

Group 1 - Draft 3 Final

Group 1

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Our Project

We completed a redesign of our client's storefront, ChristiaDon (christiadon.com). ChristiaDon is a fashion brand that is founded on legacy and quality, and supports self-love and self-confidence through fashion. We created a new, independent website for ChristiaDon that focuses on customer experience and streamlined appearance while maintaining the message and storytelling from the original website.

Redesigned Website: <https://christiadon.wordpress.com/>

Additional Documents:

- Continuity Plan for the Client: *Page 2-38*
- Web Hosting Options: *Page 39-50*
- Style Guide: *Page 51-55*

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Purpose

The purpose of this document is to ensure that the client, ChristiaDon, has the basic information and procedures needed to update the ChristiaDon WordPress website after the final deliverable is submitted.

Summary

This document is a beginner's tutorial to developing and updating a website on WordPress. Though WordPress has its own [tutorial service](#), this document is intended to teach the client the features of WordPress based on the specific needs of the ChristiaDon company, and the specific methods that the team members used to build the website. Group 1 (Bianca Bundy, Briah Christia, Amelia Frederick, Jenna Luna, and Beth Winkopp) encourages you to do your own exploration of the WordPress services in addition to this plan.

The sections of this document include:

- A Quick Introduction to WordPress
 - Creating an Account
 - Choosing a Payment Plan
- Understanding Your Main Dashboard
 - My Home
 - Stats
 - Upgrades
 - My Mailboxes
 - Posts
 - Media
 - Pages
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 - Feedback
 - Jetpack
 - Appearance
 - Plugins
 - Users
 - Tools
 - Settings
 - Add new site
- Customizing Your Website
 - Creating a New Page
 - Adding a Title
 - Inserting Blocks
 - Grouping Blocks
 - Useful Block Suggestions for ChristiaDon
 - Updating Pages
 - Appearance Settings
 - Themes
 - Editor
 - Customize
- Launching Your Website
- E-commerce Integration
- WordPress Resources and Troubleshooting

A Quick Introduction to WordPress

WordPress is a software content management system that specializes in web content. Initially released on May 27, 2003 by founders Matt Mullenweg and Mike Little, WordPress was originally created as a customizable blogging platform but has grown to one of the most popular website builder and hosting platforms. Known for its user-friendly interface, WordPress requires little coding knowledge and is a good option for those unfamiliar with website building.

WordPress is an all-in-one website builder and website hosting platform. A website builder is what you use to create the interface of the website. This includes website pages, payment options, and aesthetic choices. A website host is a service that allows people to access your website through the internet. WordPress offers both of these services to users, but it can be used as both a website builder or a website host separately. ChristiaDon uses WordPress as both a website builder and a website host.

Creating an Account

Though the Group 1 team has already created a website for ChristiaDon and has transferred the administration, understanding the basics of creating an account and setting up a new website will be useful for future business endeavors.

1. To create an account, visit the WordPress account creation page at: <https://wordpress.com/start/domains>
2. The WordPress website will prompt you to choose a domain name.
 - a. A domain name is the name of your website that appears in the URL. All-in-one websites often include extra words to the domain name if you do not connect a custom domain (ex. Christiadon.wordpress.com vs. christiadon.com).
3. After choosing a domain, the WordPress website will prompt you to choose a payment plan. For more information about payment plans, see the [Choosing a Payment Plan](#) section.
4. The WordPress website will prompt you to choose a website template from their free template gallery. Choose a template that suits your website needs the best. For ChristiaDon, we chose the *Attar* theme because it has a luxurious feel.
5. After choosing your template, you will be directed to your main dashboard. For a guide to your main dashboard, visit the [Understanding your Main Dashboard](#) section.

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Choosing a Payment Plan

WordPress has six different payment plan options to suit their users needs. Below is a table that compares the pros and cons of the five most accessible payment plans for new users (taken from the [Website Hosting Options](#) document):

Subscription type	Pricing	Pros	Cons
Free	\$0 per month	<ul style="list-style-type: none">● Unlimited web pages● Unlimited collaborators● Edit history● Newsletter service● Subscription service for customers● Visitor statistics● Contact form	<ul style="list-style-type: none">● 10% transaction fees for payments● 1 GB of data uploads● Limited customization
Personal	\$9 per month	<ul style="list-style-type: none">● All benefits in Free plus...● Ad free experience● 6GB of data uploads	<ul style="list-style-type: none">● 8% transaction fees for payments● Limited customization
Premium	\$18 per month	<ul style="list-style-type: none">● Everything in Personal plus...● Ad revenue● Advanced customization● 4K video uploads● 13 GB of data uploads● Ability to receive donations and tips	<ul style="list-style-type: none">● 4% transaction fee for payments
Business	\$40 per month	<ul style="list-style-type: none">● Everything in Premium plus...● Ability to install plugins● Malware protection● 2% transaction fees● Website backups● Auto-updates	<ul style="list-style-type: none">● Higher cost● Most plugins are paid

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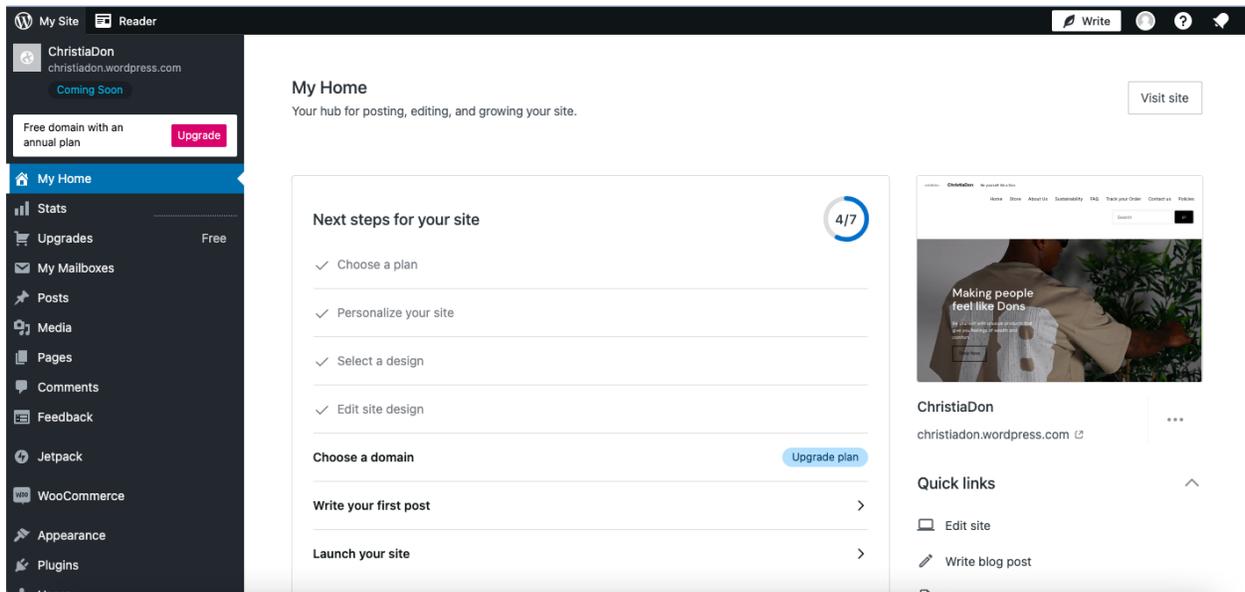
		<ul style="list-style-type: none">● SEO tools● Live chat support● 50 GB of storage	
Commerce	\$70 per month	<ul style="list-style-type: none">● Everything in Business plus...● Unlimited products● Product add-ons (personalizations, gift wrapping)● Referral programs● Automated marketing● Shipping integration● Sell worldwide● Bulk order discounts	<ul style="list-style-type: none">● Higher cost● Most plugins are paid● Harder to manage without a dedicated team

WordPress also offers an Enterprise subscription that starts at \$25,000 annually. This subscription is for large corporations like Disney, CNN, and Salesforce.

Please note that the website that Group 1 created for ChristiaDon uses the Free subscription payment plan. If you would like to update your payment plan to access more features, visit the [Upgrades](#) tab of your Main Dashboard.

Understanding Your Main Dashboard

The Main Dashboard is the central hub of your WordPress website. From here, you can change, review, and create almost anything regarding your website, your payment plans, and your plugins. This section covers what each tab on the left column of the Main Dashboard can do for you and the ChristiaDon website.



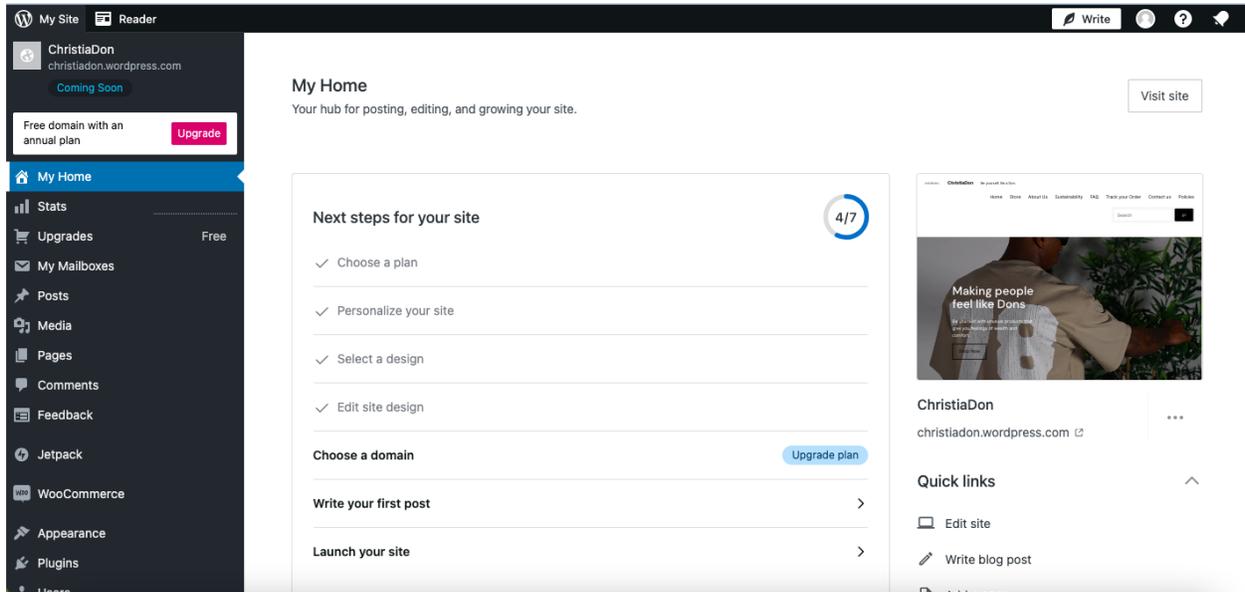
Please note that the images in this section may look slightly different than what you will see on your Main Dashboard. Group 1 is writing this Continuity Plan in the final stages of the website's completion, which may cause slight discrepancies in the deliverable that you receive. None of these discrepancies will change the appearance or functionality of the ChristiaDon website.

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My Home



The My Home tab on the Main Dashboard menu will bring you to the home page of your Main Dashboard. Here, you will be able to access all of the different features of your WordPress website. The Main Dashboard is split into two sections: the main menu and the display page.



The main menu is the navy column on the left of the screen, and is used to navigate through all of the different sections of your WordPress website. The display page is the landing page that shows the contents of the menu tab that you are currently navigating.

On the My Home landing page, you will find a graph with your website statistics at a glance. You will also find Quick Links on the right side of the screen. These Quick links will help you quickly navigate through important action items like editing your website, adding a new page or post, and managing your domains and plugins. Each of these action items will be detailed later in the Continuity Plan.

Stats



The Stats tab of your Main Dashboard provides you with statistics about your website visitation, visitor analytics, and subscriber statistics (subscribers are visitors who have subscribed to your email newsletter). These statistics are powered by JetPack, WordPress's built-in site analytics software. For more information about JetPack, visit the [JetPack](#) section of the continuity plan.

Jetpack Stats
Learn more about the activity and behavior of your site's visitors. [Learn more](#)

Traffic Insights Subscribers ⚙️

7-day highlights Compared to previous 7 days

 Visitors 0 (0%)	 Views 0 (0%)	 Likes 0 (0%)	 Comments 0 (0%)
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The Stats page has three tabs to explore: Traffic, Insights, and Subscribers.

