WEBSITE TUTORIALS & DOCUMENTATION
for
NEWLY CERTIFIED EFT/TET TAPPING PRACTITIONERS

Now that you have studied (and perhaps purchased or hired Michael to purchase) your website components, we need to give you some basic definitions that will help you understand and create your first webpage.

You may choose to hire someone to create and manage your website for you, which is awesome if you are confident you can invest in that right now. Or you may choose to build the basics yourself, which I highly recommend so that you know firsthand how everything works. Creating it yourself will empower you with the confidence of being able to manage it yourself or to be very knowledgeable so that you understand what an IT person is talking about, doing for you and - most of all - charging you for.

For most of us in business, this is all unfamiliar territory. It definitely has a language of its own. For that purpose, I've decided that for my right brain, kinesthetic people who (like me) can easily get a little overwhelmed with the foreign left brain data; I'm going to connect each of these definitions with something that you're already basically familiar with: the building and maintenance of a house.

As you know, if you're planning on building a house, you'll need to find and purchase the land. Every plot of land is owned by someone, so first you buy the land and the powers that be provide a specific house number/address.

For your website/webpage, that's called the Domain Name.

Domain Name (The Left Brain Description)

A domain name is the address of your website that people type in their browser URL bar to visit your website. As I mentioned, if your website was a house, then your domain name would be its street address.

Want a little more detail? The Internet (sometimes referred to as the World Wide Web - which is where the "www" comes from) is a giant network of computers connected to each other through a global network of cables. Each computer on this network can communicate with other computers.

In order to identify them, each computer is assigned an IP (Internet Protocol) address. It's a series of numbers that identify that specific computer on the internet. A typical IP address looks like this:

66.248.55.1

As you might guess, an IP address like this is quite difficult to remember, especially if you had to use a different number for every one of your favorite websites. Domain names are assigned an IP address so that you don't have to remember that number.

Website Hosting

Once you have secured your "house address" (domain name), you'll pay someone monthly (banker or individual) in order to own that property. In this analogy, the bank is your website Hosting company. You'll indeed pay a very minimal monthly "mortgage" on your new "home." In this case, your mortgage (domain name and hosting) is usually billed by the year. And you definitely don't want to let your "mortgage" lapse. That would be like getting evicted and losing access to your "house" (website) and making it available to someone else.

So, your website Hosting is the place where all the files of your website live. A good way to think about it is that (as we just mentioned) if your domain name is the address of your house, then website Hosting is the actual house that the address points to. All websites on the internet must have some type of hosting. For your website, we're using GoDaddy's WordPress Basic Hosting plan.

SSL (Secure Socket Layer) Certificate 🔒

Once you've made the arrangements with the bank, you are given keys to your house. You are the one in charge of those keys. And just like you would lock your house and car, you want to lock your website, too.

With your website, we call that SSL. This is like having a 24/7 security guard. This keeps out the robbers or hackers. The SSL protects your data including your client information, and your payment information and the precious content that you type onto each of your webpages.

Your website has an SSL certificate and when you visit your website, you'll see that little lock on the left of the domain name. This is an important security feature that your visitors are going to want to see it when they visit your website.

(Left Brain Description) An SSL certificate is a digital certificate that authenticates the identity of your website and encrypts information sent to the server using SSL technology. Basically, encryption is the process of scrambling data into an undecipherable format that can only be returned to a readable format with the proper decryption key which is in the SSL technology that your certificate provides.

How will people find you?

I know when I built my first website, I was anxious that people would suddenly start inundating me with requests for appointments. I was concerned that the website wouldn't be perfect and people would judge me. It can be a pretty vulnerable feeling.

Let's put your mind at ease a bit. In the beginning, the only people who will come to your website will be the people YOU send there. There are millions (if not billions) of websites out there and I've actually **never** heard of a new practitioner putting up a website and filling their practice. I wish it was that easy. LOL

Think of it like this. If you've ever been driving around and discovered an entire neighborhood that you didn't know existed, we might say you stumbled upon it "naturally" or "organically." It's the same with websites. With a brand new business and website, it's rare that someone finds you by accident.

