use your plans to fill in the blanks.

When you are editing

- Your Business Plan should be comprehensive yet concise.
- Compartmentalize any run on info.
- Use lists to your advantage but remember to give as much detail as you can provide.
- Check your work against your Prelaunch checklist and your Bio. You want to present a cohesive plan across all fronts.

How to Write Your Business Plan

Use this Guide to create a professional version of your Business Plan

Business Profile

Create a Professional Header that includes:

- Business Name
- Address
- Telephone Number
- Email
- Website URL

If you don't have a website yet, come back later and update.

Introduction

Write a 3 -4 paragraph formal introduction.

Use your Business name and describe what your business does in the first sentence.

Include only professional background info about yourself such as experience.

Include the following info about your business:

- Launch Date
- Background Info
- Brief Overview of Products and where you plan to sell them.
- List any achievements or action steps you are in the process of making.

Your Products

- Physical Goods

Write a Paragraph that describes the jewelry or crafts you make

Make a List that explains what materials you use.

Make a list that explains what processes or techniques you use.

Add the high and low - Price Points and Average Cost per item.

** Create a separate section for non-physical products you sell or services you may provide.

- Digital Goods
  Services

Target Customers

As with any business, you need to know who your intended customers are.

In this section you will want to include a statement or two as well as any demographic info you can provide.

- Middle to Upper Middle-Class Professional Women
- White- and Blue-Collar Females
- Boutique Owners
- Busy Working Mothers
- Trendsetters
- Ages 25-60

Do as much research as possible to get a good idea of which customers you want to target.

Short- and Long-Term Goals

You can use written paragraphs or bullet points to make your lists.

The Key here is to write out your plans and dreams for your business.

You can start with Short Term Goals and you can add the rest as you grow.

- Short Term - 3 years
- Long Term - 5 years
- Extreme Goals - 10 years

How to Write Your Business Plan

Use this Guide to create a professional version of your Business Plan

Marketing

Write a paragraph or two to describe how you plan to get the word out about your beautiful jewelry.

You do not need an MBA to form your strategy. If you are planning on using leads, or email marketing just briefly say that.

If you are planning to use social media, you may want to include your plans on building a following.

If you have future plans, say for advertising, let the reader know about that too.

Just remember to be clear and concise.

Financials

This section is used to tell the reader how you will fund your new enterprise.

Simply explain the basic financial structure of your new business and you are good to go for now.

If you are planning to borrow money or seek funding, you will want to do a complete financial forecast for your Business Plan.

Keep in mind that the financial information for your business is very involved. You will need to decide how you will keep records, either do your own or hire an accountant.

Philosophy

A company's philosophy can be described as the reasons behind the way you choose to do business.

- Your philosophy should portray the values you uphold in pursuit of your goals.
- Focus on the Customer as you write this section.
- Make sure to use your own Values and Goals to define your Business.
- If you are struggling with this section, try using your personal code of ethics as your guide.

Mission Statement

A Mission Statement is a summary of the goals and values of your business or yourself.

- In this section, you want to emphasize what you want to accomplish as a business.
- Use bullet points for this section if you are having trouble formatting.
- List goals as they relate to what your business does and how you will achieve these goals based on your business philosophy and code of ethics.

Example of my Header and Intro

If you haven't launched your business yet, explain your plans in the intro section. Be clear and concise.

Business Profile Header

The Alluring Bead Boutique
325 Advent Church Rd.
Taylorsville, NC 28681
828/514-8689
detrinac@thealluringbeadboutique.com
https://thealluringbeadboutique.com
https://shop.thealluringbeadboutique.com

Introduction

The Alluring Bead Boutique is a Jewelry Design Business, specializing in Artisan Crafts and Jewelry. I have 20+ years experience in the home-based craft industry. I established The Alluring Bead Boutique in March 2016.

I sell beautiful handmade OOAK Jewelry and originally designed Jewelry Patterns and Technique Guides. My items are currently sold on my Shop website, Amazon Handmade and Etsy platforms.

As the owner of The Alluring Bead Boutique, I strongly believe in sharing and giving back to my customers and my community. I have incorporated this value into my business by creating my own virtual classrooms on a variety of platforms.

My Blog, A Jeweler's Life, is dedicated not only to teaching jewelry techniques and design, but also to helping other craftsmen build their own business websites and brands.

My business is growing at a consistent rate. I currently have well over 3000 subscribers to my Blog and The Alluring Bead Boutique's Design Channel on YouTube. My blog is averaging 300-500 visitors a month.

I have also added several passive income streams to my business model, including Google Adsense and affiliate programs with Amazon, Share-A-Sale plus many prominent craft and small business companies.

Example of my Products Section

Consider your plans for pricing, describing and keeping track of your inventory at this point.

Physical Goods

I make and sell Artisan Jewelry – Necklaces, Rings, Bracelets, Earring and Brooches.

I use a wide variety of materials and techniques in my jewelry design process. I have invested heavily in professional grade tools and materials for my business. I used the best quality materials available based on the project at hand, the customer's budget or my target audience.

My Jewelry items sell for price points between 39.99 to 150.00. Average price equals 48.00.