The **Traffic** tab tells you all about the activity of your site visitors. This includes:

- **7-Day Highlights:** 7-Day Highlights are an overview of the visitor statistics of the past 7 days your website has been running for. You can also view an overview of the past 30 days of our website by clicking on the three vertical dots in the right corner of the 7-Day Highlights menu.
- **Views and Visitors:** This section includes a graph of the amount of views and visitors your website has received over a specified range of days, weeks, months, and years. This is useful for tracking how many times visitors view certain pages.
 - **Visitor:** an individual person who visits your website based on the first time the individual's browser is recognized by JetPack.
 - **Views:** any time a visitor loads or refreshes any page of your website.
- **Posts & Pages:** The Posts & Pages section of the Traffic tab shows the most viewed pages over a specified period of time.
- **Referrers:** The Referrers section shows how visitors found your website. This can be through other websites or through the search engine they were using. The Referrers section does not include visitors who type the ChristiaDon website URL directly into their browser, click an email link, or click a link from social media websites.

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- **Countries:** The Countries section shows you how many views your website has received from countries across the world. These statistics are only based on visitors that JetPack can recognize their location by.
- **Authors:** The Authors section shows you how many views your website has produced based on the authors of each page. Authors are the individuals who have created the page. Currently, the authors of the ChristiaDon website are the member of Group 1.
- **Search Terms:** The Search terms section shows what terms visitors used to find your website through search engines.
- **Clicks:** The Clicks section shows the number of times your website visitors have clicked on links on your website.
- **Videos:** The Videos section shows the amount of views per video that is uploaded on your website. This includes the number of times the video was loaded on a page, the total number of hours watched, and the amount of times the visitors have viewed the video.
- **Emails:** The Emails section shows how many people opened or clicked a link on an email that you have sent. This section only applies to people who have subscribed to your email newsletter.
- **File Downloads:** The File Downloads section shows the files that visitors have downloaded from your website.

The **Insights** tab provides a larger, long-time overview of your website statistics. This includes:

- **Year in review:** The Year in review is the number of posts, words, likes, comments, and subscribes your website has garnered throughout the current year.
- **All-time highlights:** The all-time highlights includes your all-time views, visitors, posts, and comments, as well as the most popular time of day your website is visited and the day your website had the most views.
- **All-time insights:** The all-time insights shows the total amount of views per month that your website has been running for.
- **Shares:** The shares shows you a summary of the amount of times your website has been shared to social media platforms.

The **Subscribers** tab shows you insight about your subscribers that have subscribed to your newsletter. This includes:

- **All-time stats:** The all-time stats shows you the total number of subscribers that have signed up for your newsletter.
- **Subscribers:** The subscribers graph shows you the amount of subscribers that have subscribed to your newsletter per day, week, month, and year. You can also view a list of your subscribers, and the total amount of subscribers you have.

Upgrades



The Upgrades tab of your Main Dashboard is where you can update or maintain all of your paid subscriptions to WordPress payment plans and add-ons. The Upgrades tab includes:

- **Plans:** The plans tab is where you manage your payment plans. For more information about payment plans, visit the [Choosing A Payment Plan](#) section of this Continuity Plan.
- **Add-ons:** The add-ons tab is where you can expand the functionality of your website by paying for additional features like premium themes, expanded storage, and additional JetPack features.
- **Domains:** The domains tab is where you can manage the domain names for your website. The free WordPress plan uses a domain that includes WordPress in the name (christiadon.wordpress.com). WordPress offers a promotion of a free one-year domain registration with any paid payment plan.
- **Emails:** The emails tab is where you can manage custom email addresses. With any paid WordPress subscription, WordPress allows you to set up a custom email that uses the domain name of your website in the domain of your email (ex. don@christiadon.com).
- **Purchases:** The purchases tab is where you can view, manage, or cancel any plans, purchases, or add-ons for your website. You can also view your active payments, your billing methods, and any payment methods you have used.

My Mailboxes



The My Mailboxes tab of your Main Dashboard is similar to the Emails tab in the [Upgrades](#) section of this Continuity Plan. The My Mailboxes tab is where you can manage your custom email addresses.

To create a custom email address, you must have a paid subscription payment plan to WordPress. Since the version of the ChristiaDon website that Group 1 has created for you is a free subscription payment plan, you do not have access to My Mailbox. To choose a paid payment plan, visit the [Choosing a Payment Plan](#) section of the Continuity Plan.

Posts



The Posts tab of your Main Dashboard allows you to manage all of your posts on your website. Posts are time-related content that you can post to your website. Posts are most often used by users who use WordPress as a blogging website, however, posts can still be useful for ChristiaDon in other ways. For example, creating a post could be a good way to announce a new collection. The Posts tab is separated into four sections: **all posts**, **add new post**, **categories**, and **tags**.

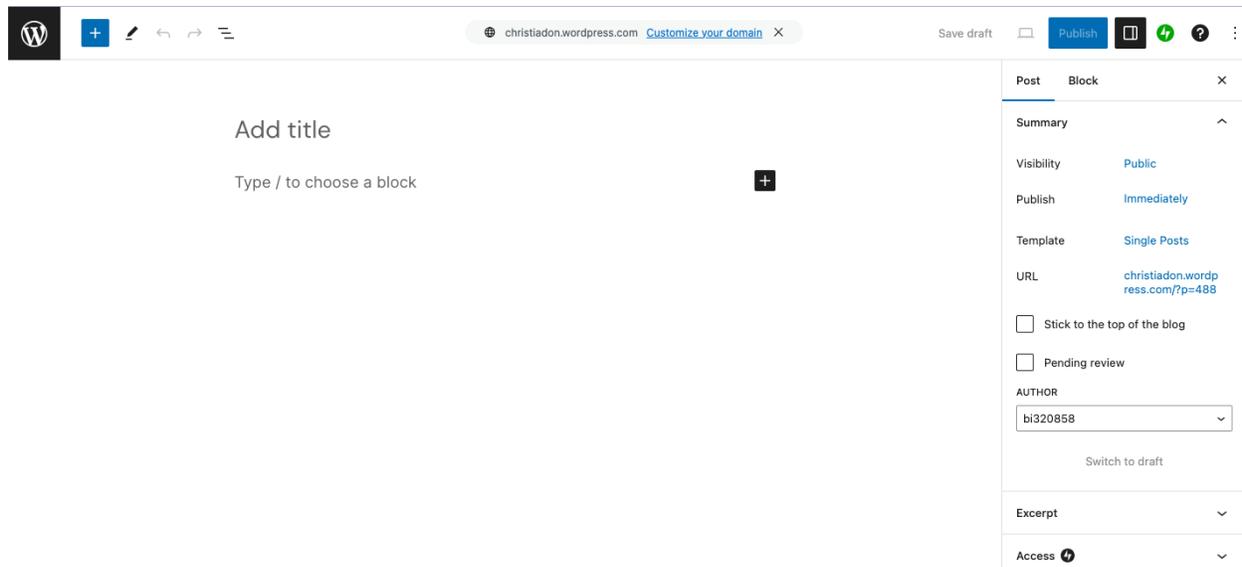
The **All Posts** section allows you to view, edit, publish, or unpublish all of the posts that you have created on your website. This tab organizes all of your posts into four categories: published, drafts, schedules, and trashed.

- **Published:** The Published tab will show you the posts that are accessible to view by any visitor that visits your website.
- **Drafts:** The Drafts tab will show you which posts are saved as drafts, or posts that have not yet been published.
- **Scheduled:** The Scheduled tab will show you which posts are scheduled for a certain time on a certain day. This post would be useful for automatically releasing new collections without having to manually publish the posts.
- **Trashed:** The Trashed tab will show you all of the posts that you have deleted from your website. Think of this tab as an archive of all of the posts that you have created in the past.

The **Add New Post** tab allows you to quickly add a new post to your website. To add a new post to your website:

1. Navigate to the Posts tab on your Main Dashboard.
2. Click on the “Add New Post” section under the Posts tab. This will bring you to a screen to begin working on your new post. Posts are created and edited in the same way as Pages. To learn how to create and edit pages, please see the [Creating a New Page](#) section of the Continuity Plan.

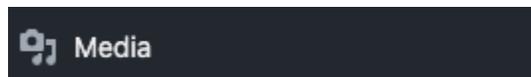
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The **Categories** tab allows you to create, edit, and manage the categories of your posts. Categories are a way to add a hierarchical organization to your posts. You can use the Categories tab to sort your website's posts into different sections.

The **Tags** tab allows you to create, edit, and manage the tags on your posts. Tags are another categorizing tool that allows you to organize your posts, but also allows visitors to gain an understanding of your post. Tags are similar to keywords and can be used for Search Engine Optimization.

Media



The Media Tab of your Main Dashboard allows you to manage all the media on your website. Media includes images, documents, videos, and audio files that appear on your website.

Images are the main media type that ChristiaDon uses to showcase all of the products that are sold on the website, and you can upload images from your computer to the WordPress website through the media tab. You can upload images two different ways:

1. Upload an image through your computer files
 - a. Click the red "Add new" button at the top of the Images section of the Media tab. This will bring up your computer's files.
 - b. Click on the image that you want to upload to your website.
 - c. Click "Upload." Your image will appear under the Images section of the Media tab.

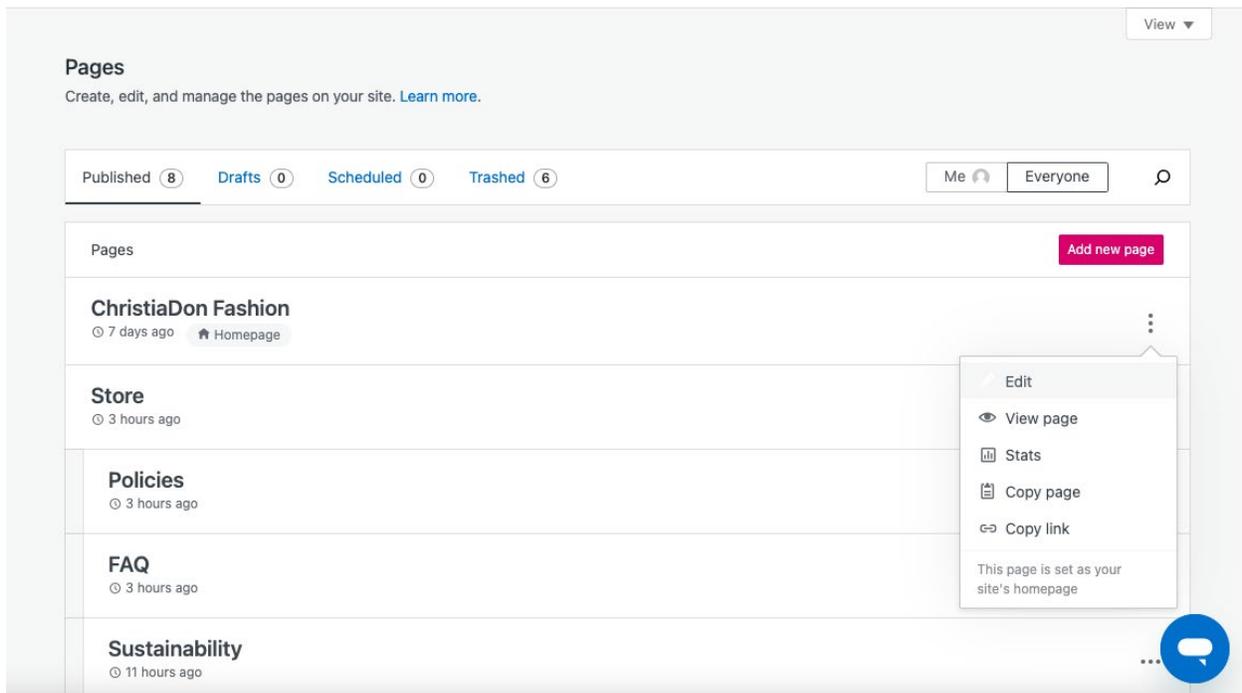
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2. Upload an image through a URL.
 - a. If you have a URL for an image, click on the downward facing area on the red “Add new” button at the top of the Images section of the Media tab.
 - b. Copy and paste the image URL into the box provided.
 - c. Click the red “Upload” button. Your image will appear under the Images section of the Media tab.

