



DIGITAL MARKETING PLAN

La Reina Elena – Amstature Foods - OTOP

January 2022

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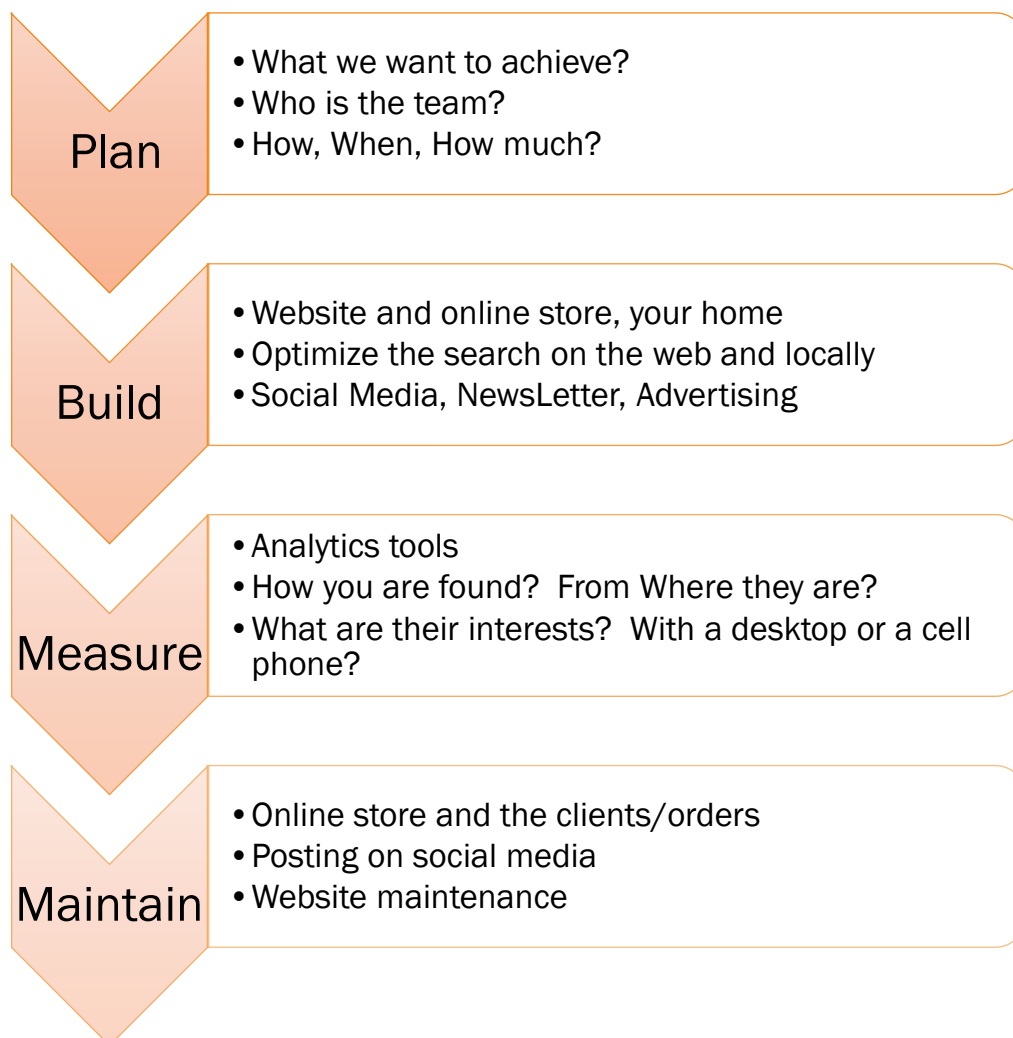
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Introduction

It's clear that in today's digital world, the first place the average consumer looks for what they want stands online. If you have no presence on the web at all, you won't be found, and you can't compete. If a potential customer can't find you online, they may even conclude that your business doesn't appear to be legitimate.

All good reasons to develop a Digital Marketing Plan for La Reina Elena. You will find in the next sections, all the details about the work done by your advisor to improve your presence on the web and how to maintain the achievements. The first step and probably the most important is to identify the team responsible for carrying out the plan. The plan spreads over a few years and will require regular monitoring.

Turning your plan into regular action will help you to take advantage of the digital world.



1. Plan

Organization profile

Name of organization: La Reina Elena

Type of organization: SME

Products: Noodles factory, coconut based products, spicy coco vinegar and vinaigrette

Vision and Mission

Vision: To be a leading producer of various food products and to provide world-class services to our clients through mutual trust and understanding.

Mission: To provide and produce healthy, natural and high quality products to our clients and our people

Project Team

From La Reina Elena

- Eleanor Canlas
- Catherine Yagaya

From the Department of Trade and Industry (DTI)

- Honeylee Eclavea

From CESO, to start the plan:

- Matt Navalta – Country Representative
- Vener Valerio – Project Officer
- Carmen Gagnon – CESO Advisor for Website and Digital Marketing

Strategy

The strategy for La Reina Elena:

- Digital Marketing introduction to the team
- Training on how to build E-Commerce website for selling the products online.
- Optimization of the search engine in the website for a better ranking
- Get noticed locally with Google My Business, Google Map
- Social Media integration with the website
- Administration of the online store
- Launching of the website with Social Media
- Measuring the web presence with Analytics














Training

Training	Description of the training	Number of employees	
		Proposed	
		2022	After Pandemic
Website Maintenance	Administration of the online store. Updates WordPress		
Digital Marketing	Introduction with the plan		
Social Media	Facebook – YouTube		
Google	Google My Business Google Analytics basics		
Storytelling	For Social Media campaign		
Branding	Creation of Pamphlets, Flyers		
NewsLetter	How to build NewsLetter		

Costs and investments

Activities	Investment		
	2022	2023	2024
Web Hosting and Domain <ul style="list-style-type: none"> 3-year plan + 1 year domain Domain renewal 	110\$ US	15\$ US	15\$ US
Training <ul style="list-style-type: none"> Website maintenance Production of content for social media – NewsLetter, etc. 			

Timeframe

Tasks	2022				
	Jan 3-7	Jan 10-14	Jan 17-21	Jan 24-28	February
Planning					
Hosting and Domain					
Build Website					
List of Products and conditions					
Training Woo Commerce					
Digital Marketing Training					
Optimization Search Engine					
Google My Business					
Get noticed locally					
Social Media Facebook					
Social Media YouTube					
Google Analytic					

2. Build

Build a website

The main objective of the website is to sell the products online. However, it will not be possible to pay online under the conditions of the country which does not facilitate this method of payment. Payment by bank transfer or cash on delivery will be mentioned. To access the website as an administrator, you will find the code and password in Appendix 1.