Once you get a good number of people following you and people referring other people to you and you start promoting yourself with social media and advertising, then it will start to happen a lot. In the first year, you or someone you know will pretty much have to send someone to your website.

When you do give someone your specific website address, it's super easy for people to find you using your exact domain name (house address).

Mentoring Program
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The way Search Engines work is a little like GPS. If you've been given someone's address and you plug it in to your GPS you will be given step-by-step instructions. With websites we call this a direct search. Like using the specific name of a restaurant versus "find me a restaurant."

Again, the most common way to get people to do a direct search for your home (imagine you're having a garage sale, for example) would be to tell people or pay for advertising to make people aware you're selling stuff – and when and where.

SEO (Search Engine Optimization) – You're already using SEO and may not realize it.
You probably already use a favorite search engine (Google, Bing, etc.) when you explore the internet for a specific person, service or product.

Whenever you have typed a question/query into your "browser" (the fill in the blank bar where you type your "query"/ question), you've experienced a search engine. Those "key words" you typed go into the mega World Wide Web database and pull up everything that shows the key words you asked for. Fortunately, it's all done in the background and you don't have to search one page at a time!

All businesses put key words or tags on their website that tell the search engine exactly who they are and what you do. So, for example, when you type in the question, "where can I find a restaurant" or "where can I find a gas station" or where is the closest hotel," you only see websites that have those tags.

Each of those business websites have actually submitted their own list of words they "answer to" when the search engine calls them out. If you look for a dog groomer, you should only see a list of dog groomers – not cemeteries or grocery stores.

Since you want people to find you as a healer, coach, EFT Tapping Practitioner, and not a garage repair service, you'll use specific key words or TAGS to tell the search engine (Google for example) to present you in the list of businesses that offer the exact product or service the person is asking for.

(Left Brain Description) SEO is the process of improving the quality and quantity of website traffic from search engines (like Google, Bing, etc.) to your website or a specific webpage. It targets unpaid traffic (known as "natural" or "organic" searches) rather than direct or paid traffic (like advertising). Your website hosting plan includes basic SEO to help you get "found" more often in searches.

But, ya gotta get the website up there for them to come to, right? (Wink, wink)

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The following pages discuss the WordPress hosting platform upon which your website is built. The WordPress information in **this handout is current as of June 7, 2021.** For additional information, please visit www.WordPress.org. For video tutorials on variety of WordPress features and add-ons, you can also visit https://www.youtube.com/c/wpbeginner/videos.

IMPORTANT NOTE

The WordPress information in this handout assumes you are using the **Divi Theme from Elegant Themes** that was originally installed when we setup your website. If you are using another theme, you will need to search for their documentation if you have questions about its features.

Everyone wants a good foundation for their. Simply stated, think of WordPress as that foundation – one that also comes with lots of extra fun features.

WordPress Themes

A WordPress theme is basically what controls the layout and design of your website – kind of like the blueprint for your house.

Themes customize the appearance of your website such as page layouts, typography, color and other design elements. Unless we told you otherwise, we designed your website using WordPress and the Divi theme from Elegant Themes. (**IMPORTANT:** Changing themes *after* you've added your content can result in a loss of the formatting from the previous theme and you may have to start over with the design of many elements of your website.)

Widgets

Think of Widgets as your interior designers. Want to add some artwork? A Video? Maybe a neon sign? Widgets add functionality and visual appeal to your page with the purpose of enhancing your visitor's experience.

In WordPress, widgets are blocks of content that you can add to your website's sidebars, footers and other areas. Ever visit someone's blog and see a photo, signup form, or menu in the sidebar? Those are all widgets.

Each widget can add a feature or function to your website without having to write any code. Common widgets to add to your website are menus, popular post lists, calendars, banner ads, social icons, and more.

Web Pages

These are the rooms of your home**. Each page has a specific purpose and reason for being included in your home.**

We suggest that for your first website, you focus on three main webpages (five pages maximum). **You'll be given instructions on exactly how to create the content for each page in the next Lessons of this Module**.

