

Website Creation and Management

The essential concepts to build a starter website



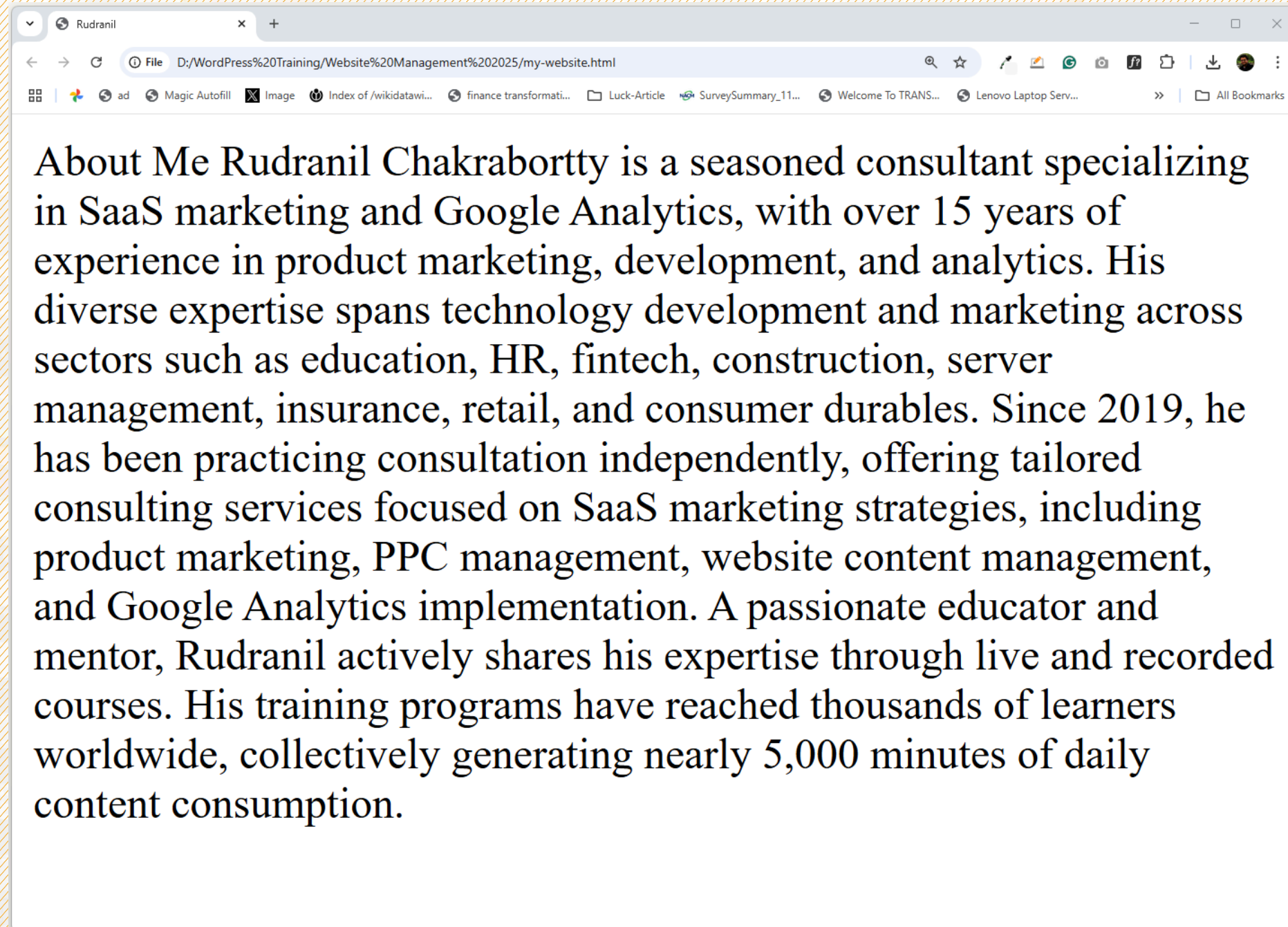
[Let's Get Started](#)

Marketing Consultant - SaaS | Online B2B | Marketing Analytics

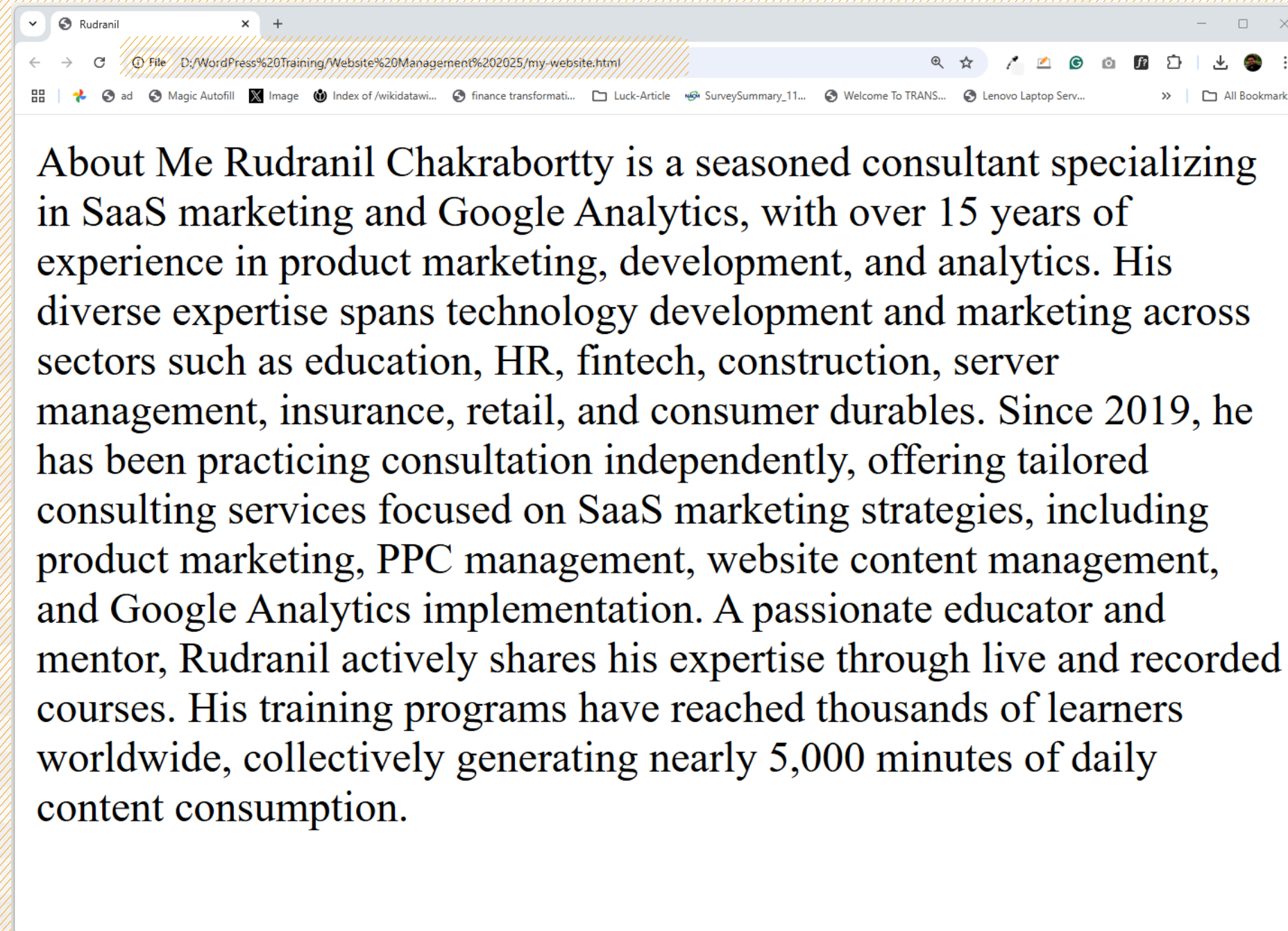
Website Management, SaaS Marketing and Google Analytics Instructor with 30000+ Students