Structure of the website

The website <https://lareinaelena.store/> is divided in 5 main pages:

- **Home:** Presenting the products in general, buttons to the Shop, conditions, customers review and last articles of the blog.
- **About us:** Introduction of La Reina Elena, vision and mission. Introduction of OTOP short video presenting OTOP Philippines Hub
- **Shop:** Divided in categories of products. This is where the customers will shop. Woo Commerce plugin is used for the customer account, cart, command, wish list and message to the customers.
- **News & Events:** Can be used to present new products or events related to La Reina Elena and OTOP
- **Contact:** All the information to contact the cooperative
- **Footer on every page:** Links to Social media, Newsletter subscribe, how to contact

Hosting, domain and technology

The domain and hosting is with Hostgator. For new customers, the price is very competitive if you sign for 3 years. To access the host, you must log with the code provided in Appendix 1. The domain is lareinaelena.store. The website is set up with WordPress. An admin code allows the user to update the website.

- Theme: Ocean WP with some plugins to improve the appearance and the woo commerce facilities
- WooCommerce: for the shop
- Gutentor: as a page builder
- Contact Form 7: for the contact page
- Newsletter: For subscribe and eventually development of a Newsletter

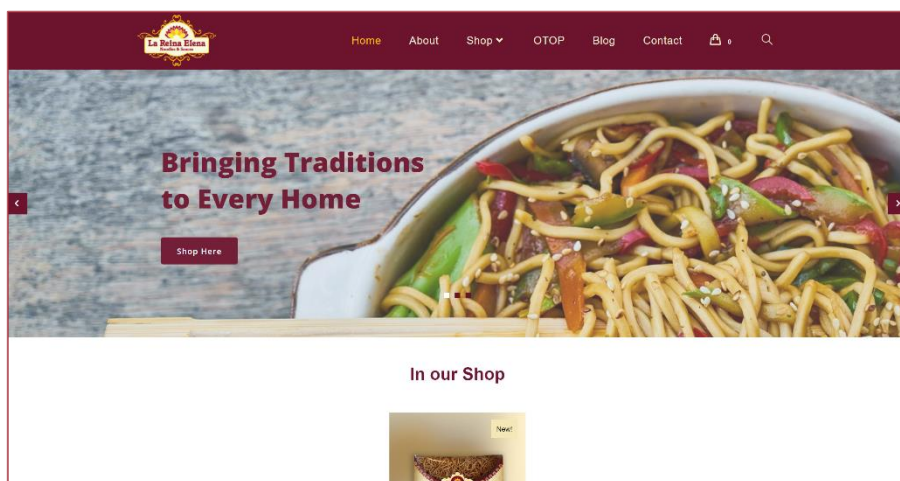
Color and customization

Here are the numbers of the colors in the website

- Burdundy 6C132D
- Yello FEBD11
- Red B42037

Most of the customization is done in Appearance – Customize

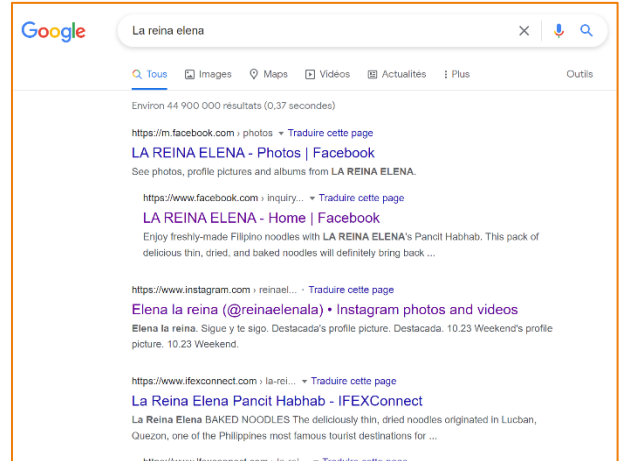
It's the advantage of the theme Ocean WP to be highly customizable for free.



Optimize the Search Engine

Search engines have formulas, or algorithms that help them order the list of results. Search engines might look at how popular your site is, or what other people or sites are saying about you. They might consider words on your web pages or keywords in the code of a page to better understand the topic. They will also consider the searcher's geographic location. And, with the explosion of mobile usage, search engines now consider the devices people use when they perform a search.

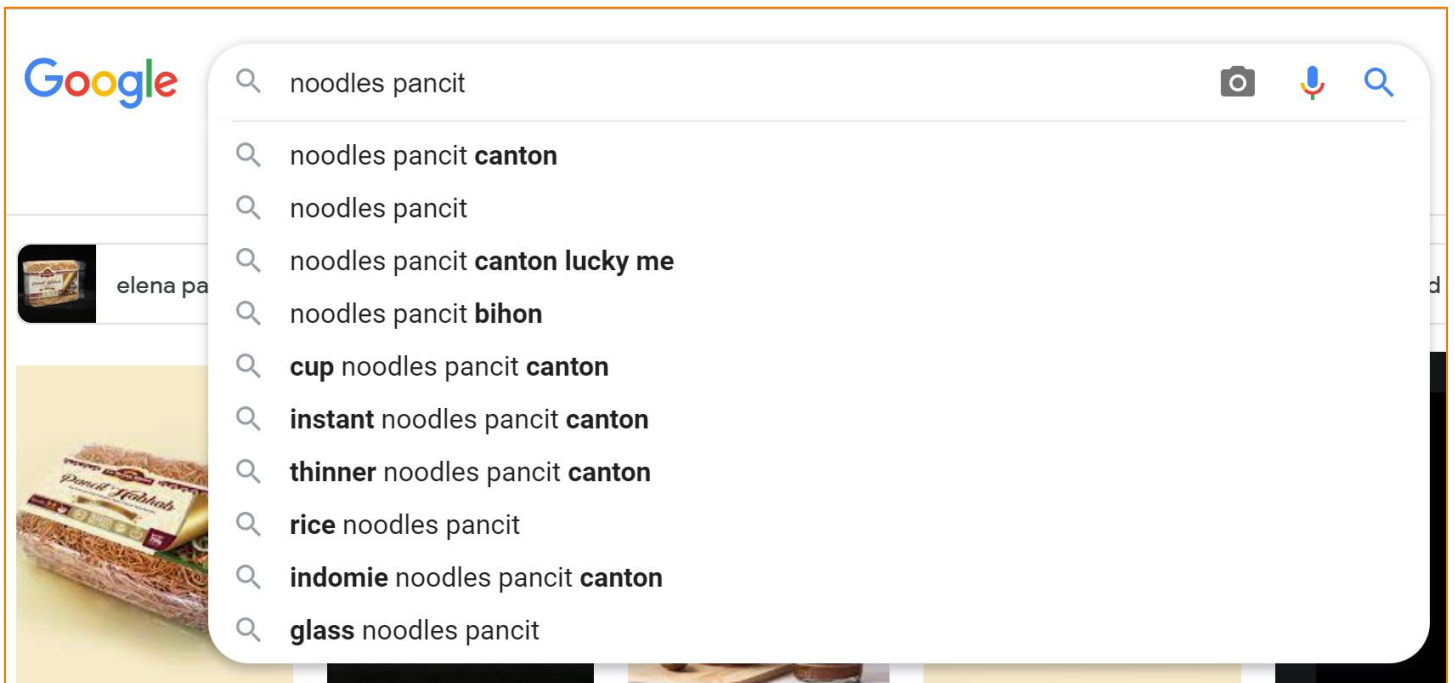
What words would be used if your customers had to find you on the web? What are the trends? Your goal will be to help the search engines to have your business listed in the first results.