Pages



The Pages tab of your Main Dashboard allows you to create, edit, and manage all of the pages on your website. This tab is separated into two sub-sections: **All Pages** and **Add New Page**.



The **All Pages** tab allows you to directly manage or edit any of the pages on your website. This tab organizes all of your pages into four categories: published, drafts, scheduled, and trashed.

- **Published:** The Published pages tab will show you which pages of your website visitors can currently access. Group 1 has published a home page, a store page, a policies page, a FAQ page, a Sustainability page, an About Us page, and a Contact Us page for the Christia Don website. Each page has a menu that can be accessed by the three vertical dots menu on the right of each page section.
 - **Edit:** This option allows you to edit an existing page. For more information about editing a page, visit the [Updating Pages](#) section of the Continuity Plan.

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- **View Page:** This option allows you to view what a page looks like to your website visitors on your website.
- **Stats:** This option allows you to view the views, likes, and comments of the page, as well as how many emails were opened that included the page, and how many people clicked on the page from an email.
- **Copy page:** This option allows you to make a copy of a page that already exists.
- **Copy link:** This option allows you to copy the direct link to the page on your website.
- **Trash:** This option allows you to delete a page from your website and from your drafts or your scheduled pages sections. The trashed pages are still accessible from the Trash section of the All Pages tab.
- **Drafts:** The Drafts tab will show you which pages are saved as drafts, or pages that have not yet been published. In addition to the edit, copy page, and copy link options from the Published page tab, the three vertical dots menu on the right of each page section includes:
 - **Publish:** If a page is ready to be turned from a draft into a published page on your website, use this feature. Publishing a page will make it accessible by website visitors.
 - **Preview:** The preview option will allow you to view what the page will look like to website visitors without publishing the page to your website.
- **Scheduled:** The Scheduled tab will show you which pages are scheduled for a certain time on a certain day. This page would be useful for automatically releasing new collections without having to manually publish the pages.
- **Trashed:** The Trashed tab will show you all of the pages that you have deleted from your website. Think of this tab as an archive of all of the pages that you have created in the past.

The Add New Page tab allows you to create a new page to add to your website. For more information about creating a new page, visit the [Creating a New Page](#) section of the Continuity Plan.

Comments



The Comments tab of your Main Dashboard allows you to view, reply to, and manage all of the comments that you receive on your website. The ChristiaDon website that Group 1 created does not utilize comments. If you choose to use comments in your future business ventures, please refer to the official WordPress guide to comments at:

<https://wordpress.com/support/comments/>

Feedback



The Feedback tab of your Main Dashboard is separated into three subsections: Form Responses, Crowdsignal, and Ratings.

The **Form Responses** section is where you can view the responses to the Contact Form that is included as a page and footer of your website.

A screenshot of the WordPress dashboard's Feedback section, specifically the Form Responses area. At the top, there's a sidebar with "Columns" (From, Source, Date, Response Data), "Pagination" (Number of items per page: 20), and "View mode" (Compact view selected, Extended view). Below this is the "Form Responses" header with "All (0)" and a "Filter" button. A table with columns "From", "Source", "Date", and "Response Data" is shown, but it contains "No responses found". A "Screen Options" button is visible in the top right corner of the table area.

<input type="checkbox"/>	From	Source	Date	Response Data
No responses found				
<input type="checkbox"/>	From	Source	Date	Response Data

From this section, you can change the view of each form response:

- **Columns:** Using the column option, you can choose to include the type of form the response comes from, the source of the form, the date the form was completed, and any data associated with the response.
- **Pagination:** Using the pagination option, you can specify the number of form responses you can view per page.
- **View mode:** Using the view mode option, you can either view your form responses in a compact view or an extended view. A compact view shows you only the Form, Source, Date, and Response Data of the response. An extended view shows you a greater range of information about each response.

The **Crowdsignal** section allows you to manage data from any Crowdsignal items that you include on your website. Crowdsignal is a WordPress powered analytics plugin that gives you statistics and insights into your audience by providing powerful forms and surveys. Since

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Crowdsignal is a plugin, you have to have a paid subscription payment plan to use it. Group 1 created the ChristiaDon website using the free subscription payment plan, so you will not have access to Crowdsignal unless you upgrade. To upgrade your payment plan, visit the [Choosing a Payment Plan](#) section of this Continuity Plan.

The **Ratings** section is where you can view and analyze any of the ratings that your website may have received. The ChristiaDon website that Group 1 created does not utilize the rating system, but if you are interested in Ratings, please view the [WordPress tutorial for Ratings](#).

Jetpack



Jetpack is a WordPress toolkit that specializes in security, site analytics, and growth tools for your website. Some of the tools in the toolkit are included for free, while some of them require an additional subscription fee to use. The Jetpack tab is separated into four sections: **Activity Log, Backup, Search, and Akismet Anti-spam**.

- **Activity Log:** This section allows you to view all of your website's activity, and who made what changes. You can view post and page updates, user logins, plugin and theme updates, setting changes, and more.
- **Backup:** To access and restore backups of your website, you need to upgrade to a Business Plan. To learn how to upgrade your plan, visit the Upgrades section of the [Continuity Plan](#).
- **Search:** JetPack Search is a JetPack add-on that improves the quality and results of the visitor search experience on your website. This add-on requires a payment before you can access it.
- **Askimet Anti-spam:** Askimet Anti-spam is a free WordPress software that helps prevent spam attacks from happening on your website. Here, you will be able to change the Askimet Anti-spam settings, including comments, spam filtering, and privacy settings.

Appearance



The Appearance tab of your Main Dashboard allows you to access board editing features of your website such as Themes, Advanced Customization, and the Main Editor. For more information about the Appearance tab and how to use each feature, visit the [Appearance Settings](#) section of the Continuity Plan.

Plugins



The Plugins tab of your Main Dashboard allows you to search and download WordPress-compatible plugins. Plugins are additional, typically third-party features that you can add to your WordPress website to enhance different aspects of your website. You must be on a paid subscription payment plan on WordPress to be able to use plugins. Some plugins also require an additional fee to use in addition to the paid WordPress subscription plan.

Though the version of the ChristiaDon website that Group 1 has created does not utilize plugins because we used the free subscription payment plan, a list of some of the most popular plugins used by WordPress users is provided below (each plugin has over 5 million active users!):

- **Contact Form 7:** Contact Form 7 allows users to create more advanced and customizable forms and email newsletters, including CAPTCHA filtering and spam filtering.
- **Elementor Website Builder:** Elementor Website Builder allows users to create advanced websites by using widgets and special features. While WordPress requires some amount of coding for certain aspects of the website's design, Elementor can help users manage these aspects without it.
- **Yoast SEO:** Yoast SEO allows users to access advanced and supportive tools that will broaden the SEO (search engine optimization) of their websites.
- **Classic Editor:** Classic Editor is a plugin developed by the WordPress team that allows users to view previous versions of the WordPress editor screens. This is useful for people who have learned how to use WordPress in a previous version.
- **WooCommerce:** WooCommerce allows users to create a complex e-commerce platform attached directly to the WordPress website. WooCommerce is a reliable alternative to Shopify if you ever choose to change to a different shopping platform.

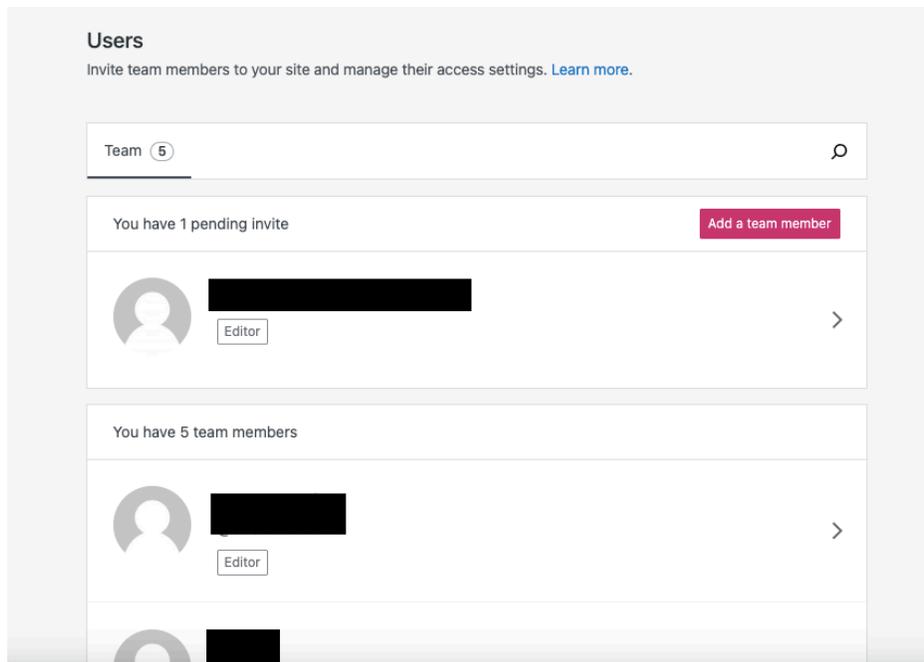
Users



The Users tab of your Main Dashboard allows you to manage who has access as an administrator or editor to your website, as well as manage your subscribers. The Users tab is separated into three sections: All Users, Add New, and Subscribers.

The **All Users** section allows you to manage the current users of your website. The main page of the All Users section shows you who the current and pending team members are.

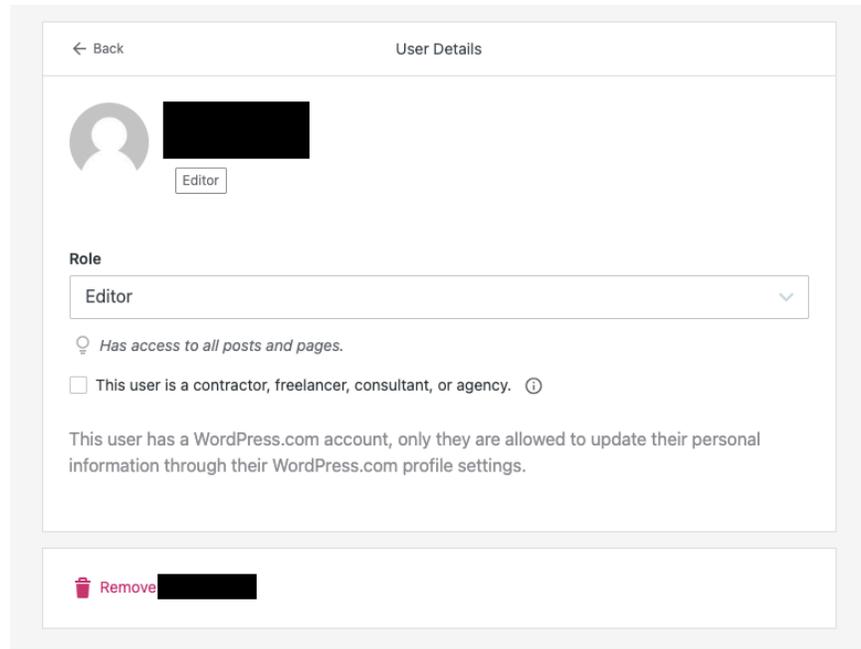
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You also have access to view User details. This includes their display name, their role, and the choice to remove the user.