Your website uses WordPress hosting. By default, WordPress comes with two content types: **Pages and Posts.**

Pages and Posts are hypertext (fancy term for coded) documents provided by your website and displayed to your visitors in their Web browser. Websites typically contain several Web pages linked together in an organized fashion.

Web Page Posts

Think of each of these as a conversation with the neighbors. When you do begin adding posts or articles (referred to as a Blog) or videos (called Vlogs) you want to keep each one very simple. Focus on ONE topic and have One action step for the reader at the end.

The best posts are intriguing, educational and help the reader tame their EGO and commit to doing their healing work with you.

Topics may be sharing about why you're a healer coach, how this work has affected your life, sharing client victories, etc. All posts are geared toward building rapport, taming their fears and inviting them to work with you.

- Posts normally show the author and a published date where Pages do not.

- Posts are used more for social interaction whereas Pages are not since they have static content – they don't change often.
- Posts can also allow for a bit of two-way conversation if you choose to open the post to comments
- Posts are organized using categories and tags where Pages are not.

Think ABC's of your TOPIC! See Course #2!

Realize that many of these posts/articles can be linked to your social media so that you use a little teaser question or first paragraph on your Facebook or Twitter post and then invite them to read the rest on your post on your webpage.

You can also mention posts in your monthly e-newsletter and follow the same idea of giving them an appetizer taste and then directing them to your website for the whole post. Ideally, you want to get more people to come directly to your website every day! And…that is for down the road. Not today.

Plugins

Think of these as special "additions" to your house.

You might like a sunroom, pool or gazebo. These are beyond the basics and just like with building a home, they can seem fun and exciting but it's always best to hold off on adding these until you've been in the home a while.

Plug ins for your webpage are really meant to be used as your business grows and you only when you need an additional piece of software to help you accomplish your basic daily functions.

A plugin is a piece of software containing a group of functions that can be added to your WordPress website. They can extend functionality or add new features to your WordPress websites. We have added the plugins that we feel are necessary for the safe and proper operation of your website. Feel free to explore other plugins, but you might want to **check with us prior to installing anything new**.

We suggest two plug-ins. (If you have hired Michael to do initial set-up of your webpage these two plug ins will be installed and connected for you.)

Plug in #1:

This plugin is a crucial addition to your webpage because it allows you to create your very important <u>online Client Intake Form</u>.

Later you can use Formidable Forms to create event registration forms, surveys and even polls for a specific group to help you know how to serve them even better. It also connects to your email marketing program so that you can gather names and email addresses so that you can email your clients and visitors.

To view the tutorials for Formidable Forms, click or tap on the link below.

https://formidableforms.com/knowledgebase/

Plug in #2:

This is your client email management and marketing software. You'll use this to send emails to groups of clients and students.

In the future you'll use AWeber to help you organize and sort your different types of clients (ones who have had session, attended an event or those who are interested in an upcoming event, etc.).

And, ideally, you'll _eventually_ be sending out monthly e-newsletters to keep on building your relationships! Another, NOT TODAY thing, okay?

The beauty of AWeber is you write these basic emails ONE TIME and set it up so that every person on your specific list gets the right emails, in the right order – automatically!! Fabulous!

And – not to worry – one of your assignments in this module will be to write your first email series for your brand new clients and we'll have templates for you to use!

The first email template we will provide for you will be a single automated email that is initiated when a new client fills out your Client Intake Form. This is **the only automated email** that you'll need at this time.

Final AWeber note: AWeber is an Email Marketing program. You are currently using the FREE version which allows for up to 500 subscribers. Paid plans are available should you find the need for more functionality and/or subscribers. If you have hired Michael to purchase and install your webpage basics, we have set up a basic mailing list in AWeber for you and will show you how to use it on your website.

I know you're excited and want to start building your pages, **but please, please complete all of the assignments for each of these lessons before you log in to any of these programs**.

The final lesson in this module will be instructions on signing in to your WordPress and AWeber programs.