Techniques

Bead Weaving
Bead Embroidery
Looming
Metalsmithing
Enameling
Wire Working
Polymer and Metal Clay

Materials

Sterling and Fine Silver Metal and Wire
14k Gold Filled Metal and Wire
Base Metals and Wire
Precious and Semi-precious Gemstones
Swarovski Crystal
Japanese Seed Beads
Art Clays

Digital Goods - Downloadable

I offer originally designed Jewelry Patterns and Step by Step Technique Guides for sale as digital downloads on my Shop website and Etsy.com

I create each one of the downloads in my studio using 4K Ultra HD photography. I write and edit all my own PDF documents.

I offer several Infographics related to the content of my Blog.

My digital products sell at price points between 4.00 – 15.00. Average price equals 7.00.

Virtual Goods

The Alluring Bead Boutique currently has over 130 video tutorials available to the public on the YouTube and Skillshare platforms, with more being added every month.

I add video to many of my blog posts to enrich the content provided through my website.

Prelaunch Wrap-Up

Great Job on these Achievements!

- Defined your Business and your Brand
- Set your Goals
- Completed your Prelaunch Checklist
- Written your Bio and About Pages
- Documented your Business Plan

Now you are ready to launch your business website and brand.

How to Launch your Website
The Action Steps

Launching your Website

Success right from the Start

Action Items

1. Reliable Web Hosting/Domain Name
2. Wordpress - Content Management System
3. Themes and Plugins
4. Page Builders and Templates

Remember that each step builds upon the previous one so let's start with Web Hosting and your Domain Name.

Web Hosting

Simply put, web hosts are companies that rent out their services and technologies to host websites on the internet.

Once the hosting company hosts your website, users can access it by typing in your web address (**domain name**) in their web browser.

When they do this, their computer connects to the server your website is hosted on.

Data Elements that makeup your website

In essence, Web Hosts provide storage for all of your website's data elements on their servers and they serve it up to the internet every time someone accesses your Domain.

What is a Domain Name

A domain name is your URL and it is your address on the Internet.

Your Domain Name is set-up when you purchase Web Hosting.

You don't buy the domain name, you rent it from your registrar. The price you pay them is for the service of routing the domain name to your hosting server.

Domain extensions, also known as Top Level Domains, are the suffixes or the last part of a domain name.

In other words, the extensions are the letters that come after the dot to the right of any domain name.

For example, most URL addresses end with .com - this is an example of a domain extension or TLD

10 tips for choosing the perfect domain name

- Make it easy to type.
- Keep it short.
- Use keywords.
- Target your area.
- Avoid numbers and hyphens.
- Be memorable.
- Research it.
- Use an appropriate domain name extension.
- Protect and build your brand.
- Act fast.

My Domain ~ TheAlluringBeadBoutique.com

Types of Web Hosting

- Web Builder Hosting
- Shared Hosting
- VPS – Virtual Private Server
- Dedicated Server
- Cloud Server
- Managed Hosting
- Colocation Hosting

Avoid Web Builder Hosting - Website builder services typically provide you with an online browser-based interface to build your website and host the website for you without any additional setup.

This type of service does not provide you with your own domain.

You have little control over your website structure and are limited to the themes offered.

Not recommended for the serious business owner.

Preferred for Small Businesses - Shared Hosting - Perfect for entry-level website hosting. This is where your website will be stored on the same server as multiple other websites.

In most cases, small business owners, community groups or bloggers, will find shared the simplest method of hosting their website

All domains will share the same server resources, such as RAM and CPU Costs of this type of hosting will be comparatively low.

This type of service often comes with the tools you need like website builders Wordpress hosting, email clients etc.

The trade-off is that you're sharing this with other users, so surges in usage can affect your website's user experience.

Options for Large Business and Corporations

VPS - A VPS hosting service mimics a dedicated server but is within a shared hosting environment. This one's for website owners that need more control, but don't want to invest in a dedicated server.

Dedicated Server - This option gives website owners the most control over the server that their website is stored on. The server is exclusively rented by you and your website is the only one stored on the server

Cloud Server - With hosting, it means many computers working together, running applications using combined computing resources. It's a hosting solution that works via a network, like the internet, and enables companies to consume the computing resource like a utility e.g. gas or electricity.

Managed Hosting - Hosting companies provide technical services such as hardware and software setup and configuration, maintenance, hardware replacement, technical support, patching, updating and monitoring. Unlike standard dedicated hosting, the hosting provider looks after the day-to-day management of the hardware, operating systems and standardized applications.

Colocation Hosting - Instead of keeping servers in-house or at a private data center, you may choose to "'co-locate" your equipment by renting space in a colocation center. The center provides the power, bandwidth, IP address and cooling systems that your server requires. Space is rented out in racks and cabinets.

Choosing a Reliable Web Host

There are 3 key elements to look for in choosing a provider for your hosting needs.

Performance

- Uptime
- Page Speed or Load Time
- Disk Space
- Bandwidth

Uptime is important because if the server is down, customers won't be able to access your website. Check reviews by actual customers.

Page Speed is vital to your business website. If your site is slow loading and sluggish, your customers are not going to stick around long.

Disk Space is the amount of storage space you have on the provider's servers. HD photos and videos take up a lot of storage space. Choose a provider that offers unlimited disk space so you can grow without worry.

Bandwidth describes the rate at which data can be transferred between a website and computers connected to it within a specific time. With today's devices and responsive apps, you should choose a provider that offers unlimited bandwidth.

Price and Plans

- Reasonable Pricing
- Hosting Plan Options
- Free Domain Registration and SSL
- Money Back Guarantee

Competitive pricing for your first service contract is important, make sure you know what it is going to cost you to renew your services when the time comes.