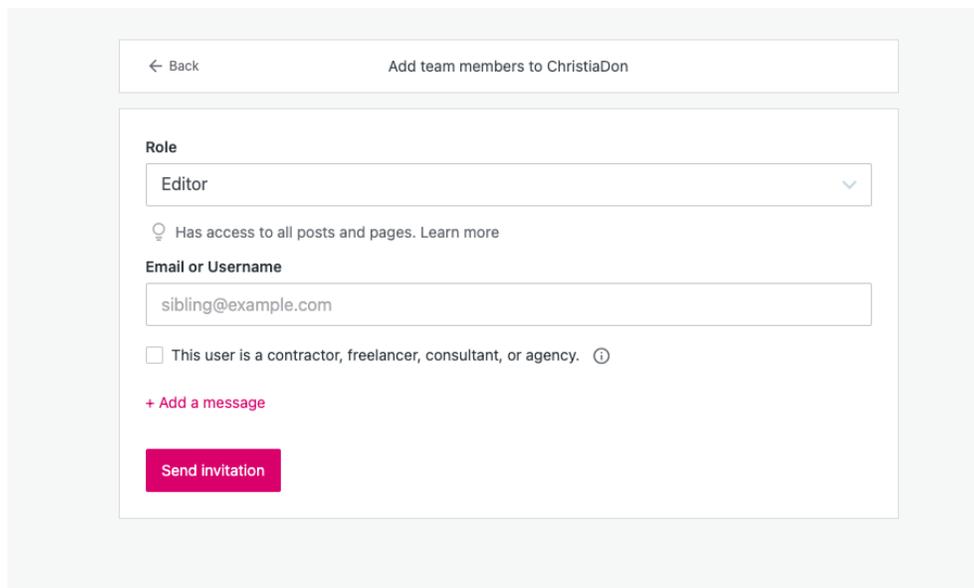
- User name: This is the name that appears on the on the user's profile elsewhere on the website.
- Roles: There are four different roles that WordPress offers for users:
 - Administrator: The Administrators have access to all the administration features within the website.
 - Editor: The Editors can publish, manage, and edit posts and pages made by any user on the website.
 - Author: The Authors can only publish, create, and edit their own posts, and not the posts of other.
 - Contributor: The Contributors can create and edit their own posts, but cannot publish them or edit the posts of others.
- Removing a user: To remove a user from the website that you are currently working on, click the red "Remove" button at the bottom of the User details screen.

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The **Add New** section allows anyone with an Administrator role to add new team members to your website. To add a new team member, follow the instructions below:

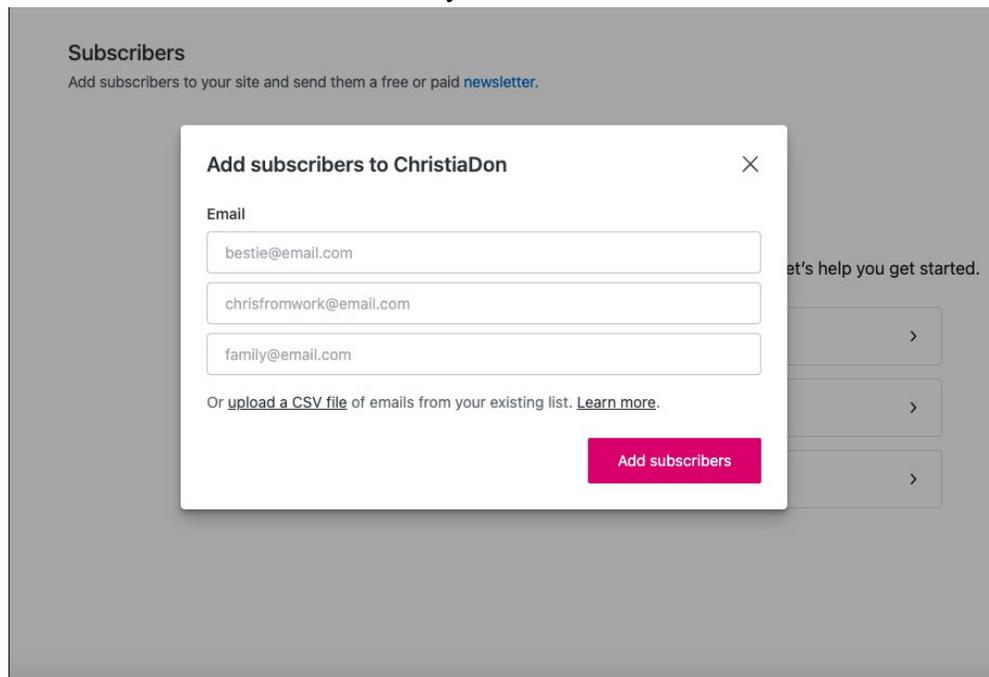
- Click the Users tab on the Main Dashboard. This will open up the Users menu.
- Click on the Add New tab.
- Choose the role of the new team member using the drop down menu titles “Role.”
- Enter the email of the new team member. This will send the team member an invitation to join the team of your website. You may also choose to add a message with the invitation.



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The **Subscribers** section allows you to manually add new subscribers to your website. To add a new subscriber to your website:

- Click the red Add Subscribers button on the top right corner of the subscriber page. This will prompt a pop-up window to open.
- Enter the emails of the subscribers that you would like to add.
- Click the red “Add subscribers” button on the bottom right corner of the pop-up window. This will add the new subscribers to your email newsletter list.



Tools



The Tools tab of your Main Dashboard allows you to manage advanced website tools like marketing, monetization, and importing or exporting website content. The Tools tab is separated into four sections: **Marketing**, **Monetize**, **Import**, and **Export**.

- **Marketing:**
- **Monetize:**
- **Import:** The import section allows you to import content from over 11 other websites or platforms into your website.
- **Export:** The export section allows you to export content from your website to other WordPress compatible websites or platforms.

Settings



The Settings tab of your Main Dashboard allows you to manage the settings across multiple areas of your website. The areas include: general, writing, reading, discussion, newsletter, podcasting, performance, hosting configuration, and media. The ones that pertain most to the ChristiaDon website are **general**, **newsletter**, and **media**, but you should explore all of the setting options to choose the setting that best suits your website's needs.

In the **General** settings section, you can change your general site settings. This includes your:

- Site title, icon, tagline, and address
- Language and timezone
- Footer credit
- Site tools like changing the site address, transferring your site to another user or payment plan, deleting your site's content, or deleting your site permanently.

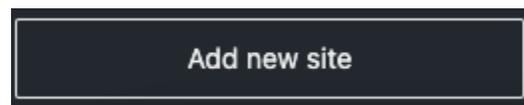
In the **Newsletter** settings section, you can manage your:

- Subscriptions (this allows pop-ups with a subscribe form to pop-up on your website).
- Email settings
- Newsletter categories
- Newsletter welcome and comment messages

In your **Media** settings section, you can manage your:

- Image sizes
- Image carousel settings (background colors, metadata, comments, titled galleries)

Add new site



The Add new site tab on your Main Dashboard will allow you to create a new website, independent of any of your existing websites. This button will direct you to a new page that will prompt you to choose a new domain. To create a new website, visit steps 2 through 5 of the [Creating an Account](#) section of the Continuity Plan.

Customizing Your Website

Customizing your website is the key to drawing in your target audience. For the ChristiaDon website, Group 1 decided on creating a sleek black and white theme to exude feelings of luxury and simplicity, two of the core brand pillars of the ChristiaDon brand. The design choices are simple, yet consistent which builds credibility between you and the consumer.

This section will detail the basics of customizing your website. Specifically, this section focuses on creating **posts** and **pages**, which are the foundation of the new ChristiaDon website.

- **Posts:** Posts are used to display content and are dynamic, meaning that they are sometimes associated with a specific date or time. Posts are typically used to give updates on blog pages, but can be embedded onto a page to create individual product pages.
- **Pages:** Pages are used to display content and are static, meaning that they are not necessarily associated with a specified date or time. For example, Group 1 used pages to organize content like About Us, Contact Us, FAQ, Policies, etc.

Creating a New Page

There are two ways to create a new page: through the Quick Links menu on the My Home display page, or by the Pages tab in your Main Dashboard.

To create a new page through the Quick Links menu on the My Home display page:

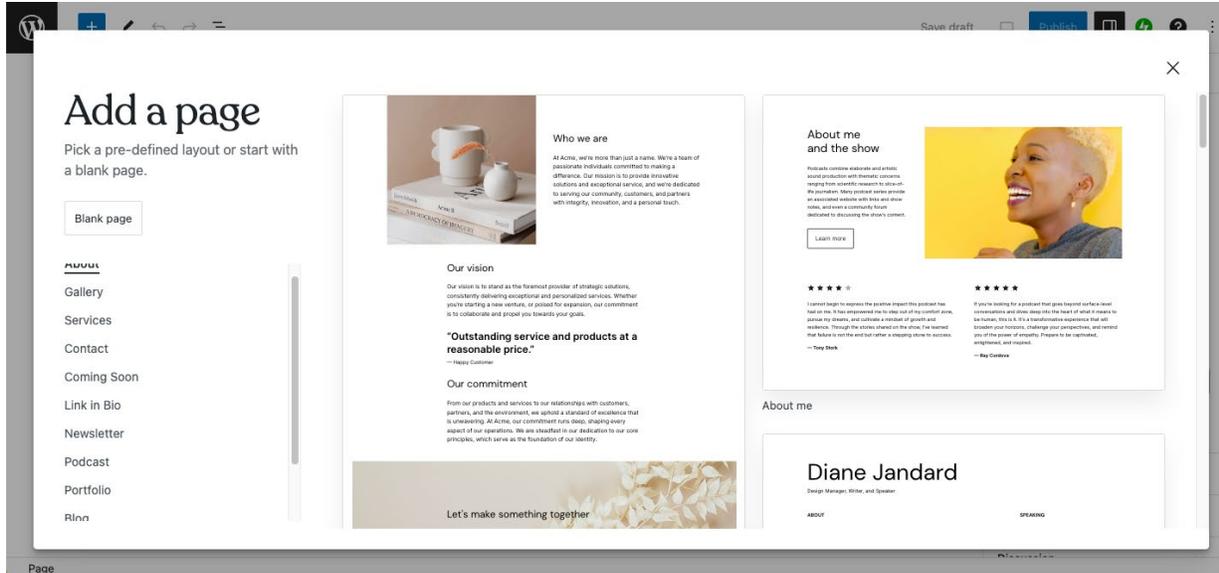
1. Navigate to your Main Dashboard.
2. Click the My Home tab on the left column of the Main Dashboard.
3. Navigate to the Quick Links section of your My Home display page. The Quick Links section will be in the right column.
4. Click the “Add a page” link on the Quick Links menu.

To create a new page through the Pages tab in your Main Dashboard:

1. Navigate to your Main Dashboard.
2. Click the Pages tab on the left column of the Main Dashboard.
3. Click the “Add New Page” tab.

Both of these options will take you to the same “Add a page” pop-up menu.

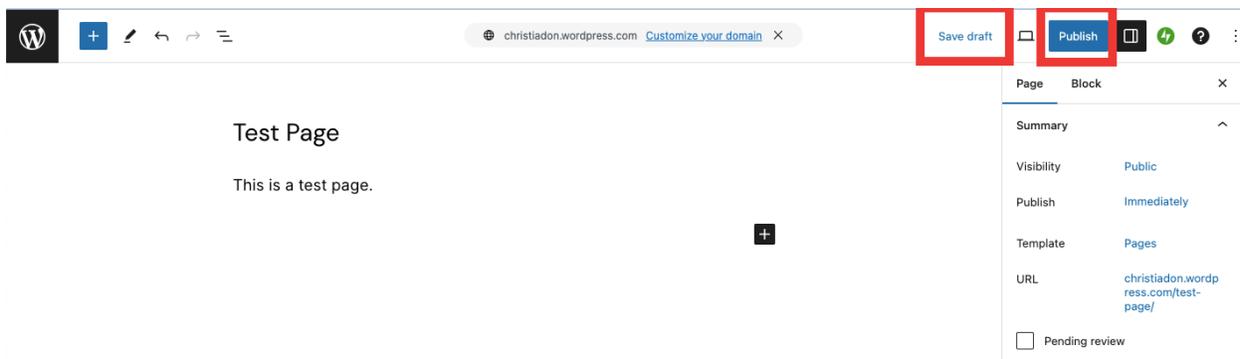
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The “Add a page” pop-up menu allows you to either create a new page using a premade WordPress page template, or create a new blank page. A template is an easier option for those who are new to WordPress, as it provides you with a base to create your new page off of. Creating a new blank page is a more advanced feature, but is useful for creating the exact look and feel of your new page. Choose which option best suits your needs for a new page.

Group 1 chose to create the ChristiaDon website mainly from creating new blank pages, so this guide will detail how to create a new page from a blank page.

