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Digital Notes

Module 2: Website Development and Landing Pages

Build modern web pages for *better online presence*



HTML



CSS



UI Design



Landing Pages



Responsive



Forms



SEO



Web Tools

UI Design

Landing Page

Responsive

Forms

Website

Conversion



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Module 2

Website Development & Landing Pages

Module Overview

A website is one of the most important assets in digital marketing. It provides a central platform where a business can present information, publish content, generate leads, sell products and communicate with customers.

Social media accounts belong to third-party platforms, but a business usually has much greater control over its own website. A well-designed website strengthens credibility, supports SEO, collects customer information and helps convert visitors into leads or customers.

This module focuses on the practical skills required to plan, create, optimise, secure and maintain business websites and landing pages.

Learning Objectives

After completing this module, students should be able to:

- Explain how websites support digital marketing.
- Understand domains, hosting, DNS and SSL certificates.
- Plan an effective website structure.
- Install and configure WordPress.
- Select suitable themes and plugins.
- create essential business website pages.
- Design conversion-focused landing pages.
- Create forms and lead-collection systems.
- Apply fundamental website-security practices.
- Improve website speed and performance.
- Test a website on desktop and mobile devices.
- Build a basic business website and landing page.

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1. Introduction to Websites

1.1 What Is a website?

A website is a collection of connected web pages that can be accessed through a domain name using the internet.

A website may contain:

- Text
- Images
- Videos
- Forms
- Buttons
- Downloads
- Product catalogues
- Payment facilities
- Contact information
- Interactive features

For example, a college website may contain separate pages for its courses, faculty members, admission process, facilities, contact details and student testimonials.

1.2 Website, Web Page and Homepage

Website

The complete collection of pages and resources available under a domain.

Example: www.example.com

Web page

An individual page within the website.

Example: www.example.com/courses

Homepage

The primary introductory page of a website. It usually provides an overview of the organisation and directs visitors to important sections.

1.3 Role of a Website in Digital Marketing

A website can help a business:

- Build trust and professional credibility.
- Explain its products and services.
- Generate enquiries and leads.
- Sell products directly.
- Publish SEO-friendly content.
- Run advertising campaigns.
- Collect customer information.
- Provide customer support.
- Display testimonials and case studies.
- Measure visitor behaviour.
- Reduce dependence on third-party platforms.

1.4 Website as an Owned Digital Asset

A website is classified as **owned media** because the business has significant control over its content, design and customer experience.

A social platform may change its algorithm, rules or reach. A website gives the business greater control over:

- Branding
- Content
- Navigation
- Conversion process
- Customer data collection
- Search visibility
- Analytics implementation

2. Types of Websites

Websites are created for different objectives.

2.1 Business Website

A business website introduces a company and its products or services.

Common pages include:

- Home
- About Us
- Services
- Portfolio
- Testimonials
- Contact Us

2.2 E-commerce Website

An e-commerce website allows visitors to purchase products or services online.

Common features include:

- Product catalogue
- Product filters
- Shopping cart
- Checkout
- Payment gateway
- Order tracking
- Customer accounts

2.3 Blog or Content Website

A blog publishes educational, informational or entertaining content regularly.

Blogs are commonly used for:

- SEO
- Thought leadership
- Audience education
- Affiliate marketing
- Advertising revenue
- Lead generation

2.4 Portfolio Website

A portfolio website presents a person's or organisation's work.

It is useful for:

- Designers

- Developers
- Writers
- Photographers
- Digital marketers
- Freelancers
- Agencies

2.5 Educational Website

An educational website provides courses, learning materials or institutional information.

Features may include:

- Course pages
- Student login
- Videos
- Assessments
- Certificates
- Admission forms
- Learning management systems

2.6 News or Media Website

A news website publishes frequently updated articles, reports, interviews and videos.

2.7 Membership Website

A membership website restricts certain content or services to registered or paying members.

2.8 Landing Page

A landing page is a focused web page created for a specific campaign and conversion objective.

Unlike a complete website, it normally encourages one main action, such as:

- Registering for a webinar
- Downloading an e-book
- Booking a consultation

- Requesting a quotation
 - Purchasing a product
 - Applying for a course
-

3. Domain Names

3.1 What Is a Domain Name?

A domain name is the human-readable address used to access a website.

Example:

www.example.com

Without domain names, users would have to remember numerical IP addresses.

3.2 Structure of a Domain

Consider:

www.trainingexample.com

- [www](#) is a subdomain.
- [trainingexample](#) is the main domain name.
- [.com](#) is the top-level domain or domain extension.

3.3 Common Domain Extensions

Extension	Common purpose
.com	Commercial and general-purpose websites
.org	Organisations and non-profits
.net	Networks and general-purpose use
.in	Websites associated with India
.co.in	Commercial websites in India
.edu	Educational institutions, subject to eligibility

.gov	Government organisations, subject to eligibility
.ai	Commonly used by artificial-intelligence businesses
.store	Online stores
.io	Technology and software businesses

The extension should match the business, market and audience whenever possible.