Find keywords

Keywords from Search Engine

When you search in Google or Bing, you see some words appearing automatically. If you use a sentence, you will also see some suggestions of sentences appearing. It's a gift from Google giving you the words commonly used by the searchers. So just try to insert some of these words or texts in your website pages.



Keywords from your clients and members

The simplest way to find the keywords is to ask your clients directly. How did they find you? Ask the members and the branches the words that mostly defined the cooperative.

Keywords with tools

You will find many sites to help you find keywords related to your business. These sites will help you find the words used by Internet users and may inspire you to integrate these words into your site.

Uber suggest

Uber Suggest offer you 3 searches per day for free and It will give an idea on how much would cost a click on some keywords if you decide to advertize using pay-per-click. <https://neilpatel.com/ubersuggest/>

For example here a search with Noddles. It will give also some content ideas on how to use the keywords in titles or contents of your website.

KEYWORD	TREND	VOLUME	CPC	PD	SD
noodles		22,200	₱3.90	35	76
doodle jump		2,900	₱3.75	1	86
noodles recipe		1,900	₱11.09	45	70
noodle recipes		1,900	₱11.09	45	76
noodle stir fry		1,900	₱11.64	54	30
noodle gorillaz		1,600	₱0	1	87
noodle house		1,600	₱3.01	2	53

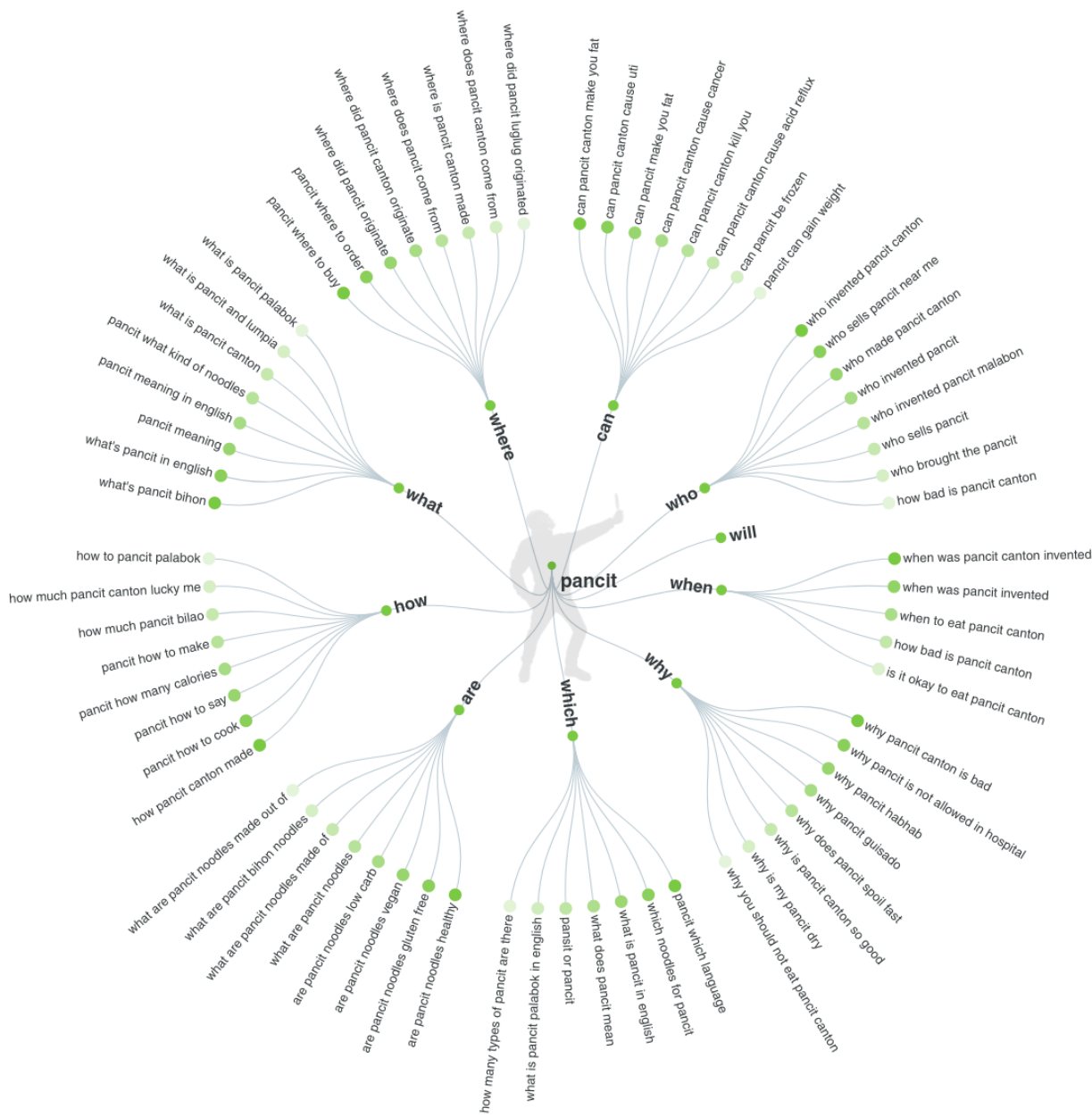
.....

CONTENT IDEAS

PAGE TITLE URL
[SALE] Wah Kee Big Prawn Noodle in Esplanade - Ticket KD ticketkd.com
Let S Eat S2e2 Kalguksu Korean Knife Cut Noodle Soup With ... hala.ng
Curry Laksa Fish Cake Noodle - Mr. Fish Fishhead Noodle ... tripadvisor.com.tr
Noodle : 100 Amazing Authentic Recipes books.google.ca
The Noodle Narratives: The Global Rise of an Industrial Food ... books.google.fr
Noodle Phase Two sketch and recent pic ♥: gorillaz - Reddit reddit.com
Dee's Chinese Noodle Salad 1 serv=1/2 c. 135 calories* Recipe recipes.sparkpeople.com

Answer the public

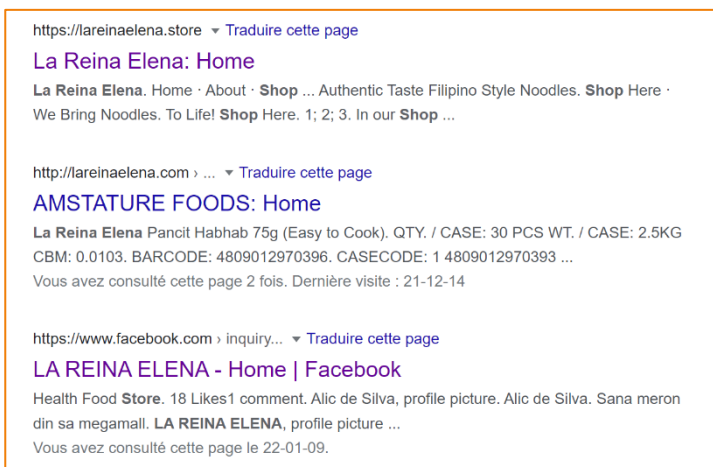
A very easy way to find keywords is to ask the site www.answerthepublic.com. You can have 2 free search per day to find what phrases or group of words people are looking for when they need a product or service similar to yours. It might be interesting to incorporate these phrases into your website since the search engine has already listed them. This is where the content benefits from being as relevant as possible to your customers. Here a search on Pancit indicating Philippines as the country. It will give you sentences used by the Filipinos.