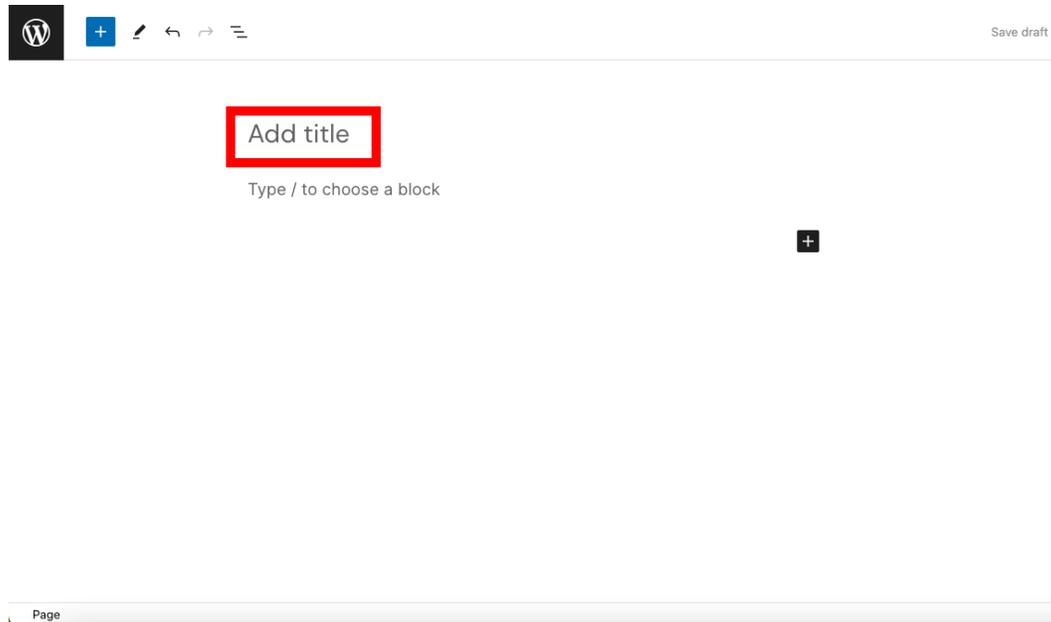
Please note that you must save your pages after every edit that you make. To save your page, click the blue “Save draft” button in the top right corner of the main editing menu. To publish your page, click the blue “Publish” button in the top right corner of the main editing menu (shown below).



Adding a Title

You will want to add a title to your page to keep track of what pages you have, what pages you need to create, and let your consumers understand what page they are on. The title that you give a page will be visible by your audience, so make sure it accurately represents the page.

To add a title, click on the gray “Add a tile” text at the top of your new page. Type your title, and press enter.



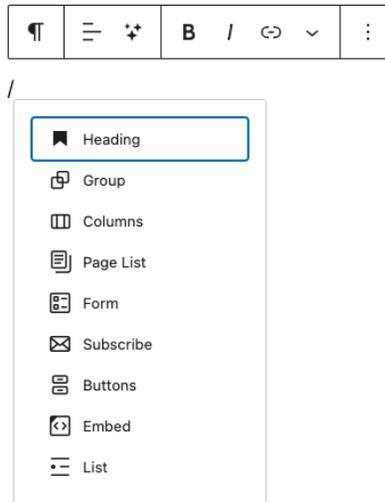
Inserting Blocks

Blocks are components that allow you to insert elements and functions onto your WordPress pages. Blocks gives you to flexibility to add media, embeds, text, surveys, forms, and more. There are three ways to add a block to your page: by **typing**, by **clicking on the black and white plus sign**, and by the **main editing menu**.

To add a block to your page by **typing**:

1. Click on any blank space on your page and enter a forward-slash. This will open up the block mini-menu.

WordPress Continuity Plan



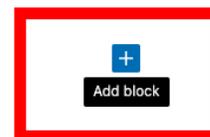
2. The block mini menu suggests some of the most popular or recently used blocks that you have used on your website. In this case, the most common blocks that this user inserted were Heading, Group, Columns, Page List, Form, Subscribe, Buttons, Embed, and List.
3. Click on one of the blocks to insert it onto your page. Alternatively, begin typing a word or phrase (ex. form) next to the forward-slash to pull up related blocks that are not shown on the block mini menu.
4. Choose the block that you want to insert onto your page.

To insert a block by **clicking on the black and white plus sign**:

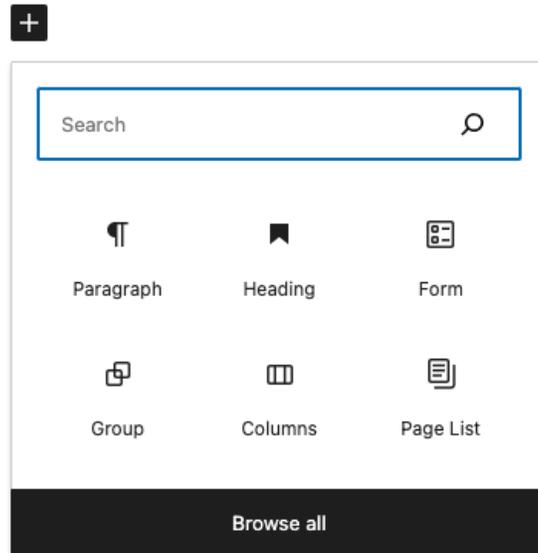
1. Click on any blank space on your page. This will prompt you to click the black and white plus sign towards the right of the space.

Test Page

Type / to choose a block



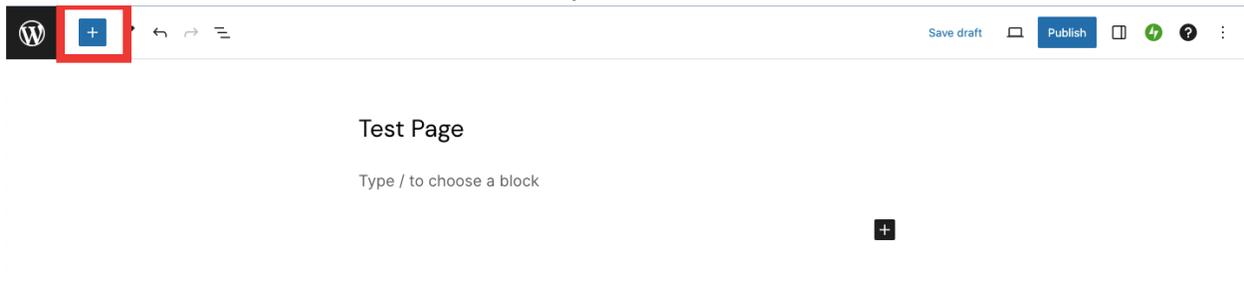
2. Click on the black and white plus sign. The plus sign will turn blue and white when hovering over it (shown above). This will open up another block mini menu.



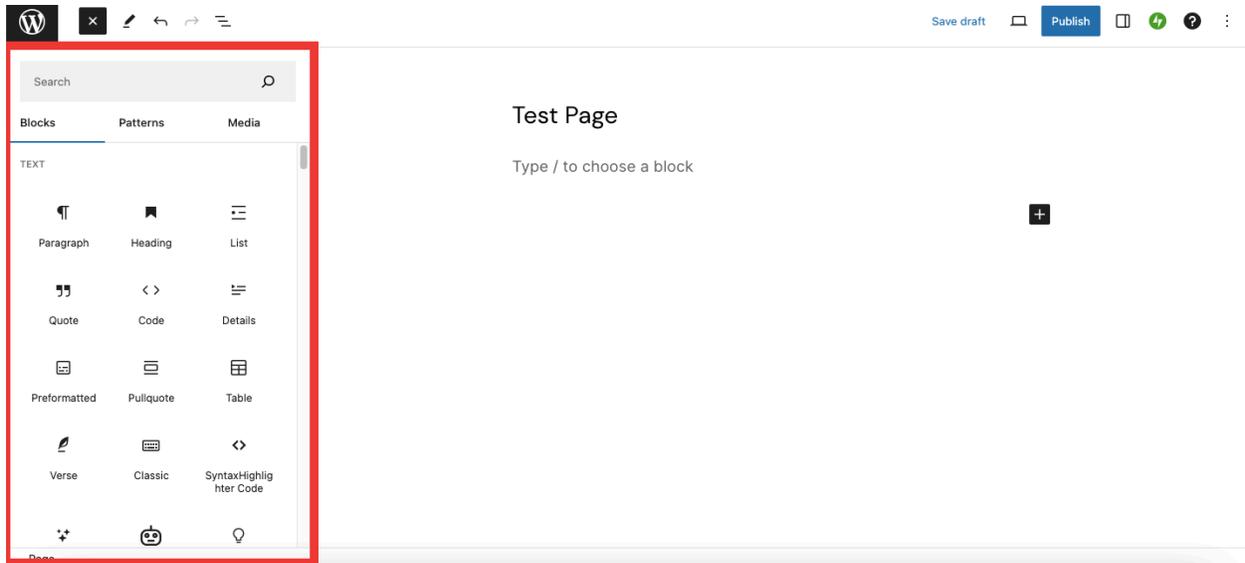
3. Using this block mini menu, you can search for different blocks using the search function at the top of the menu, or click the “Browse all” option to open up the main block menu.
4. Choose the block that you want to insert onto your page.

To insert a block using the **main editing menu**:

1. Click on the blue and white plus sign in the main editing menu. The main editing menu is the horizontal bar that extends across the top of your page. This will open the main block menu as a column on the left side of your screen.



2. The main block menu allows you to scroll through all of the blocks that WordPress provides for your website. Group 1 encourages you to scroll through all of these blocks to explore which ones will be the most useful to you.



3. Choose the block that you want to insert onto your page. When you are finished, click the black and white X in the main editing menu.

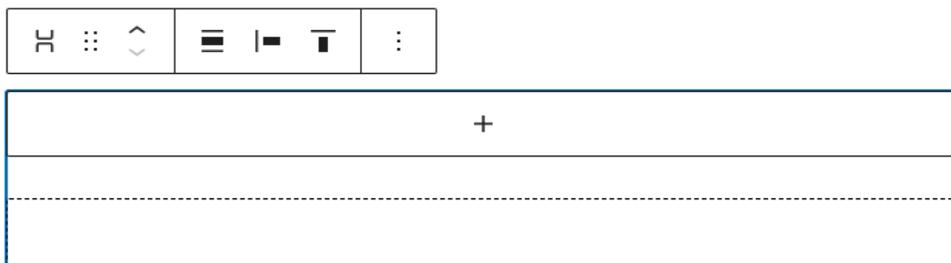
Grouping Blocks

Grouping blocks together allows you to connect multiple blocks into one bigger container. Having multiple blocks grouped together allows you to access more advanced customizing options for your page, like changing the background color and margin sizes.

There are two ways to group blocks together: **adding new blocks to an existing group**, or **adding existing blocks to a new group**.

To add new blocks to an existing group:

1. Insert a new group block to your page. To learn how to insert blocks, please see the [Inserting Block](#) section of the Continuity Plan.
2. After you insert the group block to your page, choose a layout option from the pop-up window provided. Choose the layout option that best suits your needs.
3. Click on the black plus sign to start adding blocks to your group.



To add existing blocks to a new group:

1. Select all of the blocks that you want to group on your page. You can select multiple blocks by holding the Shift key on your keyboard and clicking the blocks.
2. Click on the group icon in the editing menu that appears above the selected blocks. After clicking the group icon, your blocks will be placed inside a group.



This is a test page.

This page is used for testing.

Useful Block Suggestions for ChristiaDon

This section will detail some useful blocks that Group 1 used while creating the ChristiaDon website, and some useful blocks that you might find useful in the future of ChristiaDon or in other business ventures.

Some useful blocks that we used for the ChristiaDon website are:

- **Heading:** The heading block allows you to add headings to your page. Headings are useful for organizing a hierarchy on your page.
- **Paragraph:** The paragraph block allows you to add any amount of text to your page. Though the block is called Paragraph, the text that you insert on your page does not have to be a full paragraph.
- **Image:** The image block allows you to add images to your page. We used this block often to upload pictures of products and logos. All of the images uploaded to the website are saved under the [Media](#) tab on your Main Dashboard.
- **Buttons:** The buttons block allows you to add buttons to your page. Buttons can be linked to other pages on your website, or to external links. We used the button blocks to link the store gallery to your Shopify payment website.
- **Columns:** The columns block allows you to add columns to the formatting of your page. This block is useful for organizing and adding visual interest to your page.
- **Contact Form:** The contact form block allows you to add customer contact forms to your page. The contact form will automatically create a form that prompts the customer to enter their name, email, and message. Your contact form responses will be under the [Feedback](#) tab of your Main Dashboard.

