
Module 16, Lesson 1 Handout: **Tools Every Website Needs**

There are some tools and plugins you should consider when building your site, whether on Wordpress or an all-in-one.

1. **Static email capture:** Be sure to have a static email capture on your homepage so you can make it easy for people to give you their email address! Don't make them hunt for the place to sign up for your newsletters - serve it to them on a silver platter, front and center, easily visible, preferably at the very top of your homepage, or somewhere else that's very prominent and can't be missed.
2. **Popup email capture:** Similarly, make sure you have a popup to capture emails. Just in case they scroll right over your static capture, you want to proactively ask them to kindly offer up their email address, sometimes in exchange for an enticing freebie. With most options you can set rules so they don't keep receiving popups after they've already filled it out once, or you can set parameters for when it actually pops up on their screen. Many all-in-ones come with them already built in. For Wordpress, there are countless options to use, including Optin Monster, Sumo, and Hellobar
3. **SEO software or plugin:** Make sure as you're building your site that you take SEO into account, and that you use whatever SEO resources your website platform offers. SEO starts in the backend of your site, but it is an ongoing effort with every page you create and blog you post. If you're on Wordpress, we recommend installing the Yoast SEO plugin as a great option. Most of the all-in-ones have their own SEO platform already built in.
4. **Forms:** You're going to want your customers to fill out a form for something - sign up for a free download, a purchase, a request for feedback, etc. - so make sure you have forms set up on your website. There are a million ways to do this depending on what platform or CRM you use, but just make sure you have it. The all-in-one builders tend to have their own, and Gravity Forms is one of the most popular Wordpress plugin options.
5. **Credit card processing:** E-commerce options are also different on every platform, but if you're going to sell anything online - like ebooks, downloads, or courses - you need to be able to run credit cards and deliver products. Make sure you're set up with the technology,

credit card processor, banking institution, and site security you need to be able to do all this. If you are on Wordpress, one of the most popular and easy setups is Woocommerce (this is how you will build your products and have a “store” on your website) plus Stripe (Stripe will actually process the payments). You will then connect your bank to Stripe to receive the funds. Squarespace also integrates with Stripe. There are plenty of options out there, all with pros and cons (some are older and less user friendly, some take a higher percentage of your revenue, etc.), so do your homework before selecting one since you will most likely stick with it for quite some time.