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Is this a Website?



This is not a Website



Doesn't look like a standard website address such as www.instagram.com

Why do I see a D-drive Address

Websites are accessible on the internet

The text makes it feel like a Word Document

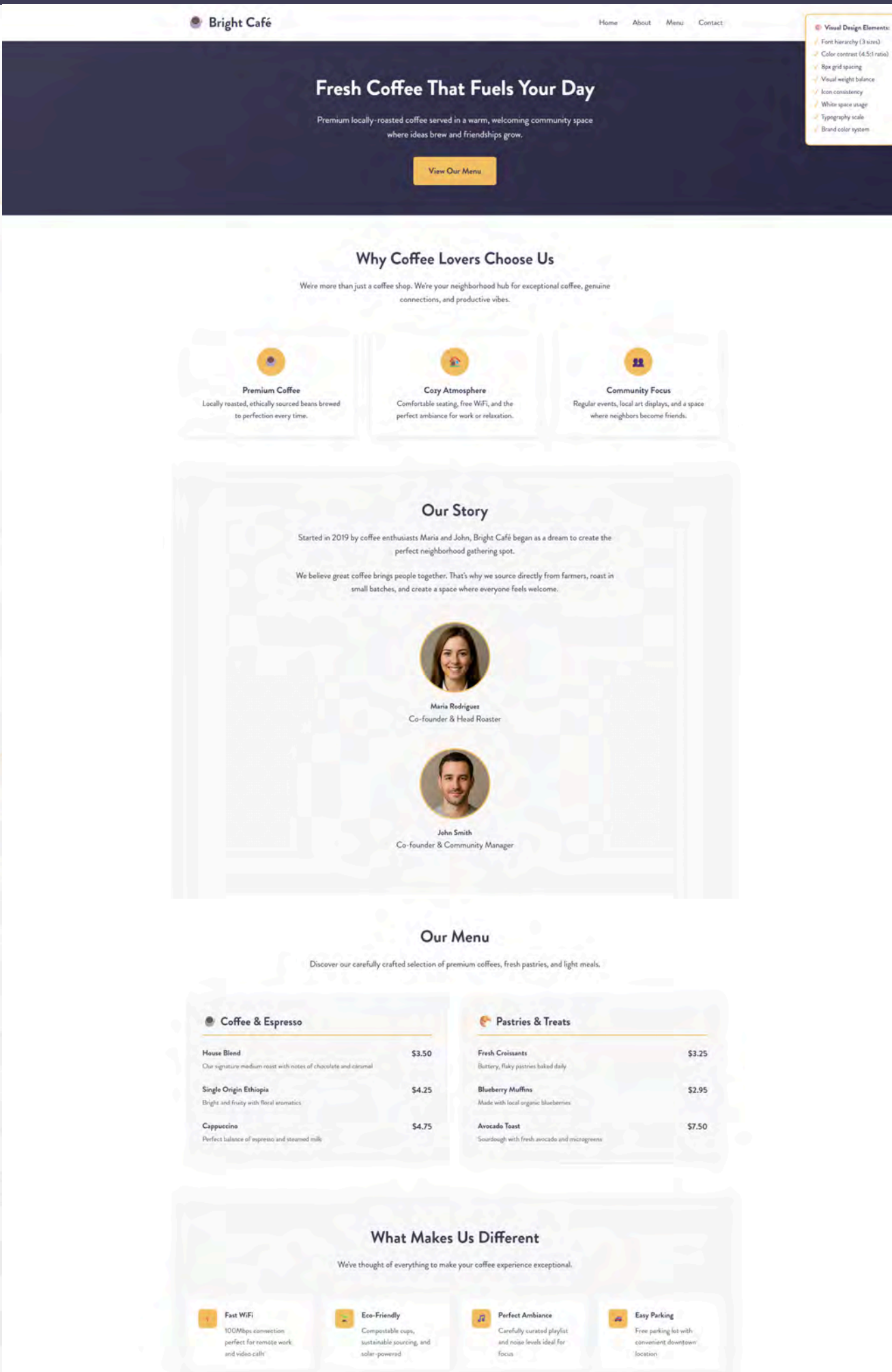
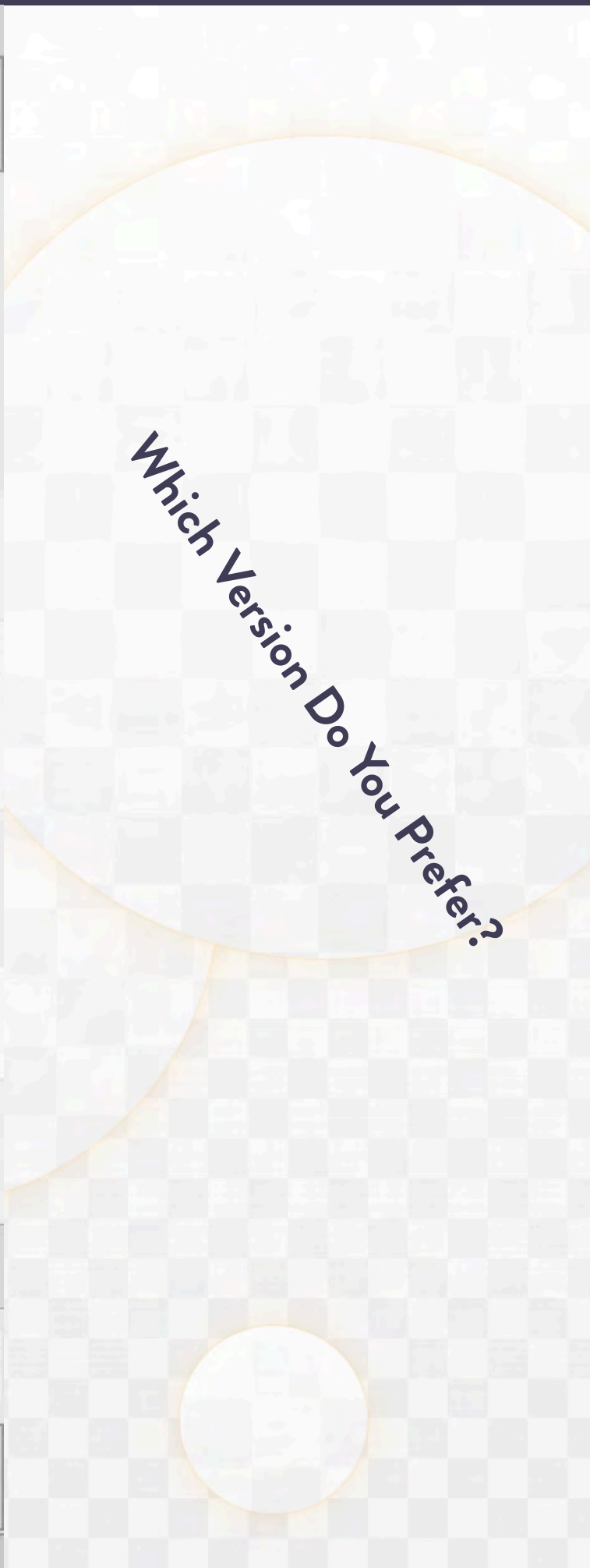
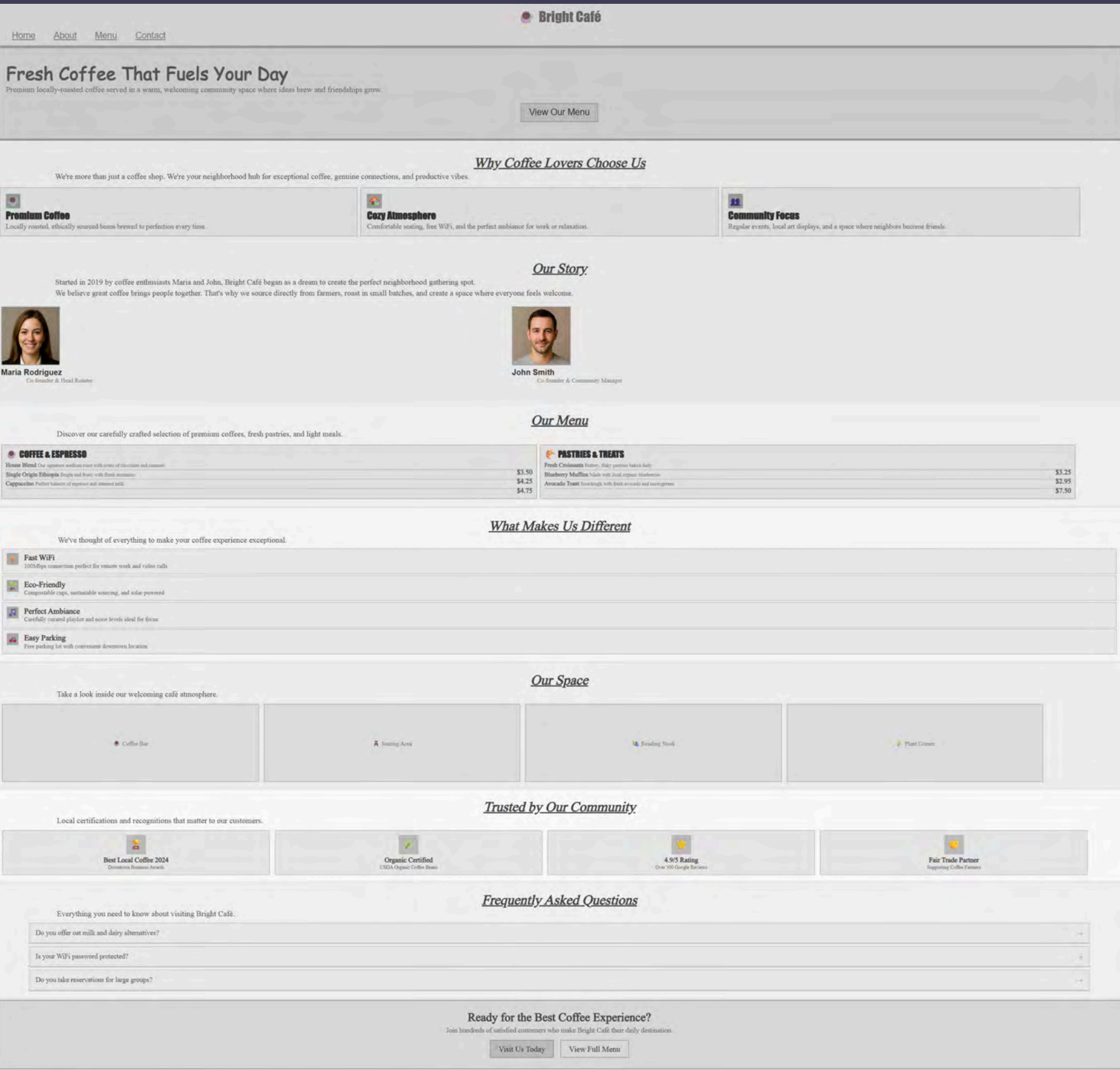
Should we have some interactive element on the page?

Presenting Your Best Self to the World



Why?