3.4 Qualities of a Good Domain Name

A good domain name should be:

- Short
- Easy to pronounce
- Easy to spell
- Relevant to the brand
- Memorable
- Free from unnecessary hyphens
- Free from confusing numbers
- Suitable for future business growth

Example

brightacademy.com is generally easier to communicate than ***bright-academy-training-2026.com***.

3.5 Domain Registration

A domain is registered through a domain registrar for a selected period. Registration must be renewed to retain control of the domain.

The registrant should ensure that:

- The domain is registered in the correct owner's name.
- Contact details are accurate.
- Renewal reminders are enabled.
- Auto-renewal is considered.
- The registrar account uses a strong password.
- Two-factor authentication is enabled.
- Recovery information is protected.

3.6 Subdomain

A subdomain is an additional section created before the main domain.

Examples:

- blog.example.com
- courses.example.com
- support.example.com

Subdomains may be used for separate functions, products, locations or applications.

3.7 URL

A URL is the complete address of a particular online resource.

Example:

<https://www.example.com/digital-marketing/course>

Its main elements are:

- [https](https://) — protocol
- www.example.com — domain
- [/digital-marketing/course](https://www.example.com/digital-marketing/course) — page path

3.8 DNS

DNS stands for **Domain Name System**. It connects a domain name with the server where the website is hosted.

Common DNS records include:

- **A record:** Connects a domain to an IPv4 address.
- **AAAA record:** Connects a domain to an IPv6 address.
- **CNAME:** Points one domain or subdomain to another hostname.
- **MX record:** Directs email to the appropriate mail server.
- **TXT record:** Stores text used for verification and email-security settings.

DNS changes may take time to become visible across different networks. This process is commonly called DNS propagation.

4. Web Hosting

4.1 What Is Web Hosting?

Web hosting is a service that stores website files and makes them accessible through the internet.

A hosting server may store:

- Website code
- Images
- Videos
- Databases
- Documents
- Email-related data
- Configuration files

The domain is the address, while hosting is the space where the website's resources are stored.

4.2 Types of Hosting

Shared Hosting

Many websites share the resources of one server.

Advantages:

- Affordable
- Beginner-friendly
- Suitable for small websites

Limitations:

- Limited resources
- Performance may be affected by other websites
- Less control over server settings

Virtual Private Server

A physical server is divided into virtual server environments.

Advantages:

- More resources and control
- Better scalability
- Suitable for growing websites

Limitations:

- More expensive
- May require technical management

Dedicated Hosting

An entire server is assigned to one customer.

Advantages:

- High control
- Strong performance
- Suitable for large websites

Limitations:

- Expensive
- Requires server-management knowledge

Cloud Hosting

A website uses resources from a network of connected servers.

Advantages:

- Scalable
- Reliable
- Suitable for fluctuating traffic

Limitations:

- Pricing may be more complex
- Management varies between providers

Managed WordPress Hosting

Hosting is specially configured and managed for WordPress.

It may include:

- Automatic updates
- Backups
- Security monitoring
- Caching
- WordPress support

4.3 Factors for Selecting Hosting

Students should evaluate:

- Server reliability and uptime
- Storage capacity
- Bandwidth
- Expected website traffic
- Server location
- Security features
- SSL availability
- Backup facilities
- Technical support
- Email services
- Control panel
- Scalability
- Renewal cost
- Refund and cancellation policy

The cheapest hosting package may not provide the best performance or support.

4.4 Bandwidth

Bandwidth refers to the amount of data transferred between the server and website visitors.

Large images, videos and high visitor numbers may require more bandwidth.

4.5 Storage

Storage is the server space available for website files, databases, email and backups.

4.6 Uptime

Uptime is the percentage of time a website remains accessible.

Frequent downtime may lead to:

- Lost sales
- Reduced trust
- Poor user experience
- Advertising waste
- Search visibility problems

4.7 Hosting Control Panel

A hosting control panel helps users manage:

- Domains
- Website files
- Databases
- Email accounts
- SSL certificates
- Backups
- WordPress installations
- Security settings

5. Website Architecture

5.1 Meaning of Website Architecture

Website architecture is the way website pages and content are organised, connected and presented to users and search engines.

A logical structure helps visitors:

- Find information quickly
- Understand the business
- Navigate between related pages
- Complete desired actions

It also helps search engines discover and understand website content.

5.2 Hierarchical Website Structure

A simple business website may use the following structure:



The homepage sits at the highest level. Category pages appear below it, followed by more specific pages.

5.3 Sitemap

A sitemap represents the organisation of website pages.

There are two important forms:

Visual sitemap

Used during planning to show the relationship between pages.

XML sitemap

A file that helps search engines discover website URLs.

5.4 Essential Website Pages

Homepage

Introduces the brand and guides users toward important information.

About Us

Explains the organisation's identity, history, values and credibility.

Product or Service Pages

Explain individual products or services, benefits and actions.

Contact Page

Provides contact information, location, hours and an enquiry form.

Blog

Publishes educational and search-friendly content.

Privacy Policy

Explains how personal information is collected, used and protected.

Terms and Conditions

States the rules governing the use of the website or service.