Landing page

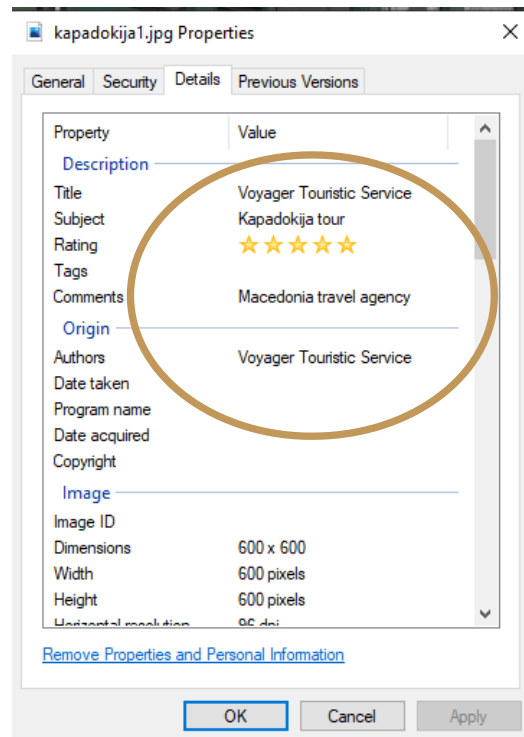
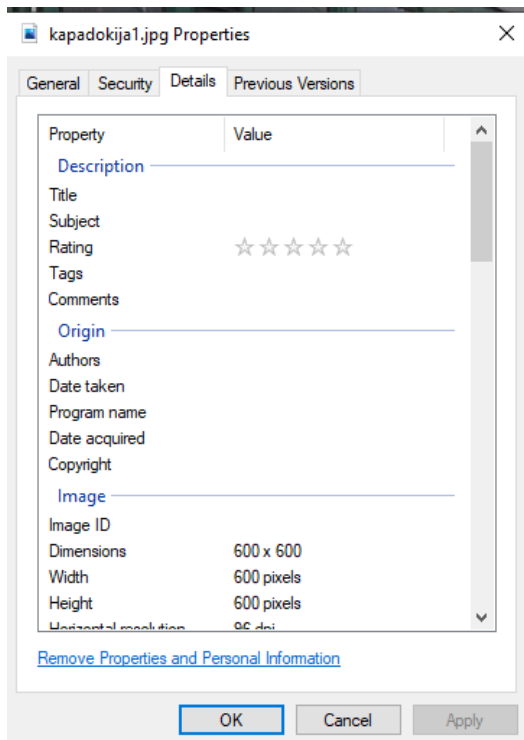
Landing page optimization refers to the process of enhancing or improving each element on your landing (Home) page to increase conversions. It's the main page that users receive when they are searching, so you must optimize this page if you want them to continue in your website. But first, this page should help you to get users inside. Elements you should consider:

- ✓ Make your offer clear
- ✓ Simplify your landing page
- ✓ Use contrasting colours
- ✓ Keep the important part above
- ✓ Keep your call-to-action buttons straightforward
- ✓ Add contact information
- ✓ Add testimonials to help convert undecided users



Fill the metadata of the pictures

Images are very powerful in a website. But search engine won't see the mouth-watering photos of your products. To help search engines identify the image, give it a descriptive name. Complete the metadata of your pictures before uploading in your website. You can identify your business. You will reach the metadata by clicking the left button of your mouse on the pictures, click properties and then Details.



Responsive Design – Mobile

Web browsing on-the-go is very much a part of everyday life – which is why a mobile presence is important for businesses to embrace. Your website uses a responsive design, which automatically detects the type of screen being used and displays the site accordingly. Your site must be mobile-friendly, take the time to explore your website with different cell phones. Is the menu easy to find? Are the pictures well defined? Is it easy to find the information?

Get Noticed Locally

Google My Business

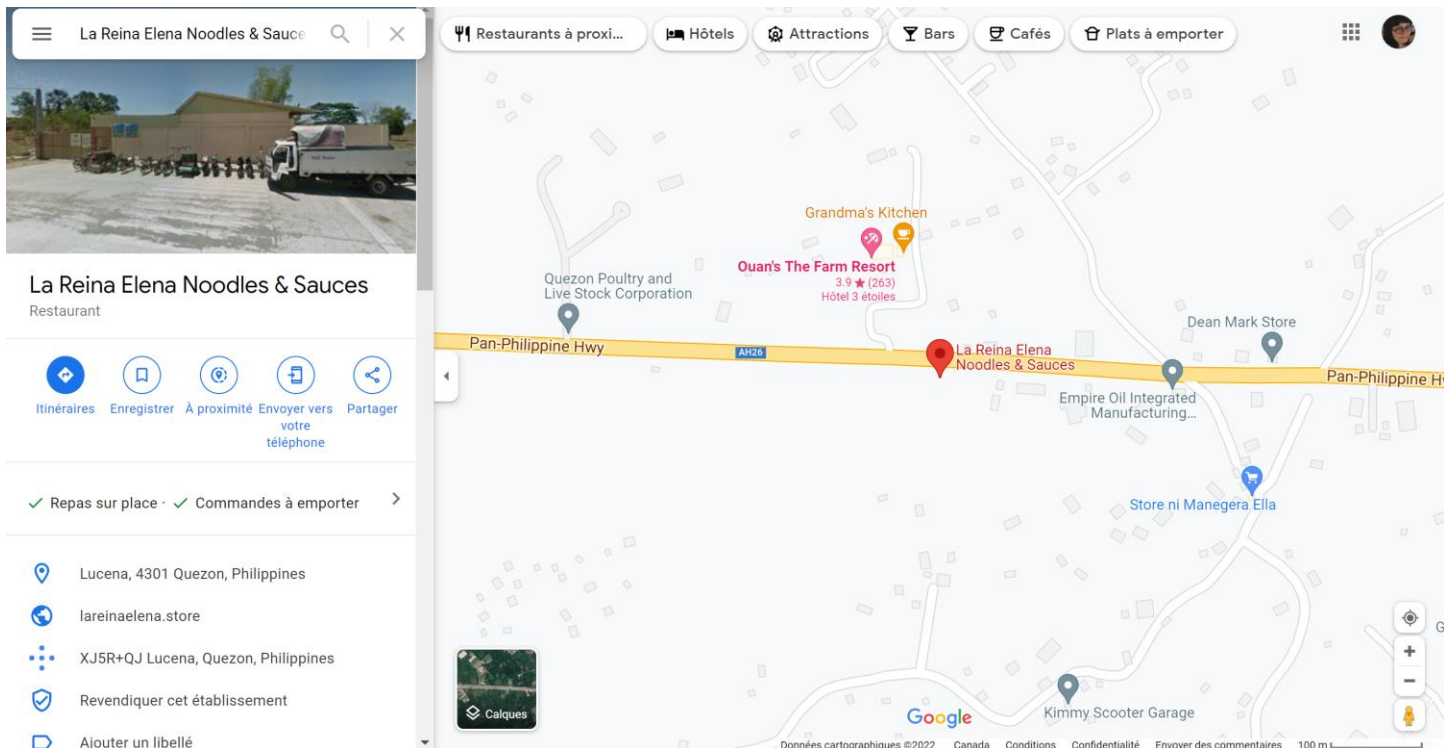
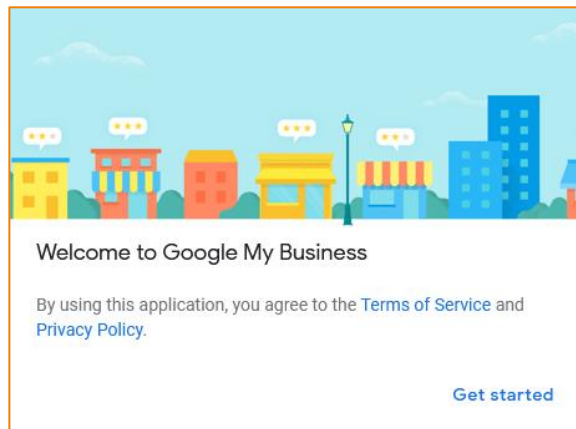
Most Internet and cell phone users use Google when looking for information or a product. It is therefore necessary that your business appears during a Google search. If you want to capture the attention of customers walking around you in your locality, your business must appear in Google Map.