- Revenue Matters
- Personal Brand Matters
- Opinions Matter
- Networks Matter
- Stories Matter



- Visual Design Elements:**
- Font hierarchy (3 sizes)
 - Color contrast (4.5:1 ratio)
 - 8px grid spacing
 - Visual weight balance
 - Icon consistency
 - White space usage
 - Typography scale
 - Brand color system

Which Version Do You Prefer?

Websites have a lot going on




Website Visit by Your Users



Domain

The name of your website: facebook.com, amazon.in, ibm.com. A domain is the easy-to-remember name (like google.com) that you type in a browser to visit a website instead of using its complex numerical address.



Page Content

Page content is the mix of words, visuals, and actions on a webpage that delivers value to visitors and helps achieve your website's goals.



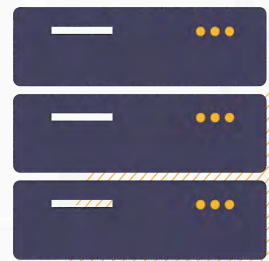
Positioning, Messaging

Positioning defines what you offer and to whom, while messaging is how you communicate that clearly and persuasively on your website.



Branding and Design

Branding defines who you are and what you stand for; design expresses that identity in a way that's visually appealing and user-friendly.




Hosting Service

The role of hosting servers is to store, manage, and deliver website or application content so users across the internet can access it at any time. Think of them as the "home" where your website lives.



Content Management System

A CMS (Content Management System) is a tool that lets you create, edit, and manage website content without needing to code — like writing and publishing on a blog, updating pages, or adding images through a simple dashboard.



Support Tools

Website support tools are software or services that help keep a website running smoothly, secure, and user-friendly. They assist with monitoring, troubleshooting, communication, and performance optimization.

Lets Talk Domain

WWW

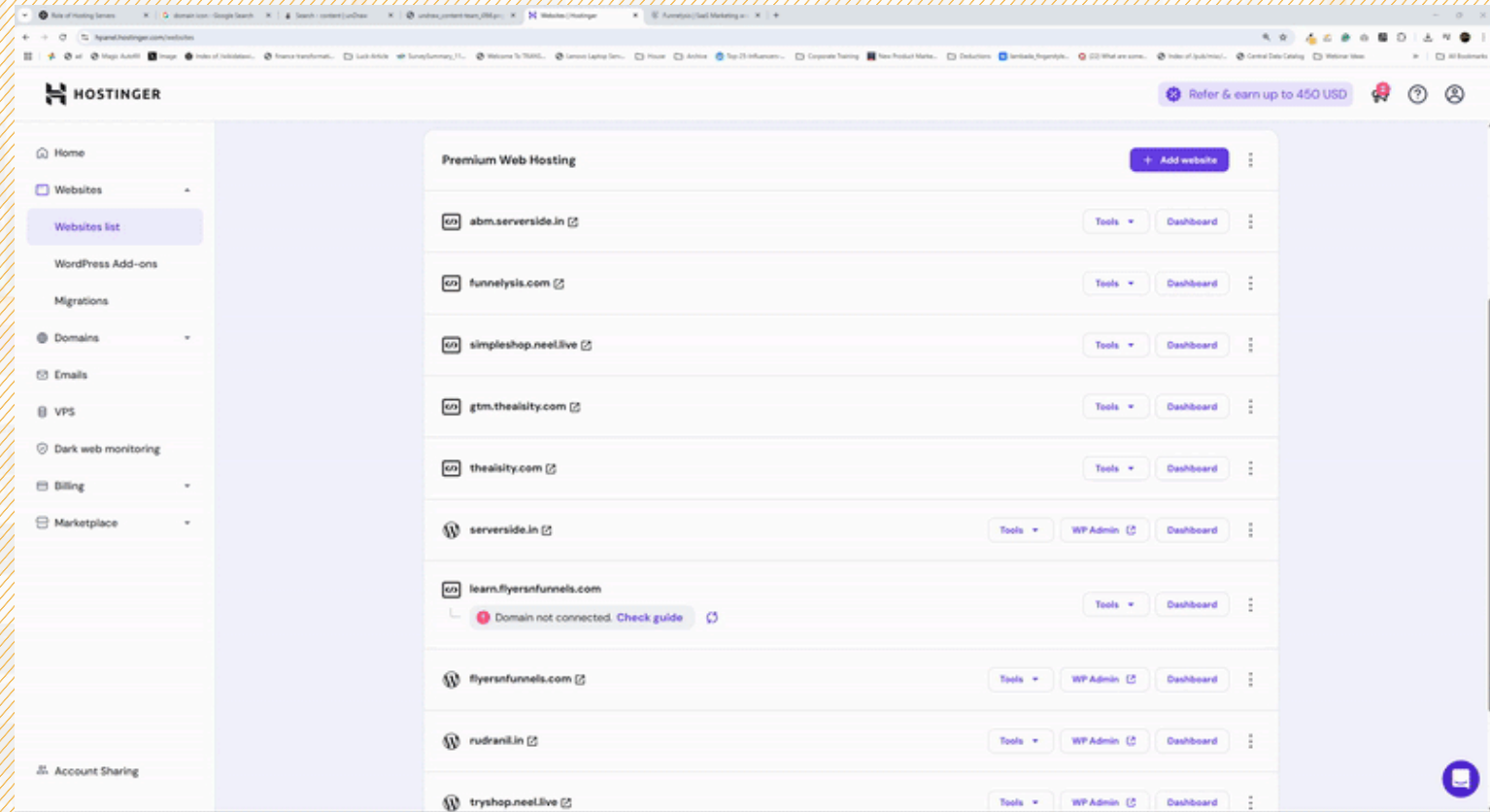
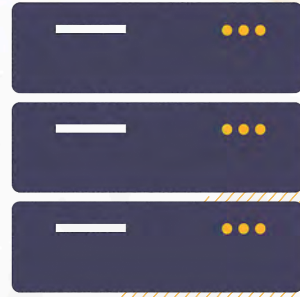


Domain

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Provider	Highlights
Namecheap	Affordable, free WHOIS privacy, intuitive dashboard
GoDaddy	Massive domain inventory, aggressive promotions
Hover	Clean interface, no upsells, strong privacy stance
Porkbun	Low prices, free WHOIS, quirky branding
BigRock	Popular in India, good support for .in domains
Hostinger.in	Budget-friendly with hosting bundles
ZNetLive	Offers hosting + domain + IT services
ResellerClub	Ideal for agencies/resellers, bulk domain management
MarkMonitor	Enterprise-level brand/domain protection
CSC Global	Corporate domain portfolio management
101domain	Access to global/rare TLDs, strong ccTLD support
Gandi.net	Ethical, privacy-centric, strong EU presence