Refund or Cancellation Policy

Important when products, subscriptions, bookings or courses are sold.

Thank-You Page

Appears after a visitor completes a form or transaction. It confirms the action and provides the next step.

5.5 Navigation

Navigation allows users to move between website sections.

Good navigation should be:

- Simple
- Consistent
- Clearly labelled
- Mobile-friendly
- Limited to important choices
- Easy to locate

Common navigation elements include:

- Header menu
- Footer menu
- Sidebar
- Breadcrumbs
- Search function
- Internal links

5.6 Three-Click Principle

Important information should generally be accessible without excessive navigation. The exact number of clicks is less important than making the path clear, predictable and efficient.

5.7 Internal Linking

An internal link connects one page of a website to another page on the same website.

Internal links help:

- Visitors discover related content.
- Search engines understand relationships between pages.
- Distribute authority across the website.
- Reduce dead ends.
- Guide visitors toward conversions.

6. Website Planning

Creating pages without planning often produces an inconsistent and ineffective website.

6.1 Define the Website Objective

Possible objectives include:

- Building awareness
- Generating leads
- Selling products
- Accepting bookings
- Publishing content

- Providing customer support
- Developing a portfolio

A website may support several objectives, but its primary objective must be clear.

6.2 Identify the Target Audience

The website should be designed according to the audience's:

- Needs
- Knowledge level
- Language
- Device preference
- Problems
- Buying stage
- Desired information

A website for school students will use a different tone and design from a website selling financial software to corporate managers.

6.3 Define the Primary Conversion

A primary conversion is the main action the business wants visitors to complete.

Examples:

- Submit an enquiry
- Book a consultation
- Purchase a product
- Apply for admission
- Start a free trial
- Download an application
- Subscribe to a newsletter

6.4 Collect Content and Assets

Before development, collect:

- Logo
- Brand colours
- Fonts

- Business description
- Product or service details
- Pricing
- Images
- Videos
- Testimonials
- Contact details
- Legal policies
- Calls to action

6.5 Wireframe

A wireframe is a basic visual plan of a web page. It shows where major components will appear before the final design is developed.

A homepage wireframe may contain:

1. Header and navigation
2. Hero section
3. Benefits
4. Services
5. Social proof
6. Process
7. Frequently asked questions
8. Final call to action
9. Footer

A wireframe focuses on structure, not decorative design.

7. Introduction to WordPress

7.1 What Is WordPress?

WordPress is a content management system used to create and manage websites without developing every feature from the beginning.

A content management system allows users to:

- Create pages
- Publish articles

- Upload media
- Install themes
- Add plugins
- Manage users
- Update content

7.2 WordPress.com and WordPress.org

WordPress.com

A hosted service with different plans and platform-controlled features.

WordPress.org

Provides WordPress software that can be installed on suitable hosting. It generally provides greater control over themes, plugins, files and configuration.

Students should understand the difference before choosing a platform.

7.3 WordPress Dashboard

The dashboard is the main administration area.

Common sections include:

- Posts
- Pages
- Media
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings

The available options may vary according to the theme, plugins and user permissions.

7.4 Posts vs Pages

Posts

Posts are normally used for frequently published and date-based content such as blog articles and news.

They may use:

- Categories
- Tags
- Authors
- Publication dates

Pages

Pages are used for relatively permanent content such as:

- About Us
- Services
- Contact Us
- Privacy Policy

8. WordPress Installation

8.1 Requirements

Before installation, students generally need:

- A registered domain
- Suitable hosting
- Access to the hosting control panel
- An SSL certificate
- A secure administrator email address

8.2 Installation Methods

One-Click Installation

Many hosting providers offer automated WordPress installation through their control panel.

Manual Installation

A manual process generally involves:

1. Downloading WordPress.
2. Uploading the files to the server.
3. Creating a database.
4. Connecting WordPress to the database.
5. Running the installation.
6. Creating administrator credentials.

Beginners commonly use the automated option, but understanding the database and file relationship is useful.

8.3 Important Installation Settings

Configure:

- Website title
- Administrator username
- Strong password
- Administrator email
- Website language
- Time zone
- Permalink structure
- Search-engine visibility
- SSL and HTTPS

Avoid predictable usernames such as admin.

8.4 Permalinks

A permalink is the permanent URL of a page or post.

A descriptive URL is easier to understand.

Better:

example.com/digital-marketing-course

Less useful:

example.com/?p=142

URLs should normally be:

- Short
- Descriptive
- Lowercase
- Easy to read
- Free from unnecessary words

8.5 HTTPS and SSL

An SSL certificate encrypts information transferred between a visitor's browser and the website.

HTTPS helps protect:

- Login credentials
- Form data
- Payment information
- Personal information

It also contributes to customer trust. A website should redirect its HTTP version to HTTPS consistently.

9. WordPress Themes

9.1 What Is a Theme?

A WordPress theme controls the visual presentation and basic layout of a website.