Some useful blocks that might be helpful for the future of ChristiaDon are:

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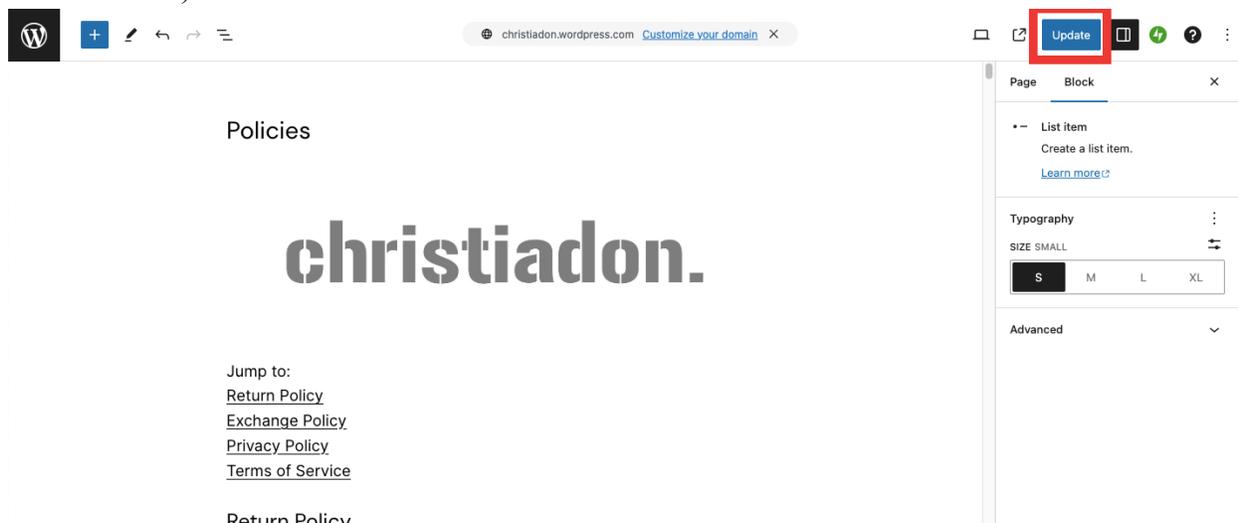
- **Slideshow:** The slideshow block allows you to add a slideshow of images to your page. This would be useful for showing different products or collections on a page.
- **Event Countdown:** The event countdown block allows you to add a countdown to your website using a specified title and date. This would be useful for releasing new product launches to your customers, and keeping a running timer to remind them every time they visit your site.
- **Repeat Visitor:** The repeat visitor block allows you to write and send a certain message to website visitors that have visited your website more than a specified amount of time.
- **Comments:** The comments block allows customers to write comments on your website. This would be useful if you wanted to integrate a customer review system.

Updating Pages

After you have successfully created a new page using the [Creating a New Page](#) tutorial, customized it to your liking, and published it to your website, WordPress will change the location of your page from the draft section of your Pages tab to the published section of your pages tab. (To learn more about how to navigate your pages, please see the [Pages](#) section of the Continuity Plan).

To update your pages after they have been published:

1. Navigate to the Pages tab of your Main Dashboard.
2. Click on the page that you would like to update.
3. Make any changes necessary to your page. To learn how to edit your page, please see the [Inserting Blocks](#) and [Grouping Blocks](#) sections of the Continuity Plan.
4. Click the blue “Update” button in the top right corner of the main editing menu (shown below).



Appearance Settings

The Appearance Settings tab of your Main Dashboard allows you to create a custom menu (also known as a navigation bar, navigation menu, or main menu). It is a section of the site that helps visitors to navigate the site. Depending on the theme used, typically a site will have one navigation menu, while some themes may enable secondary or footer menus. It is essential to have a simplified navigation menu, so as not to confuse your visitors.

In your menu, you can add different items such as links to pages, articles, categories, or custom links to the url of your choice, such as another site, and then choose the order of the items and their hierarchy (possibility of creating submenus). In short, your menu is fully customizable.

The Appearance Menus Screen is accessible from the Dashboard via **Appearance > Menus**.

Themes

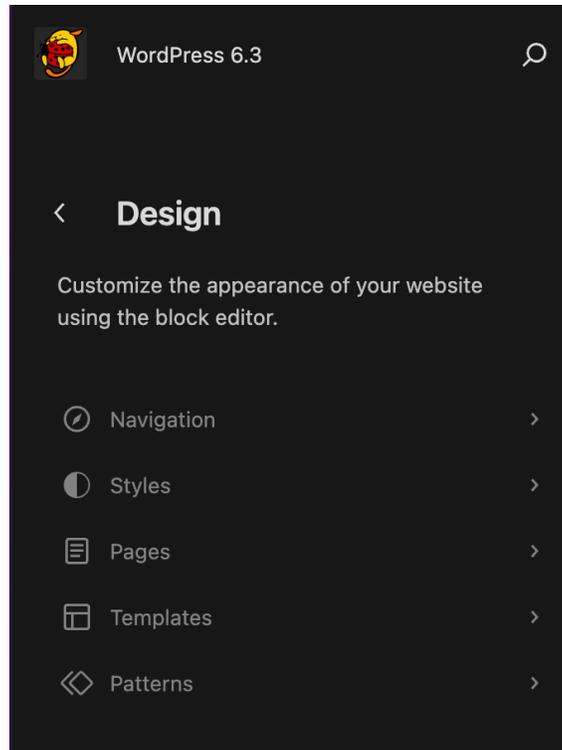
WordPress Themes provide control over the visual presentation of your content and other data on your WordPress site, as well as behavior of certain site's elements while interacting with visitors.

A WordPress Theme is a collection of files that work together to produce a graphical interface with an underlying unifying design for a website. These files are called template files. A Theme modifies the way the site is displayed, without modifying the underlying software. Themes may include customized template files, image files (*.jpg, *.png, *.gif), style sheets (*.css), custom Pages, as well as any necessary code files (*.php).

You can switch between Themes from the Appearance menu in the Administration Screen. Themes you add to the theme directory will appear in the **Administration Screen > Appearance > Themes** as additional selections.

Editor

The Site editor allows you to design the entire site including the header, footer, and everything in between, with blocks. It gives you greater control over how your site looks.



To work with the Site editor, you need to use a block theme on your site. A block theme is a theme that uses blocks for all parts of a site, including navigation menus, header, content, and site footer.

All blocks that are available in the WordPress Block editor can be used in the Site editor. A set of blocks called Theme blocks are specifically built for the Site editor.

Once you install and activate a Block theme on your site, go to **Appearance > Editor** to open the Site Editor.

Once you enter the Site Editor, you will see five menu items.

1. **Navigation:** Allows you to browse your menus and make basic changes.
2. **Styles:** Provides a direct access to edit your site's style variations.
3. **Pages:** You can now edit the content of your pages inside the Site Editor itself.
4. **Templates:** Review the different default layouts for the different sections on your site, as well as custom pages (search results, 404, etc).
5. **Patterns:** Your Synced patterns and template parts can be managed here.

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You will also see an icon of a magnifying glass. Click on it to access the Command Palette.

Customize

Theme Customizer allows you to play around with various looks and settings for your current theme or one you're thinking about switching to without publishing those changes. For themes that support it, you can change colors, backgrounds, custom image headers, and so on.

If you select **Appearance -> Customize** menu from the Administration Screens, Theme Customizer is launched. The Customizer allows you to preview changes to your site before publishing them. If you directly modify theme files and they are updated, then your modifications may be lost. By using Customizer you will ensure that your modifications are preserved.

To start the Customizer, follow one of these steps:

- From Administration Screens, Select **Appearance -> Customize**
- From Toolbar, Select **Customize**

To use Customizer, from left side menu, open the option category and specify the option value. Notice that during your changes, the preview screen is also changed. After you finish the customization, click the Publish button to enhance the changes to your site.

Launching Your Website

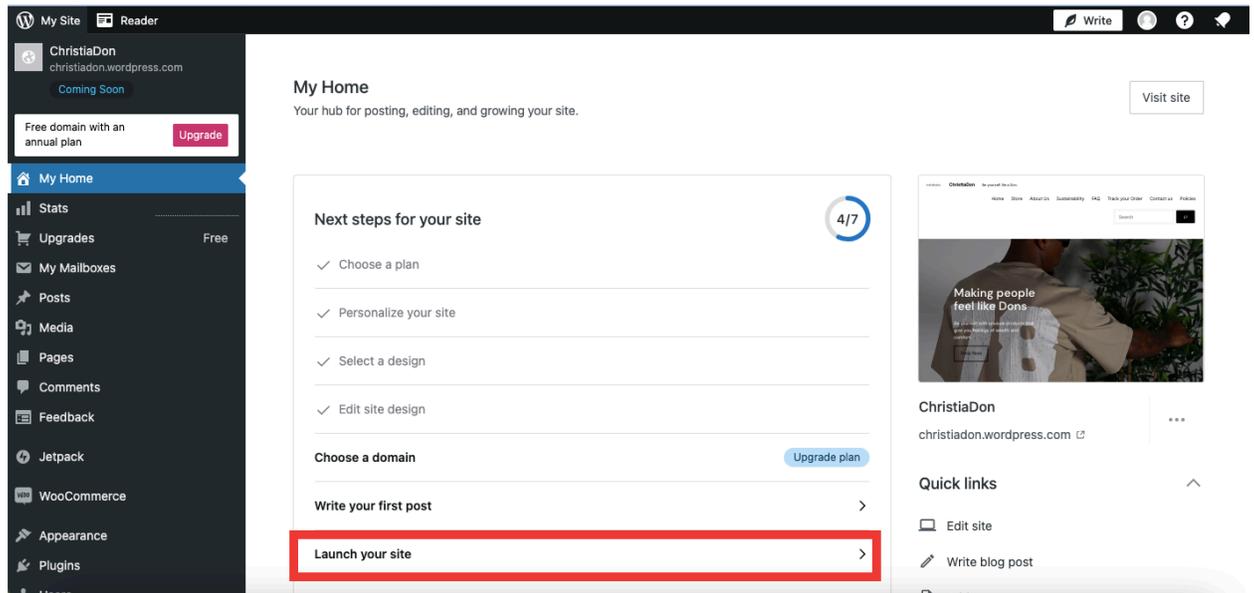
Though Group 1 has already launched the ChristiaDon website for you, this section details how to launch a WordPress website. This section will be helpful for future ChristiaDon business ventures, or if your website has been taken down for any reason.

WordPress is an all-in-one website builder and website host, so you do not have to take any additional steps to link a website hosting service to your WordPress website. For more information about website building and website hosting, visit the [Website Hosting Options](#) document.

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To launch your website:

1. Navigate to the My Home tab on your Main Dashboard.



2. Click on the “Launch your site” link under the “Next steps for your site” heading on the My Home display page.
3. Once you click on the “Launch your site” link, your website is available on the internet!

E-Commerce Integration

To integrate WordPress’s WooCommerce e-commerce into your WordPress site, you will need to upgrade to the Commerce Plan.

Included in the Commerce Plan

The Commerce plan gives you:

- WordPress hosting.
- Everything included in the [free version of WordPress.com](#).
- Everything included in the [Personal plan](#) (free domain for one year, ad-free experience, activity log, and more!)
- Everything included in the [Premium plan](#) (site customization, advertising, video uploads, Google Analytics, and more!)
- Everything included in the [Business plan](#) (plugins, third-party themes, SEO tools, backups, and more!)
- Create **unlimited products** to sell physical goods, digital products and downloadable files, personalized products (e.g., embroidered names), product bundles, and gift cards.
- Leverage exclusive and professionally designed **themes** for stores.
- Fine-tune your website’s **design** to match your brand.