Hosting Services



Hosting Service

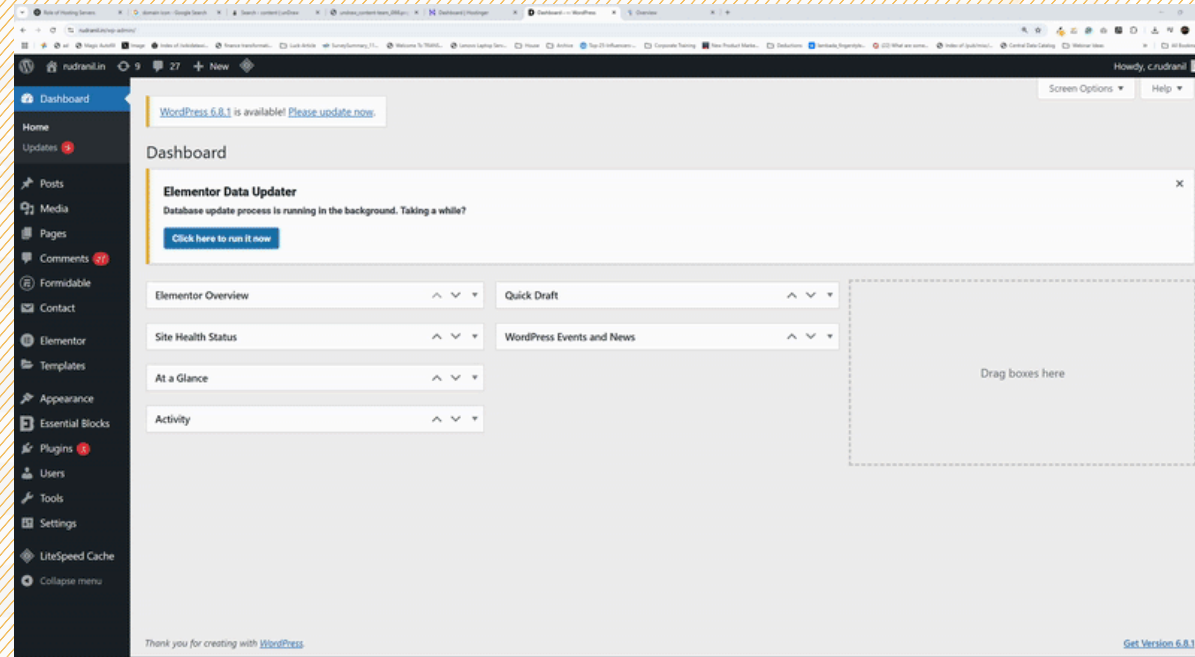
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Hosting Provider	Best For	Price Range (₹/mo)
Bluehost	Beginners, WordPress users	~₹250-₹650
Hostinger	Budget users, small sites	~₹100-₹500
SiteGround	WordPress, SMEs	~₹700-₹1500
DigitalOcean	Developers, SaaS backends	~₹450-₹4000+
Linode	Developers, scalable apps	~₹450-₹4000+
Vultr	Testing, geo-distribution	~₹400-₹3000+
AWS	SaaS, enterprise workloads	Variable (₹ pay-as-you-go)
GCP	AI/ML apps, analytics-heavy	Variable (₹ pay-as-you-go)
Azure	Enterprise, Microsoft stack	Variable (₹ pay-as-you-go)
Kinsta	WordPress sites, agencies	~₹3000-₹7000
WP Engine	High-traffic WP sites	~₹2000-₹6000

<https://hostscore.net/review/>

Web Hosting	Shared	VPS	Cloud	HostScore
Hostinger	\$2.99/mo	\$4.49/mo	\$7.99/mo	86.8%
ScalaHosting	\$2.95/mo	\$29.95/mo	\$20.00/mo	86.0%
HostArmada	\$2.49/mo	\$29.95/mo	\$29.95/mo	83.4%
Cloudways	\$-	\$-	\$11.00/mo	80.8%
Kinsta	\$-	\$-	\$35.00/mo	80.6%
Verpex	\$2.40/mo	\$6.00/mo	\$2.40/mo	80.5%
Ultrahost	\$3.08/mo	\$4.67/mo	\$-	80.2%
LiquidWeb	\$-	\$20.00/mo	\$5.00/mo	79.5%
RoseHosting	\$7.19/mo	\$39.59/mo	\$-	79.1%
InMotion Hosting	\$3.19/mo	\$9.99/mo	\$6.00/mo	78.8%
Chemicloud	\$2.95/mo	\$29.95/mo	\$29.95/mo	78.8%
TMDHosting	\$8.99/mo	\$44.99/mo	\$8.99/mo	78.5%
Webempresa	\$2.97/mo	\$-	\$47.4/mo	77.7%
AltusHost	\$9.54/mo	\$20.77/mo	\$-	77.4%
SiteGround	\$3.99/mo	\$-	\$100.00/mo	77.2%
Kamatera	\$-	\$4.00/mo	\$4.00/mo	77.1%
KnownHost	\$3.47/mo	\$43.25/mo	\$53.25/mo	76.7%
Nexcess	\$-	\$-	\$74/mo	76.4%
Vice Temple	\$6.00/mo	\$28.00/mo	\$-	75.4%
Hosting.com	\$1.99/mo	\$4.99/mo	\$-	73.3%
WP Engine	\$-	\$-	\$20.00/mo	73.0%
Digital Ocean	\$-	\$-	\$4.00/mo	72.3%