It may influence:

- Colours

- Typography
- Headers
- Footers
- Page layouts
- Blog design
- Mobile responsiveness

9.2 Free vs Premium Themes

Free themes

- Suitable for basic projects
- No purchase cost
- May offer limited features or support

Premium themes

- Usually provide more layouts and features
- May include support and updates
- Require a licence or subscription

A premium theme is not automatically better. Quality, performance, support and compatibility should be evaluated.

9.3 Theme Selection Criteria

Choose a theme that is:

- Responsive
- Lightweight
- Regularly updated
- Compatible with required plugins
- Accessible
- Well documented
- Suitable for the business type
- Customisable without unnecessary complexity

Avoid selecting a theme only because its demonstration website looks attractive.

9.4 Child Theme

A child theme allows custom modifications while retaining the main theme's underlying functionality.

It is useful because direct changes to a parent theme may be lost when the theme is updated.

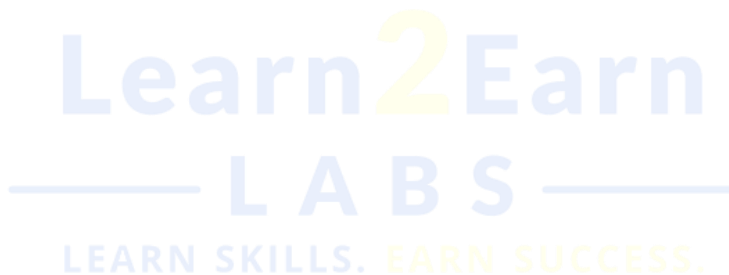
10. WordPress Plugins

10.1 What Is a Plugin?

A plugin adds specific functionality to a WordPress website.

Plugins may provide:

- Contact forms
- SEO tools
- Security
- Backups
- Caching
- E-commerce
- Analytics integration
- Image optimisation
- Spam protection



10.2 Plugin Selection Criteria

Before installing a plugin, evaluate:

- Whether it is genuinely required
- Developer reputation
- Recent updates
- User reviews
- Compatibility
- Support availability
- Security history
- Effect on website speed
- Free and premium limitations

10.3 Risks of Excessive Plugins

Installing too many or poorly developed plugins may cause:

- Slow performance
- Security vulnerabilities
- Code conflicts
- Broken layouts
- Administrative complexity

The objective is not to use the highest number of plugins. It is to use the minimum number of reliable plugins necessary.

10.4 Plugin Maintenance

Plugins should be:

- Updated regularly
- Tested after updates
- Removed when unused
- Replaced if abandoned
- Included in backup and security checks

Deactivating an unused plugin is not always sufficient. If it is no longer needed, it should generally be removed.

11. Website Design Fundamentals

11.1 User Interface and User Experience

User Interface

User interface relates to visible and interactive elements such as:

- Colours
- Buttons
- Typography
- Menus
- Forms
- Icons

- Layouts

User Experience

User experience refers to how easily and satisfactorily a visitor can use the website.

A visually attractive website may still provide poor user experience if it is slow, confusing or difficult to navigate.

11.2 Visual Hierarchy

Visual hierarchy helps users understand which elements are most important.

It can be created using:

- Heading size
- Spacing
- Position
- Contrast
- Colour
- Images
- Button design

11.3 Whitespace

Whitespace is the empty space around page elements. It improves:

- Readability
- Focus
- Visual balance
- Content separation
- Professional appearance

Whitespace does not necessarily have to be white.

11.4 Typography

Website typography should be:

- Readable
- Consistent
- Suitable for different screen sizes

- Properly contrasted with the background

Best practices include:

- Using a limited number of fonts
- Maintaining consistent heading levels
- Avoiding very small text
- Providing sufficient line spacing
- Limiting very long lines of text
- Avoiding excessive capital letters

11.5 Colours

Colours should support the brand and improve usability.

Important considerations include:

- Readable contrast
- Consistent brand colours
- Clear button visibility
- Limited colour palette
- Accessibility
- Emotional associations

Colour should not be the only method used to communicate important information.

11.6 Images

Images should be:

- Relevant
- High quality
- Properly sized
- Compressed
- Legally licensed
- Accompanied by useful alternative text when appropriate

Large, unoptimized images are a common cause of slow websites.

11.7 Responsive Design

Responsive design allows a website to adjust to different screen sizes.

The website should work correctly on:

- Desktop computers
- Laptops
- Tablets
- Mobile phones

Mobile testing should include:

- Menu operation
- Button size
- Form usability
- Text readability
- Image scaling
- Horizontal scrolling
- Page speed

11.8 Accessibility

Web accessibility helps people with disabilities use websites.

Fundamental practices include:

- Proper heading order
- Keyboard-accessible navigation
- Meaningful alternative text
- Sufficient colour contrast
- Descriptive link text
- Labels for form fields
- Captions or transcripts for important videos
- Clear error messages

Accessibility improves usability for all visitors.

12. Landing Pages

12.1 What Is a Landing Page?

A landing page is a focused page created for a particular marketing campaign, audience and conversion goal.