WordPress Continuity Plan

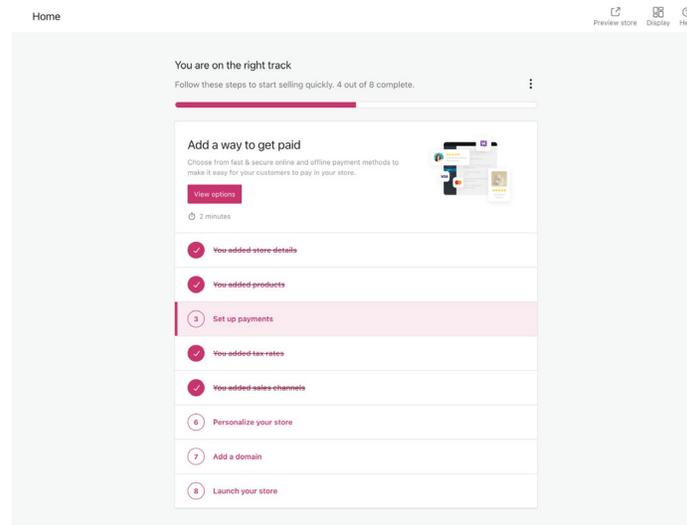
- Use our large collection of blocks and patterns to **showcase your products**.
- Customize your **cart and checkout** experience.
- Process **unlimited orders**.
- Earn recurring revenue with **subscriptions** (requires WooCommerce Payments.)
- Sell on the most popular **social media channels**.
- Issue **coupon codes** and run sales.
- Offer **product recommendations**.
- Capture lost sales with **abandoned cart emails**.
- **Automate your marketing campaigns** to drive return purchases and grow your store.
- View detailed **analytics** and segment your customers.
- Integrations with **top shipping carriers**.
- Accept **payments** in 60+ countries.
- Automate your **tax** calculations.
- Manage your store via the **WooCommerce Mobile App**.
- **24/7 support** via email and live chat.

E-commerce features are provided by the [WooCommerce plugin](#), which we automatically install with your Commerce plan. The Commerce plan expands upon the WooCommerce plugin with:

- A suite of handpicked WooCommerce extensions and tools to help you sell more types of products and grow your business.
- A streamlined navigation and store management experience that brings all the essential functionality to your fingertips.
- All extensions are designed to work seamlessly together to supercharge your store.
- Extension updates are rolled out automatically for you, empowering you to focus on growing your business – not managing plugins and updates.

Getting Started

Your dashboard will guide you through a checklist to help you prepare to start selling. You may skip this checklist whenever you want.



Adding products

Out of the box, WooCommerce allows you to [create the following types of products](#):

- **Simple products:** As the name suggests, a simple product is a product without variants. For example, a book. You set a price, add a product description, set product image(s), and publish the product. Your book is ready for sale!
- **Products with variations:** Variable products are products with variations having different SKUs or prices. It can be a T-shirt in different sizes, colors, and fabrics or software available in different licensing options. Each variation can have its own price, stock, and SKU.
- **Physical or digital Products:** Selling simple or variable products that don't require shipping? Mark them Virtual to disable all shipping-related fields and the shipping calculator in the cart and checkout.
- **Products with downloadable content:** Offer downloadable files on purchase. Simple and variable products (each variation) can have download links added to them so when someone orders the product, they can access the downloadable file either from the order confirmation email or the Downloads section under the [My Account page](#).
- **Affiliate/external products:** Selling some products on a different platform? Let your site visitors know by creating affiliate/external links so you can redirect them to purchase those products.

WordPress Continuity Plan

In addition to these types of products, the extensions included in the Commerce plan allow you to sell:

- **Product bundles:** Group existing simple, variable, and subscription products — and sell them together. Learn more about the wide range of possibilities this product type has in [the Product Bundles extension documentation](#).
- **Products with custom options and fields:** Create products with different product options to sell with your products. Add checkboxes, multiple-choice options, and text inputs to let customers personalize your products. Learn how in [the Product Add-Ons extension documentation](#).
- **Products with special quantity requirements:** Learn how to add minimum, maximum, and grouping rules to your products in [the Min/Max Quantities extension documentation](#).
- **Gift cards:** [Check out this guide](#) to learn more about the supported gift card types and take a deep dive into the features of the Gift Cards extension.

Setting up Payments

WooCommerce Payments lets you accept payments via credit cards, debit cards, Google Pay and Apple Pay. Additionally, you can offer international buyers the option to shop in local currency and pay via payment methods like Giropay, Sofort, iDeal, P24, EPS, and Bancontact.

WooCommerce Payments uses a pay-as-you-go model and is available in 18 countries.

Setting up Shipping

WooCommerce includes a collection of shipping methods such as Flat Rate, Local Pickup, and Free Shipping by default. Read more about how to set up Shipping Zones and add Shipping Methods [here](#).

Additional E-Commerce Options

WordPress can also utilize other e-commerce tools, including [Shopify](#), [BigCommerce](#), and [wpEasyCart](#), to name a few. These are activated through plugins that can be installed with the Business version of WordPress.

WordPress Resources and Troubleshooting

WordPress has a large variety of free resources to help you better understand your website and how to utilize its features to the highest caliber. This Continuity Plan offers a basic introduction to how to use WordPress based on what we used for the ChristiaDon website, but there are endless possibilities to customizing and polishing your website. Group 1 encourages you to take advantage of some of WordPress's resources to refine your website even further and develop new customizations that follow the ChristiaDon legacy. Below are some WordPress resources that you might find helpful in having a deeper understanding of WordPress and how it can help you grow as a business:

- **[Go by WordPress](#):** Go by WordPress is a blogging website that WordPress employees use to create articles about specific topics intended to help WordPress users in developing their websites. Below are some helpful blog topics to maintain or grow your WordPress website.
 - **[Website Building](#):** The website building section has helpful tips and guides about creating certain types of websites or features to integrate into your website.
 - **[Digital Marketing](#):** The digital marketing section provides guides about monetization, SEO, newsletters, and other such topics relating to your business's marketing and customer service.
 - **[Tutorials](#):** In addition to having technical documentation, WordPress also offers tutorials on Go by WordPress. These are helpful if you need a question answered quickly and do not need a fully developed tutorial.
- **[WordPress Learn](#):** WordPress Learn is a website that offers free webinars, courses, and tutorials for users to utilize when developing their website. These items are great to reference as you get further into developing your website.
- **[WordPress Semantics](#):** The WordPress Semantics document helps users understand the different jargon that WordPress uses to describe different aspects of the website. This document is useful to reference when you begin editing or refreshing your website.

WordPress, even as strong and widely used as a platform, still faces technical issues on the front and back end of the servers. The **[WordPress Codex for Troubleshooting](#)** is a great resource to start troubleshooting any issues that you may face when launching or developing your website further. The **WordPress Codex for Troubleshooting** helps users solve issues relating to installation, design and layout, backups, databases, plugins, and much more. You can access the Codex by clicking on this link: <https://codex.wordpress.org/Troubleshooting> .

If you cannot find the answer to your issue there, check out these other troubleshooting resources that WordPress offers:

- **[WordPress Documentation](#):** The WordPress Documentation website provides extensive technical documentation and tutorials about anything relate to WordPress. This website is

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particularly useful as a supplement to this Continuity Plan if you need more information about a certain topic.

- **[WordPress Support Forum](#)**: The WordPress Support Forum is a public forum for WordPress users to ask questions and receive answers from WordPress community members who have faced similar issues or direct answers from Wordpress employees.
- **[WordPress Internet Relay Chat \(IRC\) Live Help](#)**: The WordPress IRC chat is an online chat forum that allows users to get help in real time. No account is required to use the live chat feature, but make sure to follow the specified guidelines of the chat channel.

Source: <https://wordpress.org/documentation>

Website Host Options

An Introduction to Website Creation

A website needs a website builder and a website host to be able to function on the internet properly. A website builder is what you use to create the interface of the website. This includes website pages, payment options, and aesthetic choices. A website host is a service that allows people to access your website through the internet.

To create a website, there are two approaches you can take:

- All-in-one: An all-in-one approach is choosing a service that allows both website building and website hosting in one subscription. This approach is better for small businesses who only need one website to function.
- Separate builder and host: A separate approach is choosing a separate website builder service and website host service. This is better for bigger businesses who need to accommodate high amounts of traffic and more advanced hosting options.

Websites also need a domain name. A domain name is the name of your website that appears in the URL. All-in-one websites often include extra words to the domain name if you do not connect a custom domain (ex. Christiadon.weebly.com vs. christiadon.com). Separate website builders and website hosts have more flexibility for you to create and connect your own domain name. Unless website platforms include free custom domains, it is likely that you would have to pay a separate fee to manage your own domain name and connect it to your website platform.

This document describes and compares popular all-in-one platforms and separate website builders and website host platforms so you can choose what type of service is right for ChristiaDon. This is not an exhaustive list, and we encourage you to do your own research in addition to looking over this document. Our group is happy to explore other options if none of these are what you are looking for.

All-in-one website builders and hosts

[Square](#)

Square is an online, all-in-one website builder and hosting service. Square is highly rated and commonly used by restaurants, retail stores, and ecommerce sites because it is user friendly and incorporates all the benefits you would need to start selling items in-person or online. Square also offers physical Point of Sales Systems to use for brick and mortar stores, tabling events, and any other in-person event you attend.

Website Host Options

Subscription type	Pricing	Pros	Cons
Free	<p>\$0 per month</p> <p>2.9% + 30 cent transaction fee</p>	<ul style="list-style-type: none"> ● Website builder & website hosting ● Basic page layouts ● Integrate to social media accounts ● Third party courier shipping ● Shipping rate discounts ● Accepts Cash App, Apple Pay, Google Pay, Afterpay, and major credit cards ● Unlimited Items ● Coupon creation ● Facebook ads 	<ul style="list-style-type: none"> ● Cannot use custom domain without paid subscription ● Limited customization options without paid subscription ● Transaction fees ● No email marketing options
Plus	<p>\$29 per month</p> <p>2.9% +30 cent transaction fee</p>	<ul style="list-style-type: none"> ● All benefits of Free subscription plus... ● Custom domain connection ● Add custom fonts and branding aesthetics ● Advanced customization options ● Customers can create accounts ● Pre-order option ● Accepts PayPal ● Free shipping options ● Product reviews ● Customer subscription services ● View site traffic and statistics 	<ul style="list-style-type: none"> ● No real-time shipping ● Transaction fees
Premium	<p>\$79 per month</p>	<ul style="list-style-type: none"> ● All benefits of Plus subscription plus... 	<ul style="list-style-type: none"> ● Transaction fees

Website Host Options

	2.6% + 30 cent transaction fees	<ul style="list-style-type: none"> ● Free in-house delivery ● Real-time shipping ● Discount on transaction fees 	
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[Wix](#)

Wix is an all-in-one website builder and website hosting service. It prides itself on being simple and easy to use. While it has more limited features for ecommerce compared to the other platforms in this document, it includes some unique features like multiple currency pricing and large product listing abilities.

Subscription type	Pricing	Pros	Cons
Light	\$16 per month	<ul style="list-style-type: none"> ● Custom domain connection & free domain name for 1 year ● No Wix branding 	<ul style="list-style-type: none"> ● Only 2 GB of data ● No customer accounts ● No professional logo ● No ability to sell products ● No loyalty program ● No automated sales tax ● Only 2 collaborators ● No information about customizable interface
Core	\$27 per month	<ul style="list-style-type: none"> ● All benefits of Light subscription plus... ● 50 GB of data ● Customers can create accounts ● Professional logo ● Accepts payments ● Can create members-only content ● Ability to sell 	<ul style="list-style-type: none"> ● No automated sales tax ● No automatic third party courier options ● Cannot print shipping labels ● Only 5 collaborators ● No information about customizable interface

Website Host Options

		products + up to 50,000 product listings	
Business	\$32 per month	<ul style="list-style-type: none"> ● All benefits of Core plus... ● 100 GB of data ● Automated sales tax for 100 transactions per month ● Product reviews ● Displays product pricing in up to 5 currencies ● Abandoned cart recovery ● Ability to print shipping labels and connect third party couriers 	<ul style="list-style-type: none"> ● No loyalty programs ● Only accepts major credit cards (no PayPal, Apple Pay, Google Pay, etc.) ● No information about customizable interface

[SquareSpace](#)

SquareSpace is an all-in-one website builder and website hosting service. SquareSpace has hundreds of website templates to use as a foundation before customizing to your needs.

SquareSpace has many advanced ecommerce options like advanced shipping, Google Workspace integration, Facebook and Instagram integration, and unlimited product listings. SquareSpace also includes a 14-day free trial to test the platform before you purchase a subscription.