The optimal **Shared Hosting Plans** for your small business should provide the best Uptime guarantee, fast Loading and Page Speeds and unlimited Disk Space and Bandwidth.

For new websites, the best providers include **free Domain Registration** for your **Doman Name**.

SSL is a Secure Socket Layer that makes your Website safe and secure for Customers. SSL is vital for your business ensure the security of your customer's data.

Reputable Web Hosts, provide a money back **guarantee.**

Support

- 24/7 Chat or Email Support
- Reputation
- Wordpress Installation
- Cpanel

24/7 Support - In my opinion, a hosting service is only as good as the support they provide to their customers. You want to choose a company that provides excellent support anytime and every time you need it.

Make sure the host you choose has an **Excellent Track Record for Support.** Do your research before you buy.

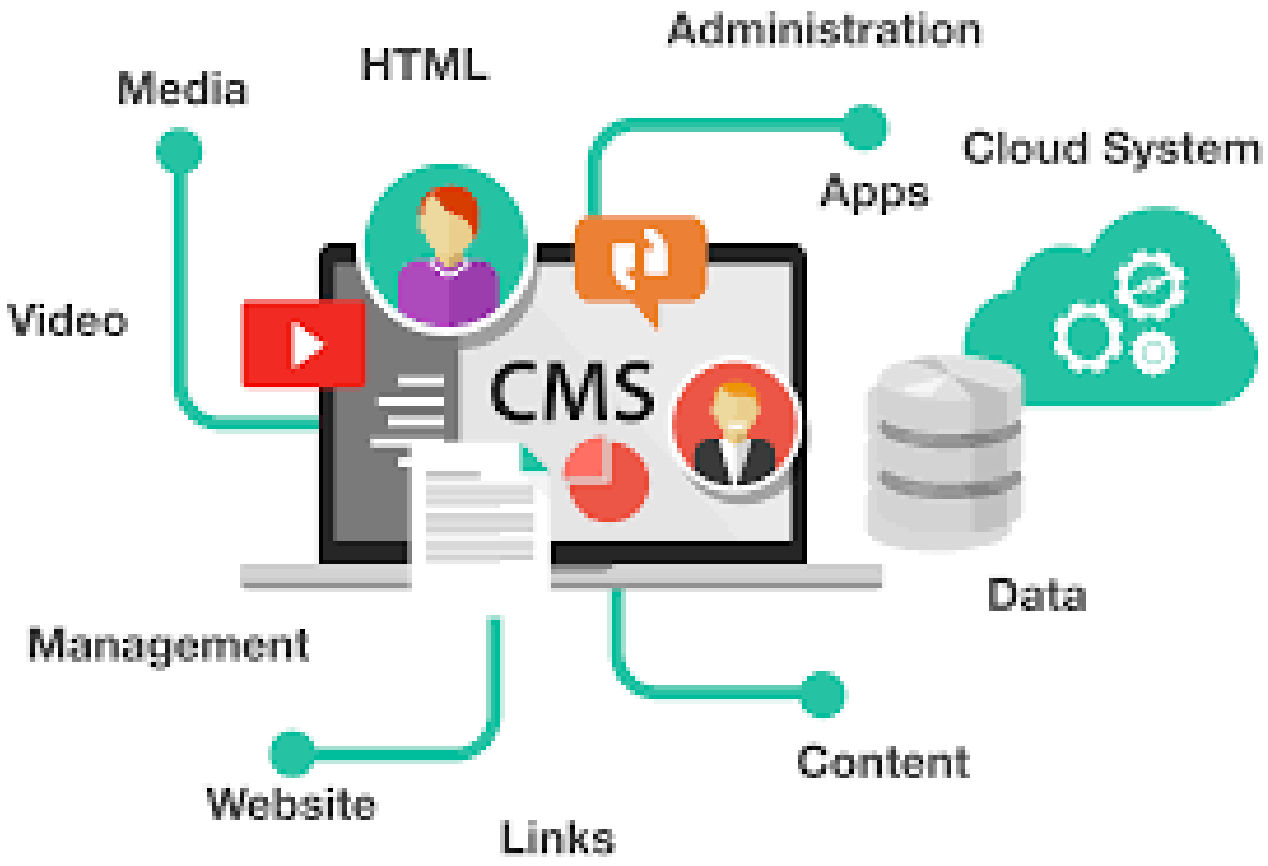
Wordpress is the number one **Content Management System** available today. I use **Wordpress** and this is the system I recommend.

cPanel is a popular control dashboard that helps you manage your web hosting server using a human-friendly web-based interface. Without **cPanel**, you **would need** technical knowledge to manage your website's server. With **cPanel**, you're able to make changes using a graphical interface – no technical knowledge required.

Content Management Systems

Before you choose your provider and plan for your website, it is important to know how you will manage the content on your site.

CMS



A content management system (CMS) is an application that is used to manage web content.

It allows contributors to create, edit and publish.

Content in a CMS is typically stored in a database and displayed in a presentation layer based on a set of templates.

The software is installed as a dashboard on your domain, which you use to perform the tasks involved with building and updating your website.

This software provides the user with authoring, collaboration, and administration tools that help those of us with little knowledge of web programming or markup languages to create and manage website content.

Advice

There are many CMS platforms to choose from on the market and when you purchase your web hosting it is important that you choose a provider that supports your preferred platform.

Do your Research

YouTube has great videos that explain how CMS's work and instructional tutorials.

Read the Documentation provided by the company.