To get there, you need to register your business in Google My Business. This service is free, you just need to register. Google My Business requires you to verify your business address. To do so, you must accept a verification by phone to get a verification code. Here is the link to register:

<https://business.google.com/>

The objective is to have a good visibility in Google Map with as much information as possible.

Searching in Google Maps **La Reina Elena** show this result.



Build on social Media

Everyone's on social media, so it's a good strategy for your business to be there too. Which ones your customers use the most? I found La Reina Elena in Facebook. It could be a good idea to have a visibility on Instagram.

YouTube is the second most popular search engine in the world with a staggering 2 billion users. It belongs to Google. I found some video on La Reina Elena on Youtube but it could be a good idea to create your own YouTube channel.

In all Social Media, being consistent is important. So I suggest to have the same approach in all Social Media, same colours, and same messages. You should regularly create content and engage with followers. A good practice will be to dedicate one day per semester to create and prepare content for the coming months. You can then post and schedule the contents for dates.

Facebook

The Facebook page is available at <https://www.facebook.com/inquiryLaReinaElena/>

We can go in Facebook from your website in the footer. It's important to fill all the information required by Facebook and bring the followers into your website where they can buy your products.

Follow Us



LA REINA ELENA

@inquiryLaReinaElena · Magasin d'aliments santé

Obtenir un devis

Accueil

Évènements

Avis

Plus ▾

J'aime

Envoyer un message



À propos

Tout afficher



LA REINA ELENA

6 octobre 2021 · 🌐

Call to deliver 0908 884 6727



Advertise on different platforms

Display advertising gives businesses the chance to pay for their ads to appear when the right kind of person is on the right kind of page. If you have a budget for advertising, you might look networks matching businesses with different websites that have ad space to sell. You might also find some partners or organizations that would accept to advertise your business for free on their website.

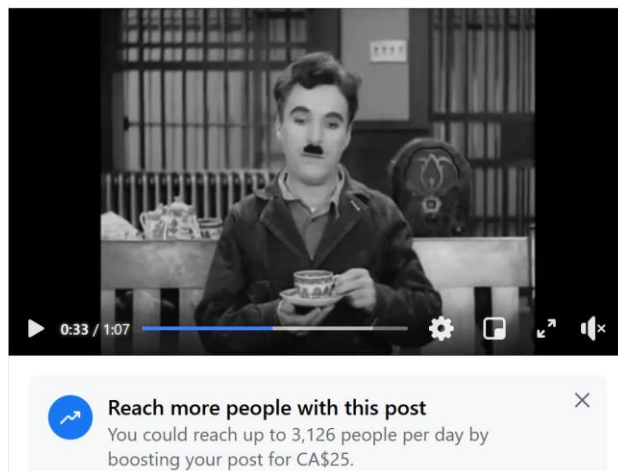
Paid Advertising

Another way is to advertise with search engines like Google and Bing. How does it work? You give instructions to Google on your goals, where you want to advertise global or local and your monthly budget. We call this model **Pay-per-click**. Google will display your ads when people search for products or services like yours. You'll pay for results, like when people click your ad to call your business, visit your website or get directions to your shop.

Remember that the search depends on what the clients are looking for on the web. So you must find the right keywords that will bring the clients on your website. The cost of the keywords can be incredibly cheap or grossly expensive, with the price per click ranging anywhere between 50 cents to 50 dollars per click, depending on the competition level and the industry you're in. Finding the right keywords is a science!

Social media have also paid advertising. For example, if you pay an amount your post will be presented more often by Facebook.

This digital marketing plan aims to use everything that is free on the web to promote your business. But it is interesting to know that several avenues are available to you.



Newsletter

Email marketing is a great addition to your other digital marketing activities because it builds customer loyalty and engagement. A training for automation of the newsletter in your website can be organized later.

Inscription to the NewsLetter

To use this marketing option, you will first start by building a list of people who've expressed an interest in your business. I would suggest doing a contest, or give some discount if the customer signs up for your newsletter. This can be a simple sign at the front desk of your organization where they can fill out a small form by hand.

In your website, I have included a newsletter form to encourage visitors to subscribe online. It's in the footer.

Newsletter

SUBSCRIBE

La Reina Elena

Your subscription has been confirmed

List of Subscribers

When entering in your website as an admin, you will find the list of the subscribers in the plugin newsletter – Subscribers. You can create your own email group and send a very simple NewsLetter to your clients or used the plugin facilities to create your newsletters.

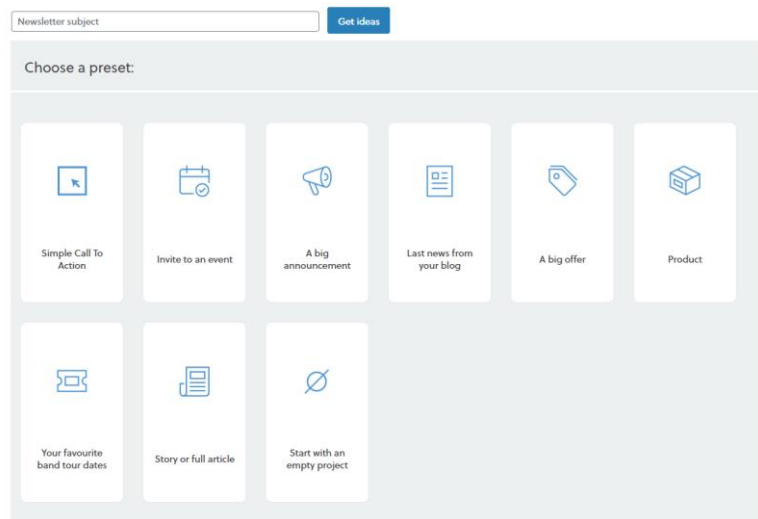
Id	Email	Name	Status
1	voyaginecg@gmail.com		CONFIRMED

How to build NewsLetter

The plugin NewsLetter can be used to create great newsletter but requires more advanced training. We might not have time enough in this assignment. But at least, the clients will be able to subscribe and eventually we can work on this strategy.