A visitor may arrive through:

- Google Ads
- Meta Ads
- Email
- Social media
- QR code
- Affiliate link
- Search result

12.2 Website Page vs Landing Page

Website page	Landing page
May serve several purposes	Serves one main campaign objective
Usually contains complete navigation	Often has limited navigation
Addresses different audiences	Targets a defined audience
Contains general business information	Presents a focused offer
May have several calls to action	Emphasises one primary action

12.3 Types of Landing Pages

Lead-generation landing page

Collects visitor information through a form.

Click-through landing page

Prepares visitors before directing them to checkout or another conversion page.

Sales page

Provides detailed information to sell a product or service.

Webinar registration page

Encourages users to register for an event.

App-download page

Encourages application installations.

Thank-you page

Confirms a conversion and presents the next step.

13. Conversion-Focused Landing Page Design

13.1 Message Match

The landing page should match the advertisement or link that brought the visitor.

If an advertisement promises a free SEO audit, the page should immediately discuss the free SEO audit—not a general list of agency services.

Message match includes:

- Similar headline
- Same offer
- Consistent visual identity
- Relevant audience
- Clear next step

Poor message match creates confusion and increases page abandonment.

13.2 Essential Landing Page Elements

Clear headline

The headline should communicate the main value quickly.

Weak:

“Welcome to Our Website”

Stronger:

“Build Job-Ready Digital Marketing Skills Through Live Projects”

Supporting subheadline

Adds useful details and strengthens the headline.

Hero section

The first visible area of the page. It normally includes:

- Headline
- Supporting text
- Relevant image or video
- Primary call to action
- Key trust indicator

Benefits

Benefits explain the results customers receive.

Feature:

“24 live classes”

Benefit:

“Receive structured guidance and practise each skill with an instructor.”

Call to Action

The CTA should be specific and action-oriented.

Examples:

- Book Your Free Consultation
- Download the Checklist
- Reserve Your Seat
- Start Your Free Trial
- Request a Quotation

Social proof

Social proof may include:

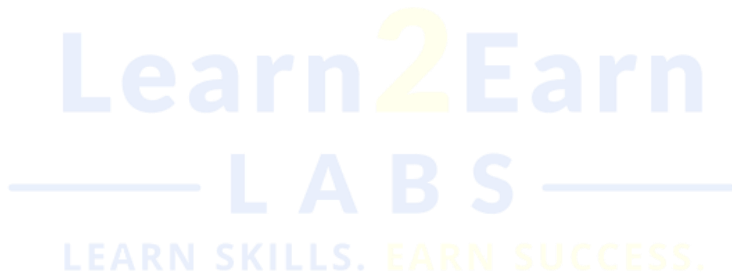
- Customer testimonials
- Ratings
- Reviews
- Case studies
- Student results
- Client logos
- Certifications
- Number of customers served

Only genuine and verifiable social proof should be used.

Offer details

Explain clearly:

- What is included
- Who it is for
- How it works
- Price, if appropriate
- Duration
- Deliverables
- Conditions
- Next steps



Objection handling

Common objections may relate to:

- Price
- Time
- Quality
- Difficulty
- Risk
- Support
- Refunds
- Suitability

Frequently asked questions, guarantees and transparent explanations help reduce uncertainty.

Form

The form should request only information needed for the campaign.

Footer

A focused footer may include:

- Contact information
- Privacy policy
- Terms
- Copyright information
- Necessary legal details

13.3 Above the Fold

“Above the fold” refers to the area visible before scrolling.

It should normally provide:

- A clear offer
- Main benefit
- Relevant visual
- Primary CTA
- Enough information to understand the page

Not every detail must appear above the fold, but the page’s purpose should be immediately clear.

13.4 Removing Distractions

A landing page should avoid unnecessary elements that take visitors away from the desired action.

Possible distractions include:

- Large navigation menus
- Unrelated offers
- Excessive links
- Competing calls to action

- Auto-playing media
- Pop-ups displayed too early
- Decorative animations

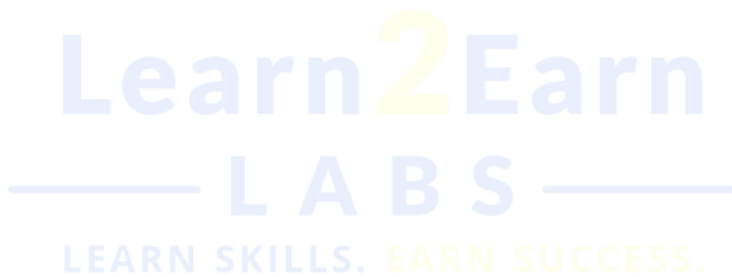
13.5 Landing Page Copywriting

Effective copy should:

- Focus on the customer
- Explain the problem clearly
- Present the offer as a solution
- Emphasise benefits
- Use simple language
- Answer objections
- Provide evidence
- End with a clear action

A useful structure is:

1. Attention
2. Problem
3. Solution
4. Benefits
5. Evidence
6. Offer
7. Call to action



14. Forms and Lead Collection

14.1 What Is a Lead Form?

A lead form collects information from visitors interested in an offer.