Check reviews for the level of service and support provided by these companies.

Top 5 Free Content Management Systems

- WordPress.org is by far the **most** widely used CMS, WordPress began as a blogging platform and in the eyes of many – cannot be beaten
- SilverStripe CMS. Another versatile free CMS that's ideal for building websites is SilverStripe
- Joomla!
- ExpressionEngine
- Wix

Wordpress CMS

1. Ease of Use - WordPress is very easy to use and has an intuitive interface. Adding new pages, blog posts, images, etc. on a regular basis is a breeze and can be done quickly. Because the technology is so simple, time spent on formatting is greatly reduced.

2. Manage Your Website from Any Computer - WordPress is browser-based. You can login from any Internet connected computer and manage your site.

3. No HTML Editing or FTP Software Required - WordPress is a self-contained system and does not require HTML editing software (such as Adobe Contribute or Dreamweaver). You can create a new page or blog post, format text, upload images (and edit them), upload documents, video files, image galleries, etc. all without the need for additional HTML or FTP software. However, your host should provide you with the ability to use FTP if you choose.

4. Search Engines Love WordPress Sites - The code behind WordPress is very clean and simple, making it easy for search engines to read and index a site's content. In addition, each page, post, and image can have its own meta tag keywords, description, and title, and be optimized for specific keywords, allowing for very precise search engine optimization. You can also use tags to further enhance your search engine optimization efforts.

5. You Have Control of Your Site - No more waiting for your web designer to make simple updates to your site. With WordPress, you have control of nearly every aspect of your site and can easily make those simple updates yourself.

6. The Design of Your Website is 100% Customizable - WordPress acts as the engine for your website. The look and feel of the site can be 100% customized so your brand can shine through on your site and provide a unique experience to your visitors.

7. A Blog is Built-in and Ready to Go - Since WordPress was originally created as a blogging platform, blogging capabilities are built-in and are easy to integrate, if desired. Setting up RSS / email subscriptions to your blog, commenting capabilities, and automatically adding the most recent blog posts to other pages of the site (your home page, for example) are also very simple to set-up, and help to extend your company's reach and make your site more dynamic and interactive.

8. Extend the Functionality of Your Site with Plugins - Want to add an event calendar, video gallery, Twitter Feed, Facebook Fan Box, and more to your site? WordPress makes this possible with plugins, most of which are free or very reasonably priced.

9. Your Site Can Grow as Your Business Grows - WordPress sites are very scalable. You can have hundreds of thousands of pages or blog posts on your site and the performance of the site will not be compromised in the least. We talked about the importance of choosing an unlimited web hosting plan previously.

10. Have Multiple Users - As an administrator of a WordPress site, you can set-up multip users for the website and assign access levels and capabilities to each user.

Wordpress.com versus Wordpress.org

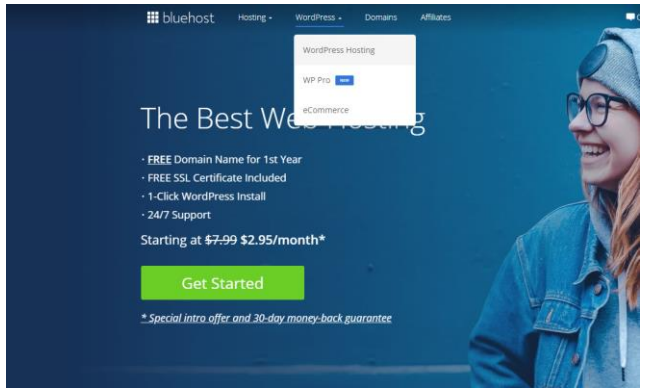
- WordPress.com is a propriety blog hosting service provider. WordPress.com is not directly related to WordPress.org which is home of the most popular open source CMS software.
- Even though WordPress.com blog hosting service uses WordPress software at its core, there are several limitations to WordPress.com.
- Wordpress.org is the website you will go to learn about and can download the Content Management System software we have been talking about in this post.
- It is open source and 100% free for anyone to use. All you need is a domain name and web hosting. It is also referred to as self-hosted WordPress.

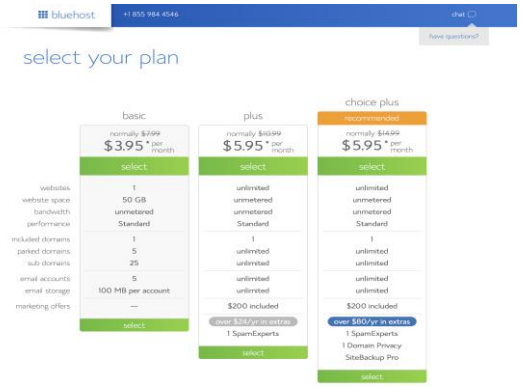
Limitations of Wordpress.com as your hosting service:

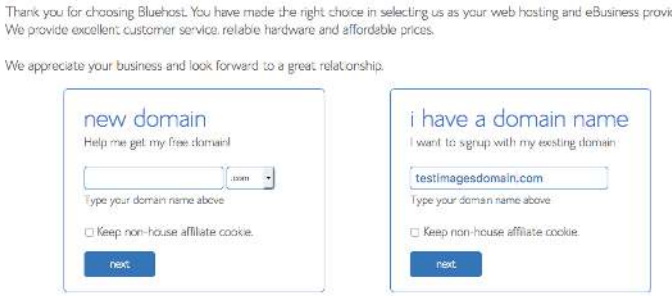
•You do not have your own domain and have very limited control over your site.
•All free accounts have ads on them. If you want your site to be ad-free, you must pay for a business plan at 25.00 per month.
•You cannot sell advertising on your site unless it receives 25,000+ page views per month. If you receive enough monthly page views, you can then apply for Ad control. This process is free, but if you're approved, you'll have to fork over 50% of your advertising revenue.
•You cannot use Google Analytics on your site and must instead rely on their analytics software.
•WordPress.com users cannot install plugins unless they upgrade to the business plan which costs about $299 per year. If you are on a free, personal, or premium plan, then you cannot install third-party plugins. If you don't want to pay the $299 per year, then you can move your blog from WordPress.com to WordPress.org
•You cannot use any custom themes and can only choose from their limited list of free themes.
•You must pay for an ecommerce plan to open a shop, at 45.00 per month.

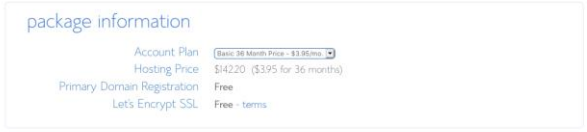
The First Steps

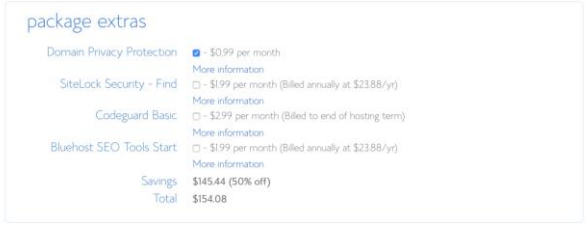
- Go to Bluehost.com.
- Hover over Wordpress and select Wordpress Hosting.
- Choose your Plan – remember to choose unlimited storage and unmetered bandwidth plan. I suggest Choice Plus Plan.
- Enter a new or existing domain name, choose the extension such as .com and click next.
- Enter your Account information.
- Verify your plan option and use the dropdown box to select the duration on contract.
- Check or uncheck any package extras.





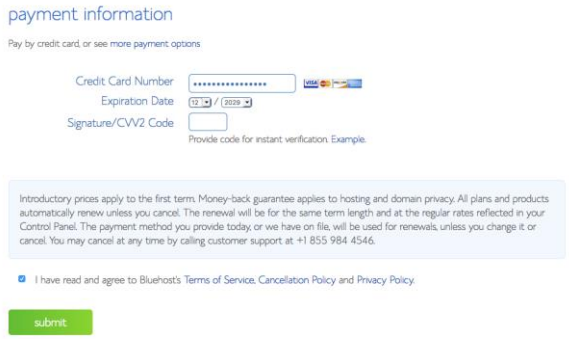


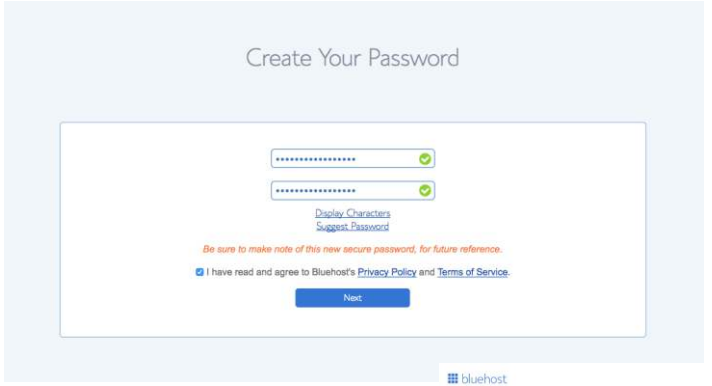


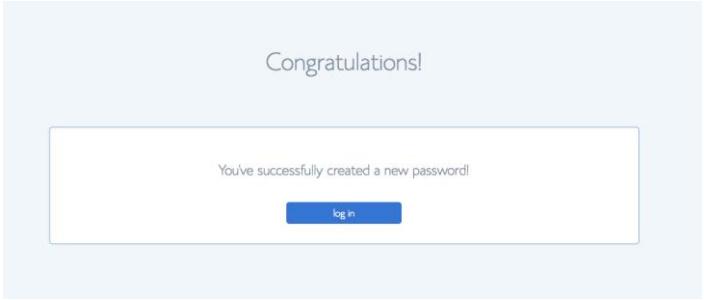


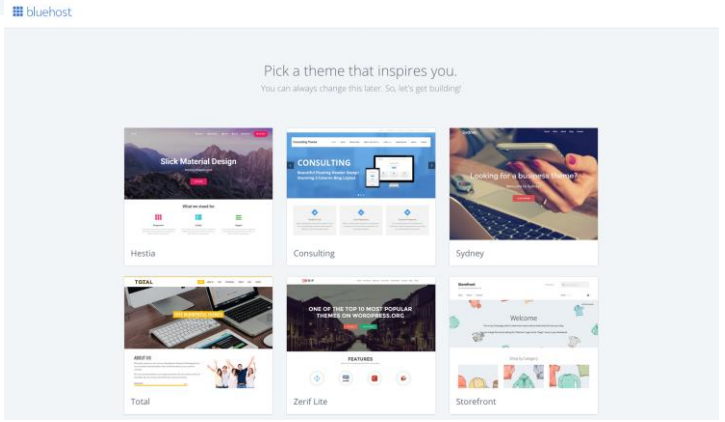
The First Steps

- Enter your payment information and click Submit.
- Click Create Password.
- Enter your new Password into both boxes, check the accept terms box and click Next.
- Click Login on the next screen.
- Enter your Account information.
- Verify your plan option and use the dropdown box to select the duration on contract.
- Option to select a default theme. Choose one that appeals to you. We will talk more about themes in the next section.