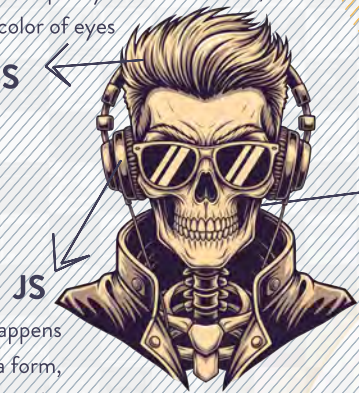
Building a Website Page



CMS Tool	Best For	Key Features
WordPress	Blogs, business websites, eCommerce	Huge plugin ecosystem, open source, flexible, WooCommerce
Webflow	Designers, marketing websites	Visual editor, clean code, CMS + hosting
Wix	Beginners, small businesses	Drag & drop builder, all-in-one solution
Squarespace	Creatives, portfolios, business sites	Beautiful templates, all-in-one, good support
Ghost	Blogging, newsletters, paid content	Clean writing interface, membership support
Drupal	Complex enterprise websites	Very customizable, strong user role permissions
Joomla!	Mid-size business & community sites	Multilingual support, flexible content structure
Contentful	Headless CMS for developers	API-first, perfect for decoupled architectures
Sanity	Headless, developer-first projects	Real-time collaboration, structured content editing
Strapi	Open-source headless CMS	Custom APIs, roles/permissions, JS/Node.js-based

The color of fonts, design of button:
Like the quality and color of hair,
the color of eyes

CSS



JS

HTML

The structure, elements: Like
the bones of the human body



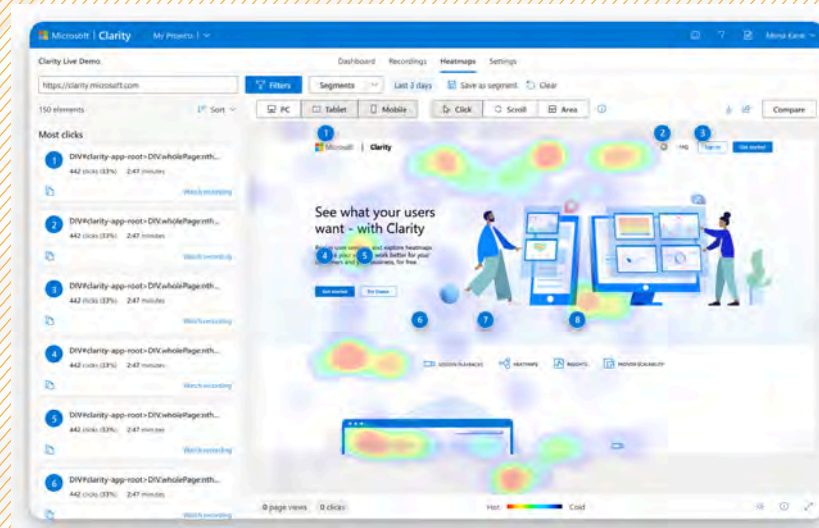
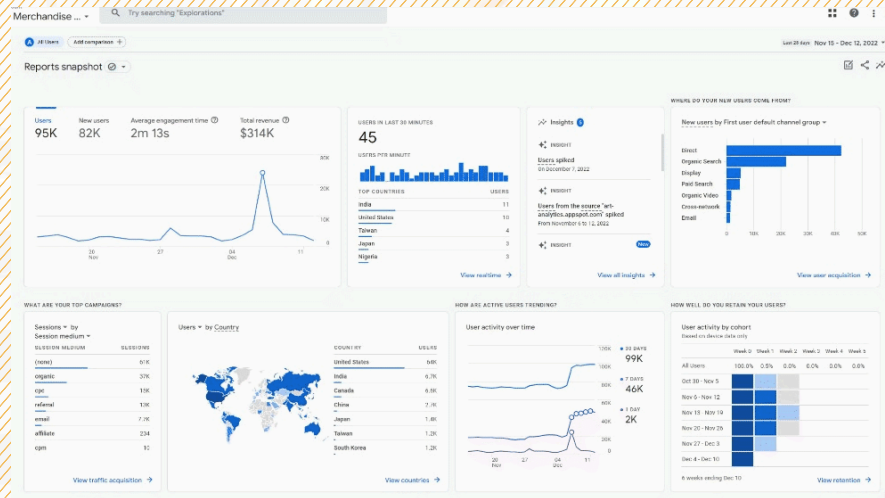
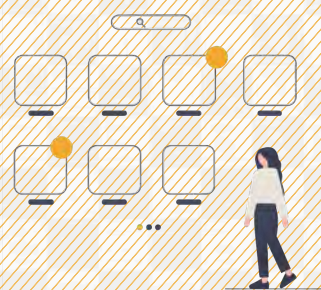
Content Management System

A CMS (Content Management System) is a tool that lets you create, edit, and manage website content without needing to code — like writing and publishing on a blog, updating pages, or adding images through a simple dashboard.

The actions - what happens
when you submit a form,
switch a tab: Like hear music,
wear shades.

Support Tools

Website support tools are software or services that help keep a website running smoothly, secure, and user-friendly. They assist with monitoring, troubleshooting, communication, and performance optimization.



Examples of Tools that Add Value to a Website

Function	Tool Names
Analytics	Google Analytics 4, Plausible, Matomo, Mixpanel, Hotjar
Heatmaps & UX	Hotjar, Microsoft Clarity, Crazy Egg, Smartlook
Live Chat	Tawk.to, Intercom, LiveChat, Drift, Crisp
Chatbots	ChatGPT API, Landbot, ManyChat, MobileMonkey
SEO Tools	Ahrefs, SEMrush, Moz, Ubersuggest, Screaming Frog
A/B Testing	Google Optimize (sunset), VWO, Optimizely, Convert.com
Performance & Speed	Google PageSpeed Insights, GTmetrix, Pingdom, WebPageTest
Accessibility	WAVE, axe DevTools, AccessiBe, UserWay
Security & Monitoring	Cloudflare, Sucuri, Wordfence, SiteLock
Uptime Monitoring	UptimeRobot, StatusCake, Better Uptime, Pingdom
Feedback Forms	Typeform, Google Forms, Tally, Paperform
CRM & Lead Capture	HubSpot, Zoho CRM, Mailchimp, Pipedrive
Marketing Automation	Mailchimp, ActiveCampaign, Brevo (Sendinblue), ConvertKit
Tag Management	Google Tag Manager, Adobe Launch, Tealium
CDN & Caching	Cloudflare, BunnyCDN, Fastly, StackPath

Why Page Content Matters?