Common fields include:

- Name
- Email
- Phone number
- Company
- Location

- Service interest
- Message

14.2 Form Length

Short forms often produce more submissions but provide less information. Long forms may produce fewer submissions but more detailed leads.

The correct form length depends on:

- Offer value
- Buying stage
- Product complexity
- Sales process
- Required qualification
- Audience trust

14.3 Required and Optional Fields

Only essential fields should be mandatory. Unnecessary questions can reduce conversions.

For an e-book download, name and email may be sufficient. A detailed consultation may require additional information.

14.4 Form Labels and Placeholders

Each field should have a clear label. A placeholder can provide an example, but it should not be the only identification of the field.

Example:

- Label: Phone Number
- Placeholder: Enter your 10-digit number

14.5 Validation

Form validation checks whether information has been entered in the correct format.

Examples:

- Required field cannot be empty.
- Email must use a valid structure.
- Phone number must contain the required digits.
- Password must meet security requirements.

Error messages should clearly explain how to correct the problem.

14.6 Consent and Privacy

A lead form should communicate how personal information will be used.

Good practices include:

- Linking to the privacy policy
- Avoiding pre-selected marketing consent where inappropriate
- Requesting clear consent
- Collecting only necessary information
- Protecting stored information
- Providing an unsubscribe method for promotional email

Legal requirements may vary according to the business and customer location.

14.7 Spam Protection

Forms may receive automated or fraudulent submissions.

Protection methods include:

- CAPTCHA or similar verification
- Honeypot fields
- Submission limits
- Email verification
- Security plugins
- Server-side validation

Security should not make the form unnecessarily difficult for genuine users.

14.8 Form Submission Process

A properly configured form should:

1. Validate the information.
2. Submit without technical errors.
3. Store or send the lead securely.
4. Show a confirmation.
5. Redirect to a thank-you page if required.
6. Notify the responsible team.
7. Add the lead to a CRM or email system where appropriate.
8. Trigger the correct follow-up process.

14.9 Thank-You Page

A thank-you page confirms that the form was submitted.

It can also:

- Explain the next step
- Provide the promised download
- Display contact information
- Recommend related content
- Invite a calendar booking
- Support conversion tracking

14.10 Lead Management

Generating leads is not useful if they are ignored.

A basic lead-management workflow should define:

- Where leads are stored
- Who receives notifications
- Maximum response time
- Qualification questions
- Follow-up frequency
- Lead status
- Data-protection responsibility

15. Conversion Rate Optimisation

15.1 Meaning of CRO

Conversion Rate Optimisation is the process of improving a website or landing page to increase the percentage of visitors completing a desired action.

$$\text{Conversion Rate} = \frac{\text{Conversions}}{\text{Visitors}} \times 100$$

If a landing page receives 1,000 visitors and generates 80 enquiries:

$$\frac{80}{1000} \times 100 = 8\%$$

15.2 CRO Process

1. Define the conversion.
2. Measure the current performance.
3. Identify possible problems.
4. Develop a hypothesis.
5. Create a variation.
6. Test the change.
7. Analyse the result.
8. Implement the successful improvement.
9. Continue testing.

15.3 A/B Testing

A/B testing compares two versions of an element.

For example:

- Version A: “Submit”
- Version B: “Book My Free Consultation”

Traffic is divided between the versions, and their results are compared.

Elements that can be tested include:

- Headlines
- CTA text
- Images
- Form length
- Page layout

- Testimonials
- Offers
- Button placement

Only meaningful tests with sufficient data should guide major decisions.

15.4 Common Conversion Problems

- Unclear headline
- Slow loading
- Poor mobile layout
- Weak offer
- Excessive form fields
- Hidden CTA
- Lack of trust
- Confusing navigation
- Message mismatch
- Technical errors
- Unexpected charges
- Unclear next step

16. Website Security

16.1 Why Website Security Matters

A compromised website can lead to:

- Data theft
- Website defacement
- Malware distribution
- Loss of customer trust
- Search-engine warnings
- Financial loss
- Service interruption
- Legal or regulatory consequences

Security is an ongoing activity, not a one-time installation.

16.2 Strong Credentials

Use:

- Unique usernames
- Strong passwords
- Password managers
- Two-factor authentication
- Separate accounts for different users

Passwords should not be shared through insecure messages or stored in public files.

16.3 User Roles and Permissions

Each user should receive only the permissions required for their work.

Common WordPress roles include:

- Administrator
- Editor
- Author
- Contributor
- Subscriber

Administrator access should be limited because it provides control over critical website settings.

16.4 Updates

Regularly update:

- WordPress core
- Themes
- Plugins
- Server software where managed
- Security tools

Before major updates:

1. Create a backup.
2. Check compatibility.
3. Test important functionality.
4. Apply the update.
5. Test the website again.

16.5 Backups

A backup is a recoverable copy of website files and databases.

A proper backup strategy should consider:

- Backup frequency
- Automatic scheduling
- Off-site storage
- Retention period
- Encryption
- Restoration testing

A backup is useful only if it can be restored successfully.

16.6 Security Plugins and Firewalls

Security tools may provide:

- Login protection
- Malware scanning
- File-change detection
- Firewall rules
- Brute-force protection
- Security notifications

A web application firewall can help filter suspicious traffic before it reaches the website.