Subscription type	Pricing	Pros	Cons
Business	\$23 per month	<ul style="list-style-type: none"> ● Free custom domain for 1 year ● Website and traffic analytics ● Unlimited contributors ● Free Google Workspace account for one year 	<ul style="list-style-type: none"> ● 3% transaction fee on online transactions ● Unlimited customization needs knowledge of CSS and Javascript coding languages ● Payment for domain

Website Host Options

		<p>(professional email with domain in address)</p> <ul style="list-style-type: none"> ● Promotional pop-ups and banners ● Unlimited product listings ● Customers can create accounts ● Accepts major credit cards, Apple Pay, PayPal, AfterPay ● Inventory + product management ● Integrates shipping options ● Unlimited customization ● Can sell digital products ● Squarespace Extensions ● Mobile optimized websites 	<p>after one year</p> <ul style="list-style-type: none"> ● No information about sales tax ● Separate email campaigns ● subscription pricing
Commerce Basic	\$27 per month	<ul style="list-style-type: none"> ● All benefits of Business subscription plus... ● 0% transaction fee ● Advanced merchandising (low product notifications, product waitlists, display related products) ● Product reviews ● Sell products on Facebook and Instagram 	<ul style="list-style-type: none"> ● Payment for domain after one year ● No information about shipping ● No information about sales tax ● Separate email campaigns ● subscription pricing
Commerce Advanced	\$49 per month	<ul style="list-style-type: none"> ● All benefits of Commerce Basic plus... ● Free shipping and 	<ul style="list-style-type: none"> ● No information about sales tax ● Payment for domain after one year

Website Host Options

		<p>dynamic shipping</p> <ul style="list-style-type: none">● Discount options● Abandoned cart recovery● Subscription selling	<ul style="list-style-type: none">● Separate email campaigns● subscription pricing
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Website Builders

[WordPress](#)

WordPress is one of the most popular and highly rated website builders by developers. WordPress is a user-friendly CMS software because it requires little to no coding knowledge to use and customize your website. WordPress is compatible with most website hosting services because of its popularity. WordPress has its own website hosting options, but plans start at \$25 in addition to your website builder subscription. It is a good option if you want to have a broader choice of website hosting platforms. WordPress also offers WooCommerce, a WordPress powered eCommerce extension that gives more control over your product management.

Subscription type	Pricing	Pros	Cons
Free	\$0 per month	<ul style="list-style-type: none">● Unlimited web pages● Unlimited collaborators● Edit history● Newsletter service● Subscription service for customers● Visitor statistics● Contact form	<ul style="list-style-type: none">● 10% transaction fees for payments● 1 GB of data uploads● Limited customization options
Personal	\$9 per month	<ul style="list-style-type: none">● All benefits in Free plus...● Ad free experience● 6GB of data	<ul style="list-style-type: none">● 8% transaction fees for payments● Limited customization

Website Host Options

		uploads	
Premium	\$18 per month	<ul style="list-style-type: none"> ● Everything in Personal plus... ● Ad revenue ● Advanced customization ● 4K video uploads ● 13 GB of data uploads ● Ability to receive donations and tips 	<ul style="list-style-type: none"> ● 4% transaction fee for payments
Business	\$40 per month	<ul style="list-style-type: none"> ● Everything in Premium plus... ● Ability to install plugins ● Malware protection ● 2% transaction fees ● Website backups ● Auto-updates ● SEO tools ● Live chat support ● 50 GB of storage 	<ul style="list-style-type: none"> ● Higher cost ● Most plugins are paid
Commerce	\$70 per month	<ul style="list-style-type: none"> ● Everything in Business plus... ● Unlimited products ● Product add-ons (personalizations, gift wrapping) ● Referral programs ● Automated marketing ● Shipping integration ● Sell worldwide ● Bulk order discounts 	<ul style="list-style-type: none"> ● Higher cost ● Most plugins are paid ● Harder to manage without a dedicated team

[GoDaddy](#)

GoDaddy is another highly rated and popular website building and website hosting service. The website builder does not have a free version, and online store options start at the Commerce

Website Host Options

subscription for \$16.99 per month. GoDaddy is unique because of its versatility in selling across social media platforms like Amazon, Etsy, and facebook. GoDaddy is also a website hosting service, which is a great option if you want to stick with one brand for all of your website needs.

Subscription type	Pricing	Pros	Cons
Basic	\$9.99 per month	<ul style="list-style-type: none"> ● Custom domain connection ● Marketing analytics dashboard ● Website Chat Box ● Sales tracking dashboard ● Email newsletter sign up ● 100 marketing emails per month ● SEO options ● Professional email with your domain name in the address 	<ul style="list-style-type: none"> ● No online store options ● No sales tax calculator
Premium	\$14.99 per month	<ul style="list-style-type: none"> ● All benefits in Basic plus... ● 25,000 marketing emails per month ● Facebook and Instagram ads 	<ul style="list-style-type: none"> ● No online store option ● No sales tax calculator
Commerce	\$16.99 per month	<ul style="list-style-type: none"> ● Everything in Premium plus... ● 5,000 product listings in online store ● Sell up to 50 orders a month through social media and Amazon ● Online inventory system ● Discounts and promotions for customers 	<ul style="list-style-type: none"> ● 2.3% +30 cent transaction fee ● No sales tax calculator

Website Host Options

		<ul style="list-style-type: none"> ● Accepts gift cards ● Real-time shipping ● Order confirmation and shipping emails for customers 	
Commerce Plus	\$29.99 per month	<ul style="list-style-type: none"> ● Everything in Commerce plus... ● Unlimited product listings ● Sell up to 1,000 orders through social media and Amazon ● 10,000 marketing emails per month ● Automatic sales tax calculator 	<ul style="list-style-type: none"> ● 2.3% +30 cent transaction fee ● No sales tax calculator

Website Hosts

[Award Space](#)

Award Space is a popular website hosting service because of its great benefits for low cost compared to other website hosts. Award Space has unlimited monthly traffic, which means that an unlimited amount of people can visit your website per month. Award Space also offers free domain renewal after one year of using the platform as a loyalty program. This would help cut down long-term costs on domains for your store. Free domain renewal after one year of using Award Space, cutting down long-term costs on domains. With Award Space, you would have to check if your website builder is supported by the platform. Award Space also has limited domain protection options, which could be a deterrent if you feel strongly about your personal information being protected.

Subscription Type	Monthly Cost	Pros	Cons
Basic	<ul style="list-style-type: none"> ● \$6.99 per 	<ul style="list-style-type: none"> ● Unlimited data 	<ul style="list-style-type: none"> ● Must pay for domain

Website Host Options

	<ul style="list-style-type: none"> month • \$0.25 per month when signing up for first year 	<ul style="list-style-type: none"> uploads • 1,000 brand email accounts • Supports major coding languages • 99.9% uptime • Built-in website traffic reports • 2 domains + 5 subdomains • Spam protection • Autoresponder for email accounts • Unlimited monthly traffic 	<ul style="list-style-type: none"> name yearly (\$17.95) • No customer mailing list options • Domain Privacy Protection is \$10.00 extra
Web Pro Plus	<ul style="list-style-type: none"> • \$9.65 per month • \$7.57 per month when signing up for first year 	<ul style="list-style-type: none"> • All benefits in Basic subscription plus... • Unlimited brand email accounts • One customer mailing list 	<ul style="list-style-type: none"> • Must pay for domain name once, but comes with automatic FREE domain renewal
Max Pack Plus	<ul style="list-style-type: none"> • \$13.99 per month • \$9.83 per month when signing up for first year 	<ul style="list-style-type: none"> • All benefits in Basic and Web Pro Plus subscriptions plus... • Unlimited domain names • Three customer mailing lists 	<ul style="list-style-type: none"> • Must pay for domain name once, but comes with automatic FREE domain renewal for up to two domain names

[BlueHost](#)

BlueHost offers a lot of flexibility in terms of plans, but lower-cost plans limit the amount of website visits your website can have during a month. BlueHost offers an Online Store subscription, which includes unique features like email campaigns, website backups, shipping options, and WordPress integration.

Website Host Options

Subscription Type	Monthly Cost	Pros	Cons
Basic	\$11.99 per month	<ul style="list-style-type: none"> ● One website ● 10 GB of web storage ● Malware scanning ● Free Wordpress Integration 	<ul style="list-style-type: none"> ● Only allows 15,000 website visit per month ● No email marketing options ● No domain privacy options
Plus	\$16.99 per month	<ul style="list-style-type: none"> ● 2 websites ● 50,000 website visits per month ● 20 GB of web storage ● Email marketing options ● Malware scanning ● Free WordPress integration 	<ul style="list-style-type: none"> ● No domain privacy options
Choice Plus	\$21.99 per month	<ul style="list-style-type: none"> ● Everything in Plus plan plus... ● 3 websites ● 200,000 website visits per month ● 40 GB of web storage ● Free Wordpress integration ● Free daily website backup for 1st year ● Free domain privacy for first year ● Performance insights ● Plugins ● Client invoicing 	<ul style="list-style-type: none"> ● High cost per month if you're also paying for a website builder
Online Store	\$26.99 per month	<ul style="list-style-type: none"> ● 40 GB of web storage ● Free WordPress integration ● Email campaign creator ● Malware scanning ● Free daily website backup for 1st year ● Automated Wordpress updates ● Secure online payments ● Unlimited products 	<ul style="list-style-type: none"> ● High cost per month if you're also paying for a website builder

Website Host Options

		<ul style="list-style-type: none">• Provides shipping options	
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STYLE GUIDE CHRISTIADON

MISSION

ChristiaDon's goal is to instill confidence within individuals through their storytelling, art, and high quality garments with effortless style and simplicity. ChristiaDon is built on the foundation of self-love and growth.

CONTACTS

Site	URL
Main website	https://christiaddon.com/ Password: 2000
Instagram	https://www.instagram.com/christiaddon/
Support Email	CHRISTIADON.CLO@GMAIL.COM

LOGOS AND BRANDING

MAIN LOGO

The ChristaDon logo should be shown with a clear or white background when possible.



christiaddon.

When placed on a black or dark background the alternative logo should be opted for:



christiaddon.

NOT APPROVED YET

ALTERNATIVE LOGO

When discussing branding history, or the ChristiaDon University collection, the 1978 alternative logo should be used. This follows the same guidelines of the main logo, staying with a clear/white background.



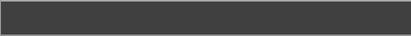
When working on a dark background, use the lighter grey version of the 1978 alternative logo to ensure that readers can see the logo correctly.



COLOR PALETTE

The ChristiaDon brand uses basic coloring for their website. Unless otherwise stated, the background should always be black or white.

LIGHT BACKGROUND

Style	Color	Pantone
Headings		
Paragraph		<MATCH LOGO COLOR>
Background		

DARK BACKGROUND

Style	Color	Pantone
Headings		
Paragraph		<MATCH LOGO COLOR>
Background		

FONTS

All text should be in a readable font that is accessible and understandable.

LIGHT BACKGROUND

Text Type	Font	Size
Titles/Headings	<NEED TO SEE WHAT FONTS AVAILABLE BASED ON WEBHOST>	
Paragraph Text		
Menu Items		

DARK BACKGROUND

Text Type	Font	Size
Titles/Headings		
Paragraph Text		
Menu Items		

VERBIAGE AND WORDING

All wording should be professional, but friendly like you are talking to a family member. ChristiaDon's brand wants customers to join the family, so having a familiar communication is key to the brand.

Refrain from slang, profanity, and abbreviation's in any communication to the customer.

Correct	Here at ChristiaDon we want you to join the family!
Incorrect	Our clothes are lit, so we want you 2 join us!

REQUESTS AND ASKS

Requests and asks should never be "bossy" or "demanding".

Correct	"Place your order"
Incorrect	"Buy Now!"

PHOTO GUIDES

All photos on the website should be official photos of models or staff wearing ChristiaDon clothing. Focus of the photo should be the clothing, and all merchandise should appear clean and how it is intended to be worn.

Style Guide ChristiaDon

<<EXAMPLE>>>

Photos being used OUTSIDE of the webstore should feature models in an organic setting, and not a product item photo.

Use This	Not This
	

Photos should be properly cropped and aligned with the text in an appealing way.

STORE IMAGE GUIDELINES

Models should be wearing the item for sale in the photo and the color variation should also be correct.



FEATURED IMAGE

The item in mention should be the primary focus of the featured image.



IE – Pants should have a focus on the lower half of the model, and be a full body, or lower half body shot.

APPROVED PHOTOS

All approved photos can be found in the company Google Drive. Only approved photos should be published on the official website.

LINKING

All links should be shown with a simple underline, to keep the black and white color scheme. Color may turn blue when hovered over, but should be black when in basic mode.

BUTTONS

Buttons should be rounded shapes that hyperlink to the appropriate website, or add products in cart. Sharp edges should not be used.

Correct	Incorrect
	