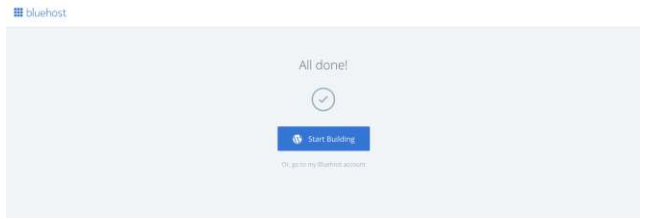


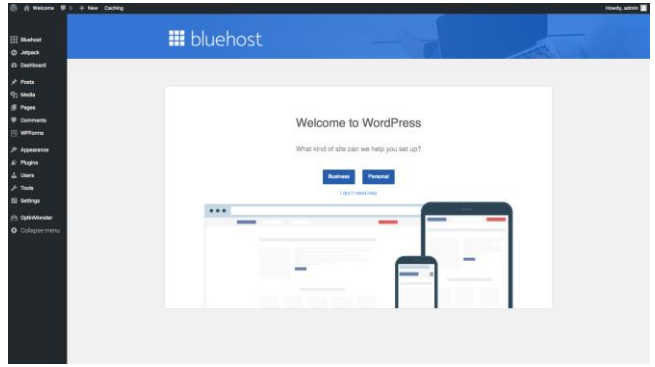


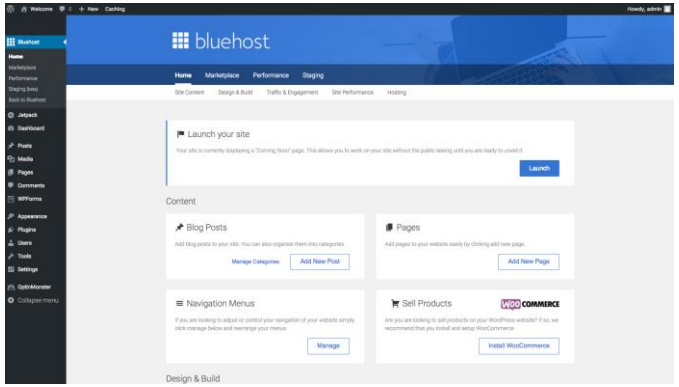


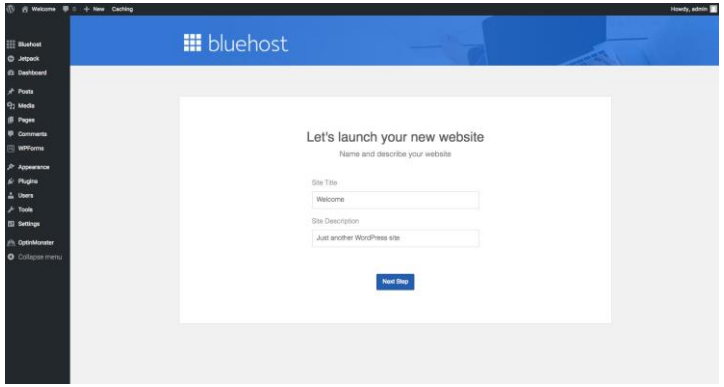
The First Steps

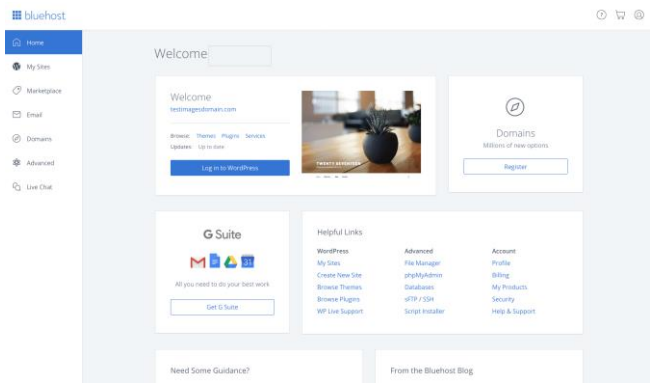
- Click Start Building and Wordpress will automatically install onto your website.
- Welcome to your new Wordpress Dashboard.
- Click the Business Button.
- Notice the Navigation Pane on the left.
- The blue box tell you that you are on the Bluehost portion of the dashboard.
- The word underneath - Home is highlighted to show your position and the work area you are currently managing.
- In the work area you will see the notice that your site is currently displaying a coming soon page.
- That is exactly what we want at this point.
- We won't Publish the site until we have added our content and layout using Themes, Plugins and Page Builders.
- You will manage your Bluehost Account from the [Bluehost Dashboard].