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Positioning, Messaging

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Branding and Design

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Aligning Website Content with Marketing Objectives

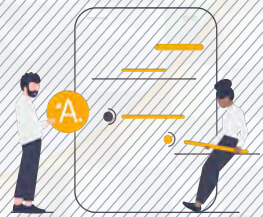
Platform	Heading
Leadpages	"Powerful Landing Pages That Convert"
Unbounce	"Launch faster. Convert more."
ClickFunnels	"You're one funnel away from..." (with rotating text)
Webflow	"Turn traffic into revenue"
Landingi	"Landing Page Automation Platform. Less Work. More Conversions."
Duda	"The professional website builder you can call your own"
Wix	"Create a website without limits"

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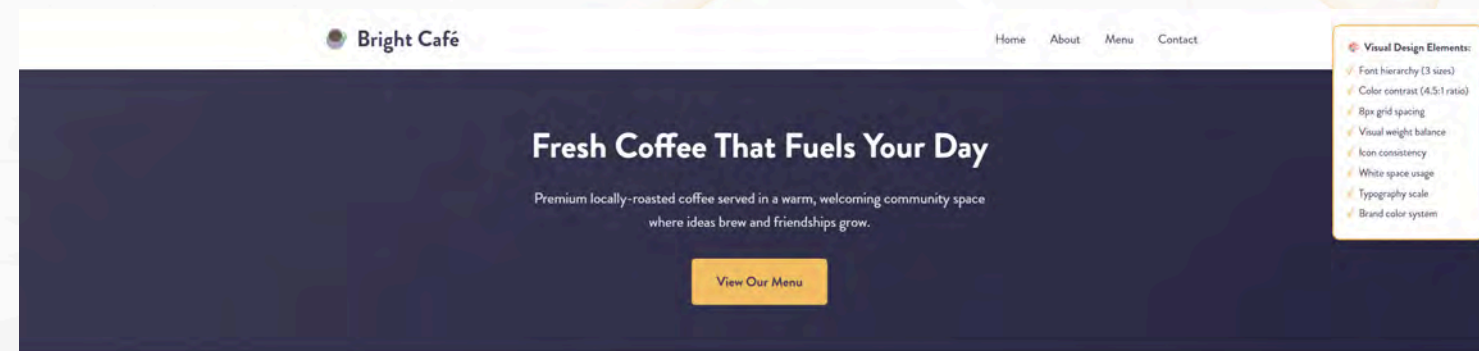
Platform	Heading	Emphasis
Leadpages	"Powerful Landing Pages That Convert"	CONV Direct focus on conversion-optimized landing pages
Unbounce	"Launch faster. Convert more."	CONV SPEED Emphasizes speed and conversion optimization
ClickFunnels	"You're one funnel away from..." (with rotating text)	ASP SALES Aspirational messaging with dynamic rotating benefits
Webflow	"Turn traffic into revenue"	REV Direct focus on business outcomes and monetization
Landingi	"Landing Page Automation Platform. Less Work. More Conversions."	CONV AUTO Highlights automation, efficiency, conversion per unit effort
Duda	"The professional website builder you can call your own"	CUST. PROF. Emphasizes professional focus and ownership/control
Wix	"Create a website without limits"	CUST. Emphasizes creative freedom and unlimited possibilities

Positioning Case Study

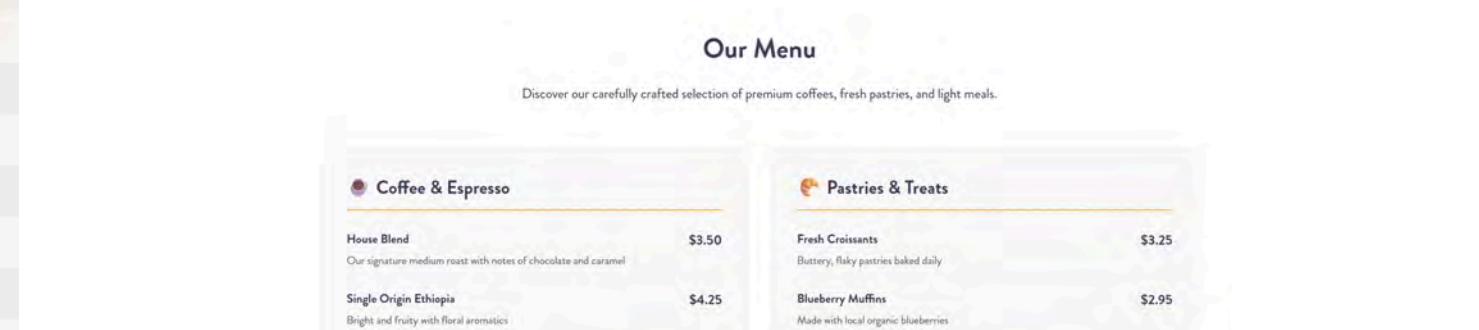
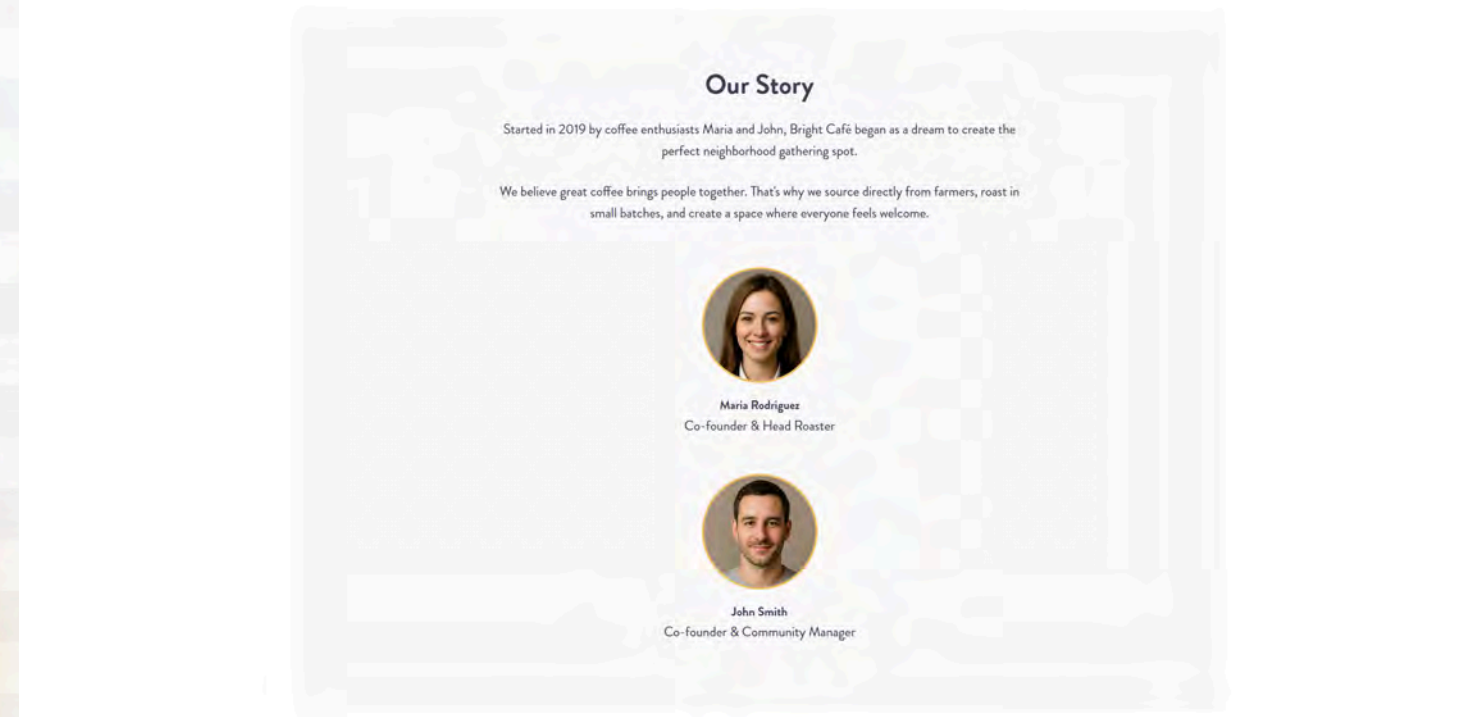