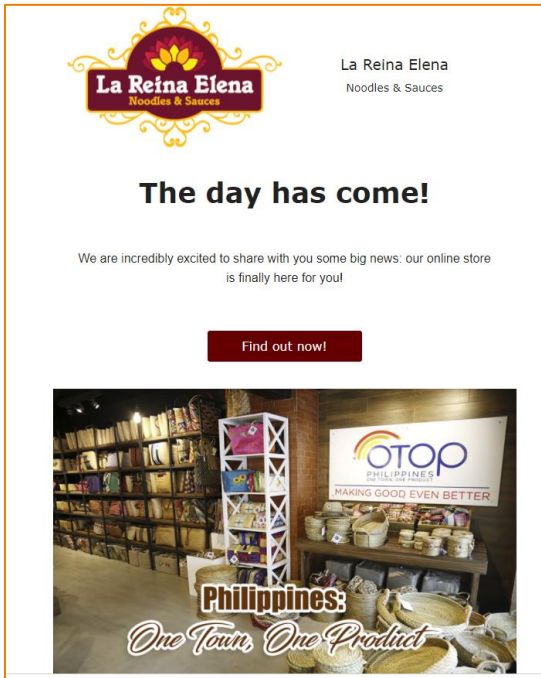
Here are the main points to remember:

- Don't overwhelm customers with too many emails
- Include relevant offers and useful information, be short
- Ask the clients if they are interested in receiving more email
- Find out how they prefer to hear from you: weekly, monthly.
- Be easy to recognize for the clients in the From part of the email
- And very important ... provide an easy way for users to opt out of your newsletter.



You will find an example of Newsletter for La Reina Elena in the Newsletter tab. To change the information, pass the mouse over the blocks. You will see an Edit button. You can then change the format using the Blocks option on the right side.

When you are ready, press send Letter. It takes time for the delivery.



Go to NewsLetters to see if it has been sent correctly. You can duplicate the same NewsLetter for creating a new one.

NEWSLETTERS						
Id	Subject	Status	Progress (*)	Date		
1	News from La Reina Elena	Sending	0% 0 of 1	January 13, 2022 6:28 pm	Edit	More actions

(*) Expected total at the end of the delivery may differ due to subscriptions/unsubscriptions occurred meanwhile.

3. Measure

Google Analytics is one of the most popular digital analytics software that allows you to analyze in-depth detail about the visitors on your website. It provides valuable insights that can help you to shape the success strategy of your business. It may seem complex but you will be able to find interesting information about your customers. This tool will compile data useful for a marketing specialist you may engage later.

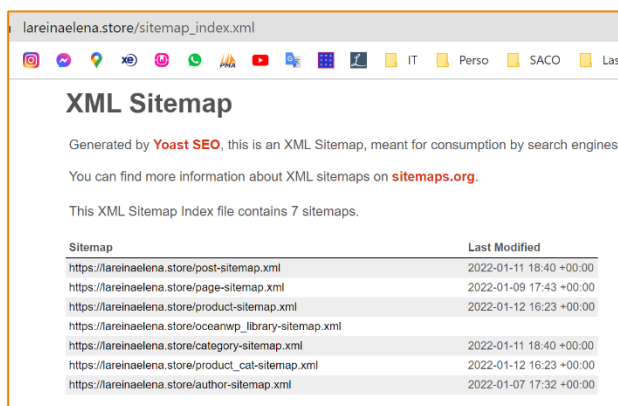
Register to Google Analytics

The first step to optimize the Search Engine is to give Google all the information about your website. Your site has been registered with Google Analytic on 2022-01-13. Google started to compile the data from this date. To create the link with the website, we must copy the Global Site Tag given by Analytics into the header of the website. The plugin *Insert Header and Footers* of WordPress insert the tag in every page of the website. This is how the link is created between Google and your website. You will find in the section Measure, how to explore Google Analytics to find answers.

URL DE FLUX https://lareinaelena.store	NOM DU FLUX lareinaelena	ID DE MESURE G-0E3S7TK60N 
ID DE FLUX 3177393746	ÉTAT Aucune donnée reçue au cours des dernières 48 heures. En savoir plus	

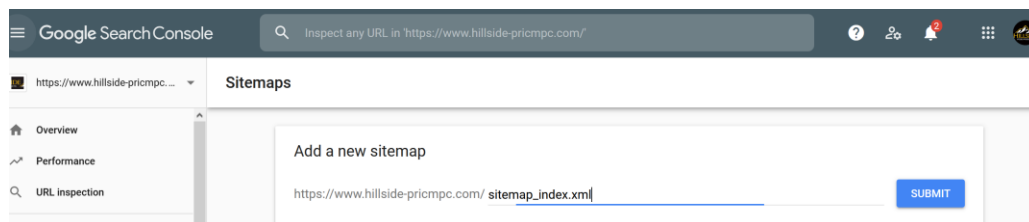
Register to Google Search Console

The registration to Google Analytics will also complete your registration with Google Search Console. It's a free service that gives feedback about how your website is doing in Google search results. To help the search console to find you, the link to your sitemap must be provided. The plugin Yoast, a plugin to help the optimization of the search engine in your website, can create this link for you. In the general settings of Yoast, under Features, you will find this option after getting the verification code Google under Webmaster Tools of Yoast.



Sitemap	Last Modified
https://lareinaelena.store/post-sitemap.xml	2022-01-11 18:40 +00:00
https://lareinaelena.store/page-sitemap.xml	2022-01-09 17:43 +00:00
https://lareinaelena.store/product-sitemap.xml	2022-01-12 16:23 +00:00
https://lareinaelena.store/oceanwp_library-sitemap.xml	
https://lareinaelena.store/category-sitemap.xml	2022-01-11 18:40 +00:00
https://lareinaelena.store/product_cat-sitemap.xml	2022-01-12 16:23 +00:00
https://lareinaelena.store/author-sitemap.xml	2022-01-07 17:32 +00:00

Once you have the sitemap link, you will have to copy this link in Google Search Console.

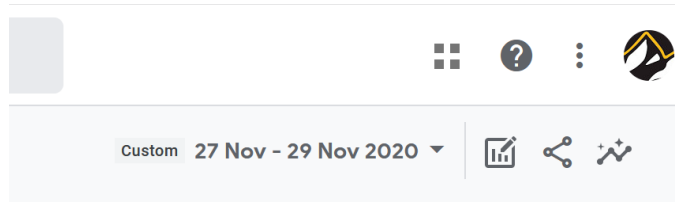


Sitemap submitted successfully

Google will periodically process it and look for changes. You will be notified if anything goes wrong with it in the future.