16.7 Common Threats

Brute-force attack

Repeated login attempts using different credential combinations.

Malware

Malicious software inserted into website files or databases.

Phishing

Fraudulent communication intended to steal credentials or information.

SQL injection

Malicious input designed to manipulate database queries.

Cross-site scripting

Malicious scripts inserted into pages viewed by other users.

Spam

Unwanted or automated form submissions, comments or registrations.

Students do not need to become security engineers, but they must follow safe development and maintenance practices.

17. Website Performance Optimisation

17.1 Why Performance Matters

A slow website can:

- Frustrate users
- Increase abandonment
- Reduce conversions
- Waste advertising budget
- Create a poor mobile experience
- Negatively affect search performance

17.2 Common Causes of Slow Websites

- Oversized images
- Too many plugins
- Poor hosting
- Unoptimised code
- Excessive advertisements
- Too many external scripts
- Large video files
- No caching

- Too many font files
- Slow database operations

17.3 Image Optimisation

Before uploading images:

- Resize them to suitable dimensions.
- Compress the file.
- Choose an appropriate format.
- Avoid uploading unnecessarily large originals.
- Use descriptive file names.
- Add meaningful alternative text where required.

Common formats include:

- JPEG for photographs
- PNG when transparency or sharp graphics are required
- WebP or other modern formats for efficient web delivery
- SVG for suitable vector graphics, used safely

17.4 Caching

Caching stores prepared copies of resources so they can be delivered more quickly on future requests.

Common types include:

- Browser caching
- Page caching
- Object caching
- Server caching

17.5 Content Delivery Network

A CDN stores copies of website resources on geographically distributed servers. Visitors can receive resources from a location closer to them, potentially improving speed and reliability.

17.6 Minification

Minification reduces unnecessary characters in CSS, JavaScript and HTML files.

Combining or delaying files may also improve performance, but incorrect configuration can break website functionality. Changes should be tested.

17.7 Lazy Loading

Lazy loading delays certain images or media until they are close to becoming visible on the screen.

17.8 Database Optimisation

WordPress databases may collect:

- Revisions
- Temporary data
- Spam comments
- Deleted content
- Plugin data

Database cleaning must be performed carefully and only after creating a backup.

17.9 Performance Measurement

Useful performance indicators include:

- Loading time
- Server response time
- Page size
- Number of requests
- Mobile performance
- Layout stability
- Interactivity
- User abandonment
- Conversion rate

Performance should be tested on both mobile and desktop connections.

18. Website Analytics and Tracking Preparation

A website should be prepared for measurement before campaigns begin.

Important events may include:

- Form submission
- Phone-number click
- Email click
- WhatsApp click
- Brochure download
- Product purchase
- Course registration
- Video engagement
- Checkout completion

18.1 Tracking Plan

A tracking plan should state:

Business objective	User action	Event to measure
Generate enquiries	Submit contact form	Form submission
Receive calls	Click phone number	Phone click
Generate brochure leads	Download brochure	File download
Generate sales	Complete payment	Purchase
Start conversations	Click WhatsApp	Messaging clicks

Tracking should be tested to ensure actions are recorded correctly and not counted more than once.

18.2 Privacy Considerations

Tracking technologies should be implemented responsibly. Businesses may need:

- Privacy notices
- Cookie disclosures
- Consent mechanisms

- Data-retention rules
- Access controls
- Vendor reviews

Requirements depend on the business, technology and applicable laws.

19. Website Testing and Quality Assurance

A website should be tested before publication.

19.1 Content Testing

Check:

- Spelling and grammar
- Contact details
- Prices
- Dates
- Headings
- Image captions
- Legal information
- Calls to action

19.2 Functional Testing

Check:

- Menus
- Buttons
- Forms
- Downloads
- Search
- Payments
- Login
- Social links
- Email notifications
- Thank-you pages

19.3 Responsive Testing

Check the website on:

- Desktop
- Laptop
- Tablet
- Mobile

Test different browsers and screen sizes when possible.

19.4 Link Testing

Identify:

- Broken internal links
- Broken external links
- Incorrect redirects
- Buttons without destinations
- Links opening unexpectedly

19.5 Form Testing

Submit test entries using:

- Correct information
- Missing fields
- Invalid email format
- Invalid phone number
- Mobile device
- Different browsers

Confirm that the lead reaches the correct destination.

19.6 Basic Launch Checklist

Before launch, confirm:

- Domain is connected.
- HTTPS works correctly.
- Website is mobile-responsive.
- Important pages are complete.

- Forms and notifications work.
- Contact information is correct.
- Navigation is consistent.
- Images are optimised.
- Backups are active.
- Security measures are enabled.
- Analytics is configured.
- Privacy and legal pages are published.
- Search visibility settings are correct.
- Unnecessary demonstration content is removed.

20. Website Maintenance

Launching a website is the beginning of ongoing maintenance.

Weekly Activities

- Check important pages.
- Test forms and checkout.
- Review security notifications.
- Monitor uptime.
- Review leads and enquiries.