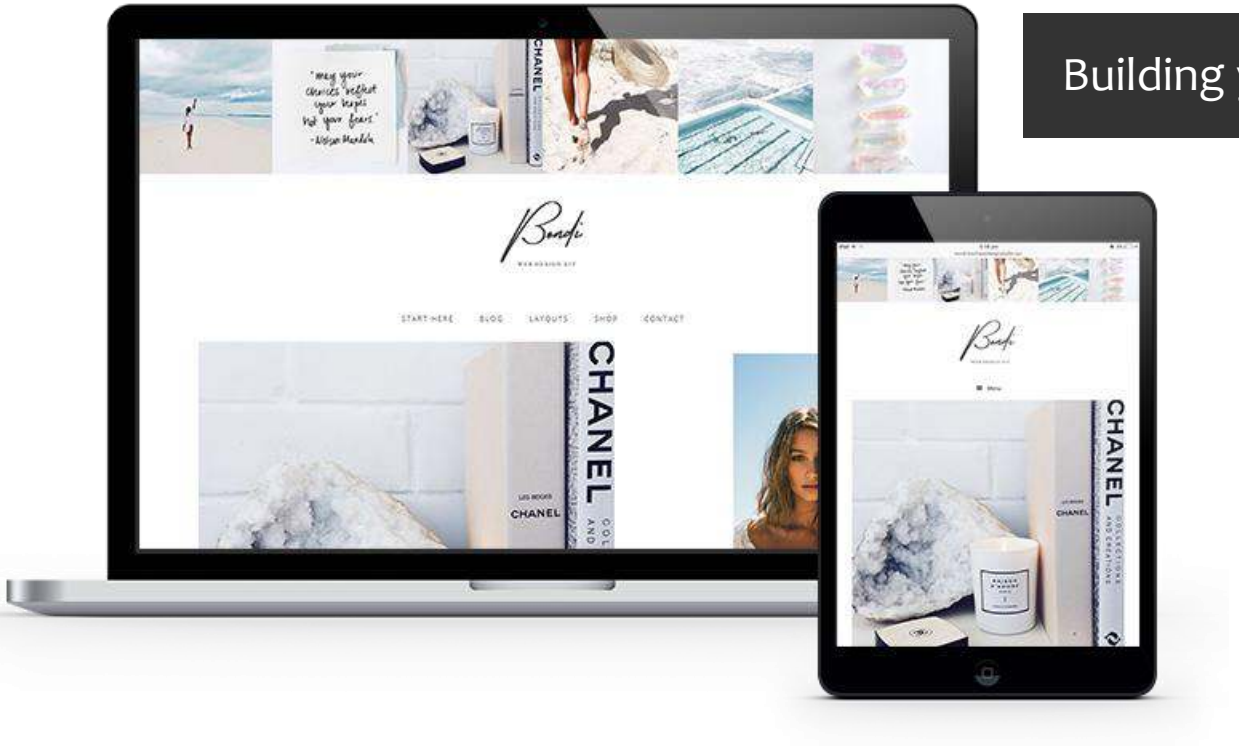








Themes ~ Plugins ~Page Builders



Building your Website is like building a brand-new house.

At this point you have a strong foundation in place for your new Business and Website.

Your reliable and unlimited web hosting package, your own domain name and top-notch content management system are like the walls, roof and floor of your virtual business.

Now you need to design the interior.

You want start filling your space and designing the layout.

You will need to add functions to your space as well, think of them as utilities.

And you are going to need tools to help you do this.

This is where Themes and Plugins come in.

Wordpress uses Themes to add style sheets and predefined settings to your pages and posts.

Wordpress Themes

Successful Branding right from the Start

Now that you have the foundation and framework for your new business firmly in place, it is time to think about adding your own style and content to match your brand or the self image of your business.

In **WordPress,** a **theme** is a collection of templates and stylesheets used to **define** the appearance and display of a **WordPress** powered website.

- Fonts
- Color Schemes
- Layout Templates
- Menus
- Header and Footer
- Sidebar
- Widgets
- Bonus Content

Free vs. Paid Themes

There are many CMS platforms to choose from on the market and when you purchase your web hosting it is important that you choose a provider that supports your preferred platform.

Free Themes

Free themes are great if you are experienced with Wordpress and have time to find good documentation or tutorials on how to use them.

Many have great initial set up videos or walkthroughs, but once the basics are covered, you are on your own to figure out all the rest.

The documentation is often written very technically and is hard for a layperson to understand. It is very time consuming and frustrating.

I have found that the free version of most themes provide very limited functionality, and you are constantly prompted to upgrade to the pro version.

Most free themes do not provide, one on one support, unless you upgrade to the pro version.

Pro Paid Themes

Using a professional theme is the easiest way to get the style and appearance you desire for your website.

Most provide updates to keep them compatible with Wordpress and plugins.

The developers usually provide at least 1 year of one on one support.

Many include branding materials, such as stock photos used in the creation of the theme.

A professional theme includes lots of extra functions right out of the gate, no extra purchases or upgrades.

These themes are much less time consuming and easier to use because you are provided with better documentation and support.

Your Wordpress theme and your Brand

The right Theme corresponds to the ideal image you have for your brand.

It should appeal to your target audiences.

Your theme choice reflects the image of your brand and business as well as who you are as a businessperson.