Design Guidelines: A Beginner's Overview

<https://quickdesign.serverside.in/>



- Visual Design Elements:**
- ✓ Font hierarchy (3 sizes)
 - ✓ Color contrast (4.5:1 ratio)
 - ✓ 8px grid spacing
 - ✓ Visual weight balance
 - ✓ Icon consistency
 - ✓ White space usage
 - ✓ Typography scale
 - ✓ Brand color system





What is WordPress?

WordPress is a free tool that helps you build websites without needing to code. It powers blogs, business sites, and online stores using customizable templates and plugins.

Install WordPress

Real World Sites, Meant for Practical Goals

We will see an example of Hostinger, GoDaddy

For Demos and Small Projects

We will see an example of <https://www.infinityfree.com/>

While free hosting with sub-domain support can be convenient, it often comes with risks like sudden bandwidth throttling, bugs, account suspension without notice, or even potential malware. It's best to use such setups sparingly and only for basic test projects or experimentation.

For Practice at Home

For practicing on your laptop or computers: <https://localwp.com/>

You can use LocalWP to build a full-featured WordPress site for free on your desktop, with the ability to create unlimited installations safely, just like many developers and website creators do. However, since it's hosted locally, the site is only accessible from your own computer. This means you can't share or showcase the site online unless you move it to a web host.

Building Websites with AI

The Wix logo is displayed in a bold, black, sans-serif font.

Wix AI Builder

<https://www.wix.com/ai-website-builder>

Wix AI Editor asks you a few questions on what your website is about and based on the interpretation it generates a site for you that you can tweak it within the Wix Editor and make perfect.



Durable AI Website Builder

<https://durable.co/>

Create websites with a few button clicks and a few answers but then you need to tweak it within the editor of Durable to get it to where you want.

The Claude logo is a stylized orange asterisk or starburst icon.

Claude AI (LLMs)

<https://claude.ai/>

Generates the code of your website if you understand the code-building side of a website. Non-developers may have trouble getting it right with such programs.

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WordPress AI Tools, Plugins

Upcoming AI Tools and Plugins

Tool	Use Case	AI Type	Ease of Use	Free Plan	Requires Plugin?
10Web AI Builder	Website & page generation	Custom AI builder	Very Easy	Yes (limited)	Yes (hosted platform)
Bertha.ai	AI content writing	GPT-based	Easy	Yes (limited)	Yes
AI Engine	GPT content & chatbot	GPT-based	Moderate	Yes	Yes
ContentBot.ai	Blog & marketing content	GPT-based	Easy	Yes	Yes
RankMath + Content AI	SEO optimization	Proprietary + GPT	Moderate	Yes	Yes
AIOSEO	Meta tags & on-page SEO	Proprietary	Easy	Yes	Yes
Canva Plugin	Visual design with AI	Canva AI tools	Very Easy	Yes	Yes
WPBot + GPT	AI chatbot for WordPress	Dialogflow / GPT	Easy	Yes	Yes
Tidio + Lyro AI	Live chat + AI support	GPT-based	Easy	Yes	Yes
Weglot	Multilingual AI translation	Proprietary + ML	Easy	Yes (limited)	Yes
DeepL (via API)	Natural translations via API	DeepL AI	Advanced	No	Custom integration
CodeWP.ai	AI code/snippet generation	Custom GPT/NLP	Moderate	Yes	No (external)

Useful Plugins in WordPress

Category	Plugin	What It Does
Page Building	Elementor	Drag-and-drop page builder with full visual editing
SEO	Rank Math SEO	SEO optimization, sitemaps, meta tags (beginner-friendly)
SEO	Yoast SEO	Similar to Rank Math; widely used for SEO by beginners
Backups	UpdraftPlus	Automated backups to cloud storage (Google Drive, Dropbox, etc.)
Security	Wordfence Security	Protects site from malware, brute force attacks, and scans vulnerabilities
Performance	LiteSpeed Cache	Speeds up your site with caching and optimization features
Contact Forms	WPForms (Lite)	Create contact forms easily using drag-and-drop builder
Image Optimization	Smush	Optimizes and compresses images to improve loading speed
Anti-Spam	Akismet Anti-Spam	Blocks spam comments automatically (especially on blogs)
Google Analytics	Site Kit by Google	Integrates Google Analytics, Search Console, and AdSense
Social Sharing	Sassy Social Share	Adds social share buttons to posts and pages
AI Content Help	Bertha.ai	AI content writing assistant for WP (headlines, sections, etc.)
AI Content Help	AI Engine	AI chatbot and writing assistant inside the editor
Maintenance Mode	SeedProd (Free)	Create coming soon or maintenance pages easily
Email Marketing	MailPoet	Build email lists and send newsletters from WP dashboard
SSL	Really Simple SSL	Enables HTTPS automatically with SSL certificate setup
Site Cloning / Migration	Duplicator	Clone or migrate your WordPress site easily
Design Blocks	Essential Blocks for Gutenberg	Adds more blocks and layout elements to Gutenberg editor
E-commerce	WooCommerce	Set up a full online store with products, payments, etc.