Monthly Activities

- Update software.
- Create and verify backups.
- Check website speed.
- Review analytics.
- Fix broken links.
- Update outdated content.
- Remove spam.
- Review user accounts.

Periodic Activities

- Renew domain and hosting.
- Review privacy information.
- Test backup restoration.
- Audit installed themes and plugins.
- Update products, services and staff information.
- Review website goals and conversion performance.

21. Practical Activity 1: Create a Business Website

Objective

Build a responsive website for a real or imaginary business.

Minimum Requirements

The website should include:

1. Homepage
2. About Us page
3. Services or Products page
4. Contact page
5. Lead form
6. Privacy Policy
7. Header navigation
8. Footer
9. Mobile-responsive design
10. HTTPS configuration
11. Basic security
12. Basic performance optimisation

Suggested Homepage Structure

1. Header
2. Hero section
3. Main value proposition
4. Products or services
5. Customer benefits
6. About the business
7. Testimonials

8. Process
9. Frequently asked questions
10. Final CTA
11. Footer

Student Deliverables

- Website URL or local demonstration
- Sitemap
- Target-audience description
- Website objective
- Page list
- Screenshots
- Testing checklist
- Short explanation of design decisions

22. Practical Activity 2: Design a Landing Page

Scenario

Create a landing page for one of the following:

- Free digital marketing webinar
- Course counselling session
- SEO audit
- Product demonstration
- E-book download
- Event registration
- Free trial

Required Elements

- Campaign objective
- Defined target audience
- Clear headline

- Supporting subheadline
- Relevant hero visual
- Benefits
- Offer details
- Social proof
- Objection handling
- Lead form
- Primary CTA
- Privacy-policy link
- Thank-you page
- Mobile-responsive layout

Landing Page Planning Template

Campaign objective:

What action should visitors complete?

Target audience:

Who should complete the action?

Traffic source:

Where will visitors come from?

Problem:

What customer problem is being addressed?

Offer:

What will the visitor receive?

Value proposition:

Why should the visitor choose this offer?

Primary CTA:

What exact action should the visitor take?

Trust elements:

What evidence reduces uncertainty?

Success metric:

How will performance be measured?

23. Practical Activity 3: Lead-Generation Form Setup

Objective

Create and test a complete lead-collection workflow.

Required Steps

1. Select a suitable form tool.
2. Add only necessary fields.
3. Mark essential fields as required.
4. Add useful validation.
5. Include a privacy statement.
6. Configure spam protection.
7. Set up internal notifications.
8. Create an automatic confirmation.
9. Redirect to a thank-you page.
10. Store leads securely.
11. Test on desktop and mobile.
12. Document the follow-up process.

Suggested Test Cases

Test	Expected result
Correct information submitted	Form succeeds
Required field left blank	Clear error appears
Incorrect email entered	Email error appears
Mobile submission	Form remains easy to use
Successful submission	Confirmation or thank-you page appears
Internal notification	Responsible person receives the lead
Duplicate submission	System handles it appropriately

24. Module Assignment: Complete Website Project

Students should create a complete website-development plan and functional prototype for a selected business.

The project should contain:

- Business overview
- Target audience
- Website objective
- Primary conversion
- Domain-name suggestion
- Hosting requirements
- Visual sitemap
- Page-level content plan
- Homepage wireframe
- WordPress setup
- Theme-selection justification
- Plugin list with purpose
- Responsive business website
- Campaign landing page
- Functional lead form
- Thank-you page
- Security checklist
- Performance report
- Testing checklist
- Maintenance plan

Evaluation Criteria

Area	Suggested weight
Planning and website architecture	15%
Content quality and clarity	15%
Visual design and consistency	15%
Mobile responsiveness	10%
Landing-page effectiveness	15%
Form and lead workflow	10%
Security and performance	10%
Testing and documentation	10%

25. Key Terms

Term	Meaning
Domain	Human-readable website address
Hosting	Server space used to store and deliver a website
DNS	System connecting domain names with servers
URL	Complete address of an online resource
SSL	Technology used to encrypt transferred information
HTTPS	Secure version of the web communication protocol
CMS	Software used to manage website content
WordPress	Popular content management system
Theme	Controls website presentation and layout
Plugin	Adds functionality to WordPress
Sitemap	Representation or file containing website structure
Wireframe	Basic structural plan of a web page
Responsive design	Design that adapts to screen sizes
CTA	Instruction encouraging a user action
Landing page	Focused page created for a campaign
Conversion	Completion of a desired action
CRO	Process of improving conversion performance
Lead	Person or organisation showing potential buying interest
Caching	Storing prepared resources for faster delivery
CDN	Distributed network for delivering website resources
Backup	Recoverable copy of website files and data

Final Learning Outcome

After completing this module, students should be capable of planning and building a professional business website, designing a conversion-focused landing page, creating a functional lead-generation system, implementing basic security practices and improving website performance.

Students should not only know how to operate WordPress; they should understand how website structure, content, design, performance, trust and user experience work together to support digital marketing objectives.





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