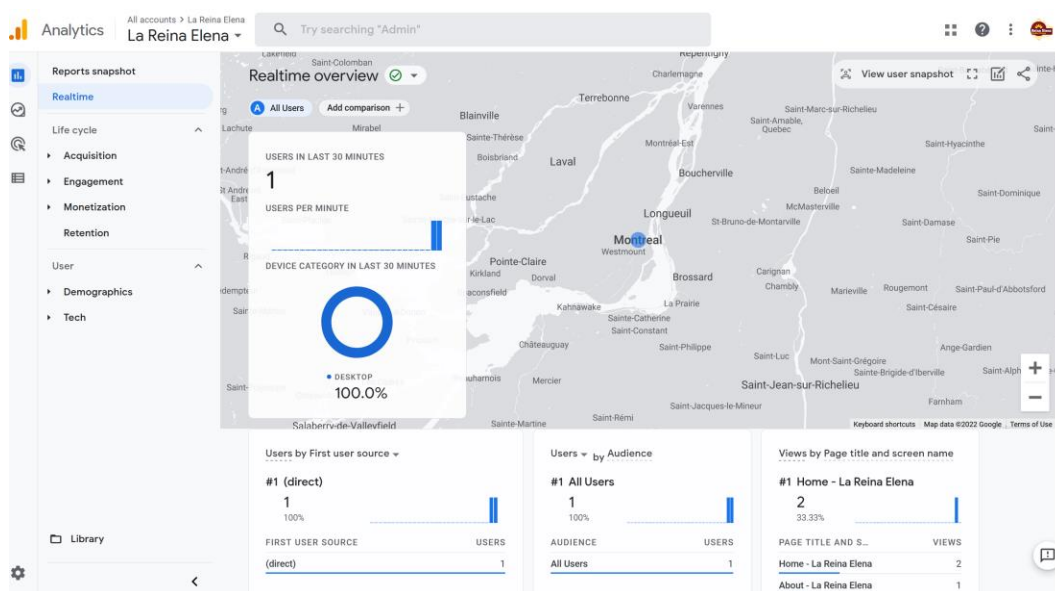
How to Use Google Analytic

To access Google Analytic, you must sign in your Google account with the Gmail indicated in Appendix 1. After go to <https://analytics.google.com>. Your website is already in Google Analytic, so you will just have to browse the tool. Here are the main section you might want to explore. In all sections, you can customize the interval of dates.



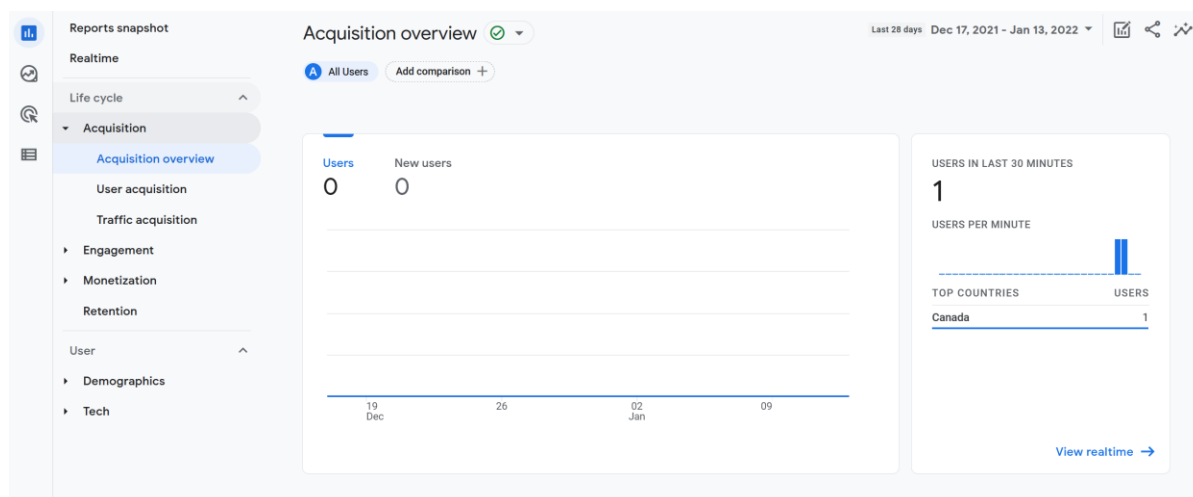
Realtime Overview

Who is in your website at the moment you look at your analytics.



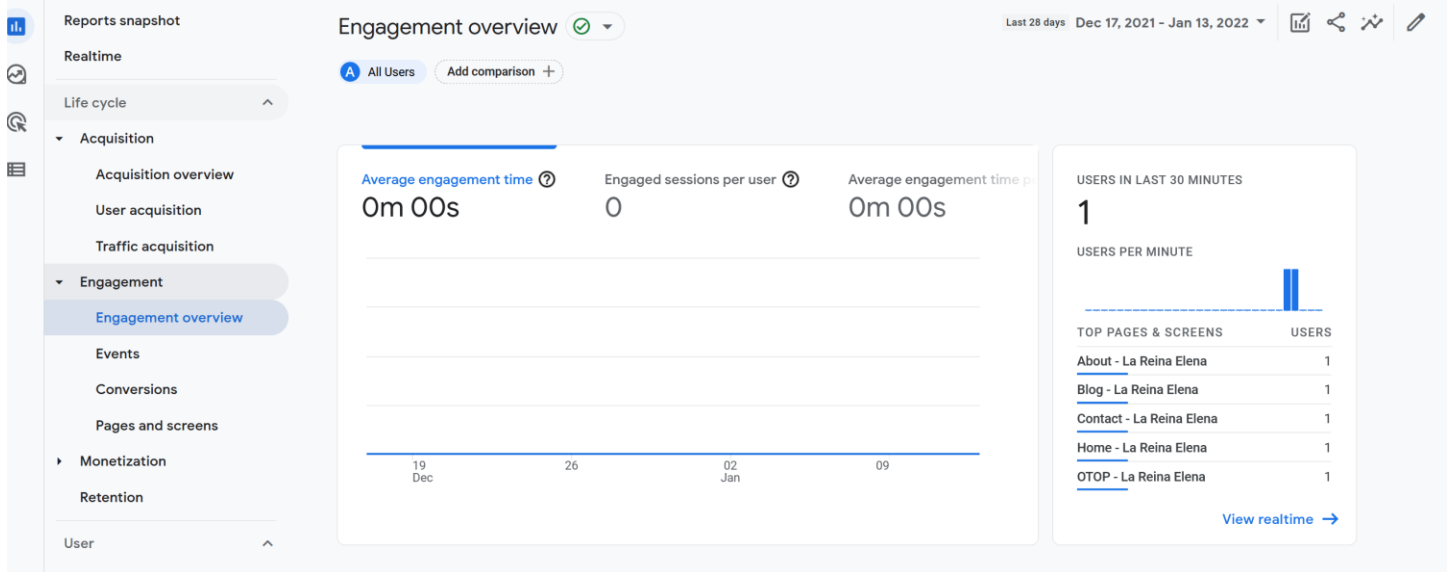
Acquisition – How people find your website