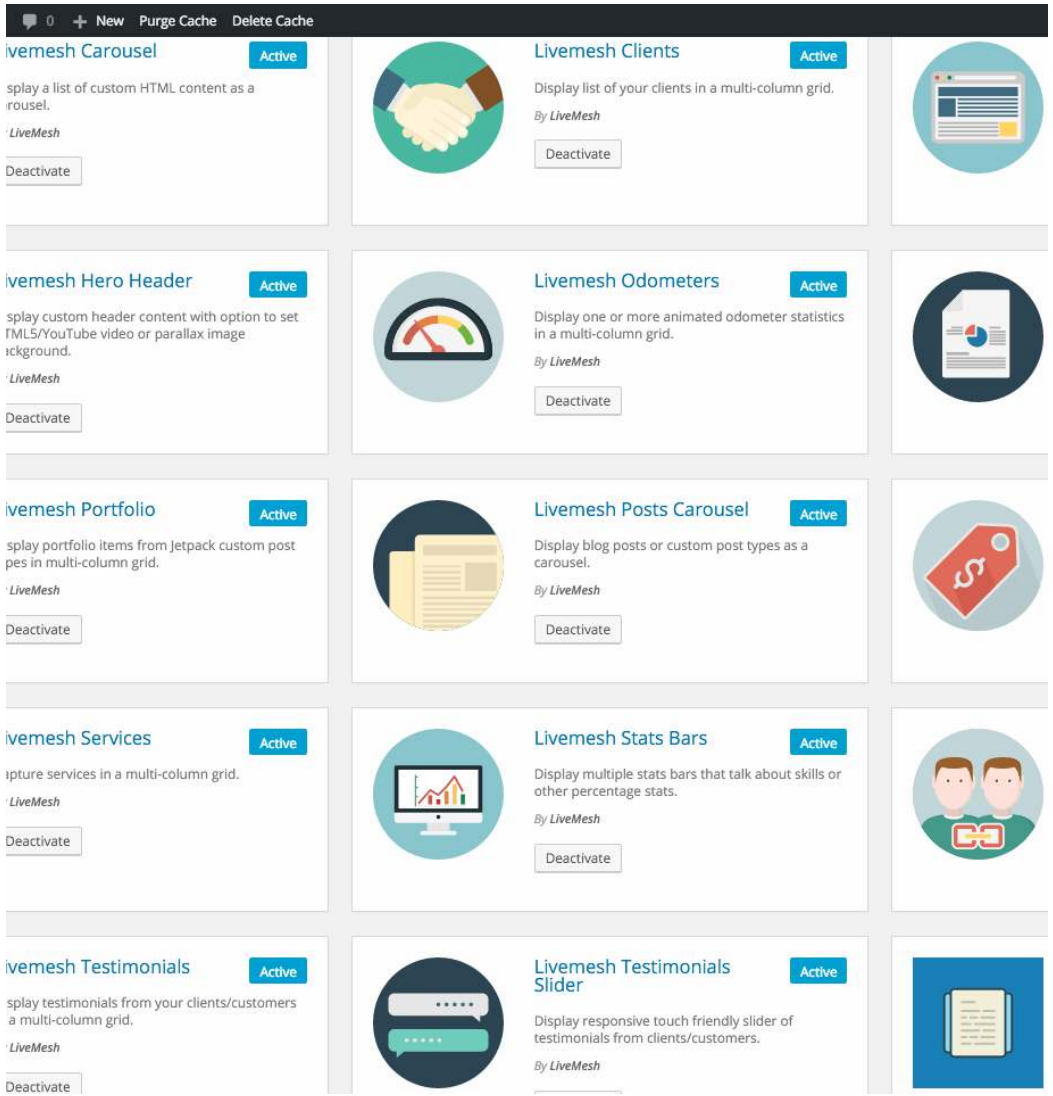
My Brand Elements

- I make Feminine Jewelry
- My Target Customers are Women.
- My Social Media targets females.
- The majority of my YouTube Channel and Blog visitors are women.

Feminine Theme Developers

Bluchic

Blossom themes



- A **WordPress Widget** is a small block of code, that performs a specific function. You can add these **widgets** in sidebars also known as **widget**-ready areas on your web page.
- **WordPress provides several widgets** originally created to provide a simple and easy-to-use way of giving design and structure control of the **WordPress** theme to the user.

Widgets and Added Features

- Ad Ready Themes
- Newsletter and Email Widgets
- Social Media Widgets
- Design and Menu Widgets
- SEO Friendly
- Bonus Content

Wordpress uses Plugins to add a variety of important functions to your website.

Wordpress Plugins

Plugins are like apps that you can install on Wordpress to add unlimited functions and tools to your site and to help you track your site's performance and make your workload a breeze.

A **plugin** is a piece of software containing a group of functions that can be added to a **WordPress** website. They can extend functionality or add new features to your **WordPress** websites. **WordPress plugins** are written in the PHP programming language and integrate seamlessly with **WordPress**.

- Design Tools
- Analytics
- Ad Inserters
- Email Services
- SEO Tools
- Shopping Carts and Product Builders
- Page Builders

There are 1000's of free and pro Wordpress plugins available to choose from.

Your Wordpress Plugins and your Business

Plugins are great tools that add functionality to your Business website.

But there are a few rules of thumb to go by when you start adding them in Wordpress.

To Plugin or not to Plugin

Compatibility - with your theme, existing plugins and current version of Wordpress.

1. An incompatible plugin can crash your site or cause other problems.

Fills a specific need or performs a specific task.

1. Too many plugins can slow your site.

Recommended Plugin Links

Jetpack

WooCommerce

Google Analytics

Wordpress Page Builders

A **Page Builder** is an optional WordPress plugin that enables you to edit **pages** (the area between the header and the footer) on your WordPress **site** via an enhanced drag-and-drop editor.

Life Changing Page and Post Editing – Elementor

- Drag and Drop Design
- Total Customization
- Loads of Fonts
- Design Widgets
- Design Ready Templates
- So much more
- Easy to learn and use

Congratulations

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The Alluring Bead Boutique