Google tracks how many people land on your website after clicking on a link in search results (organic results), how many people come from links shared on social media, from other websites, from paid ads, and by typing your website directly into the search. You can evaluate if the efforts you make on social media are useful. Click on Acquisition – Overview



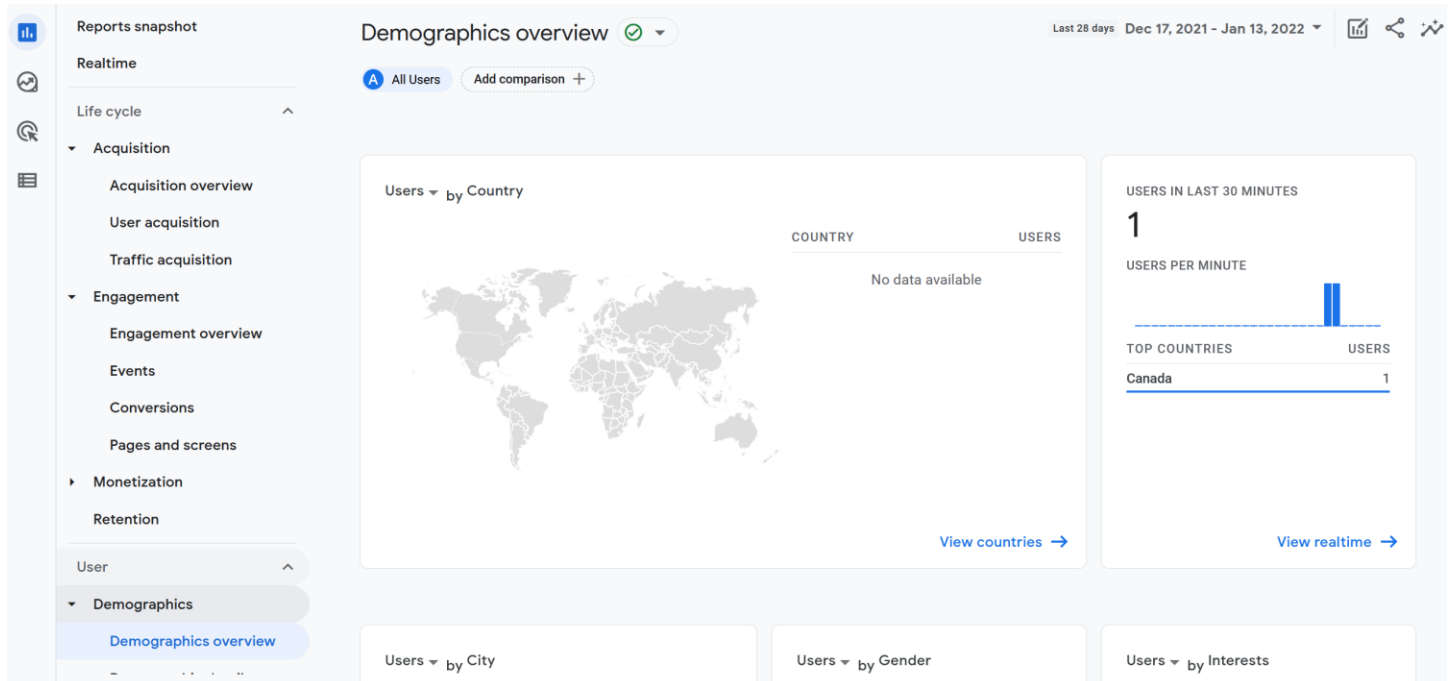
Engagement - What people do when they're on your website

The Engagement section in Google Analytics provides information on which pages people often come to first on your website, what pages they click through to next (if any), and how long they spend on your website.



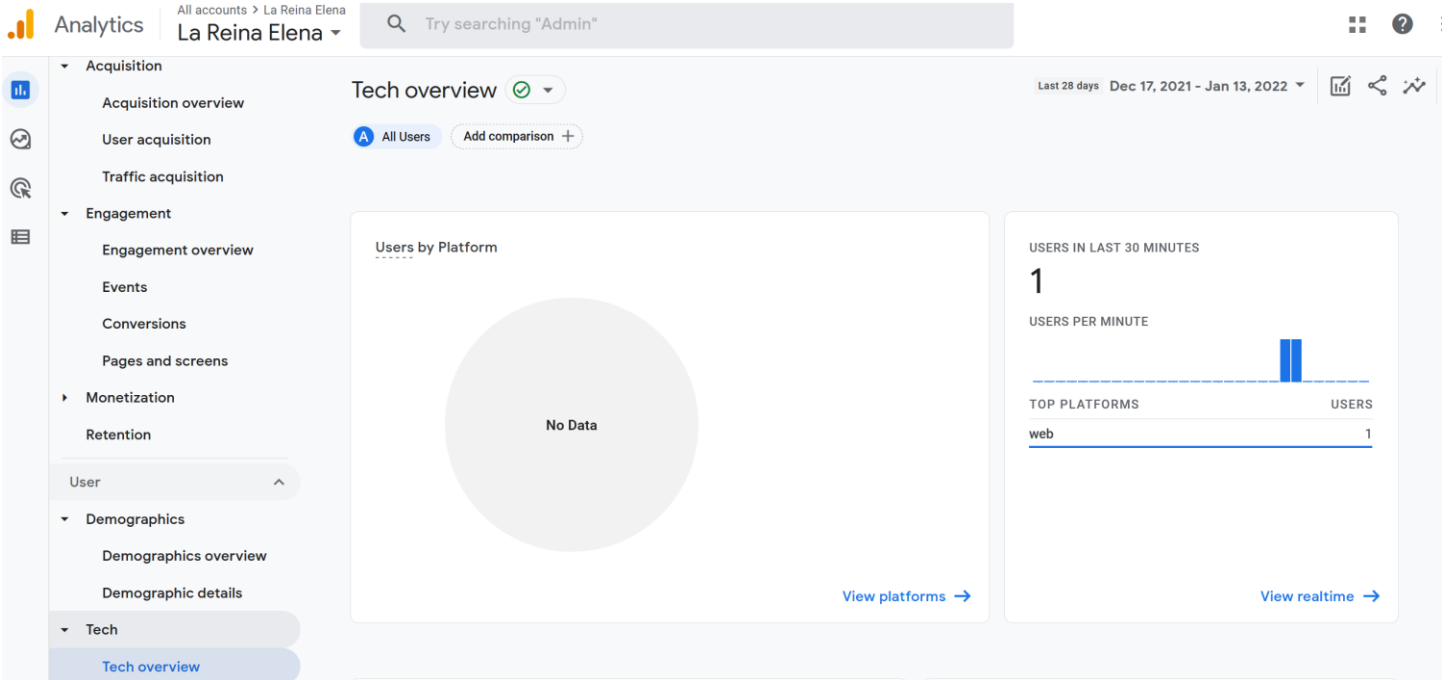
Demographic – Who is visiting your website

Google Analytics provides information on whom the people visiting your website are in terms of demographics, geography, and their general interests online.



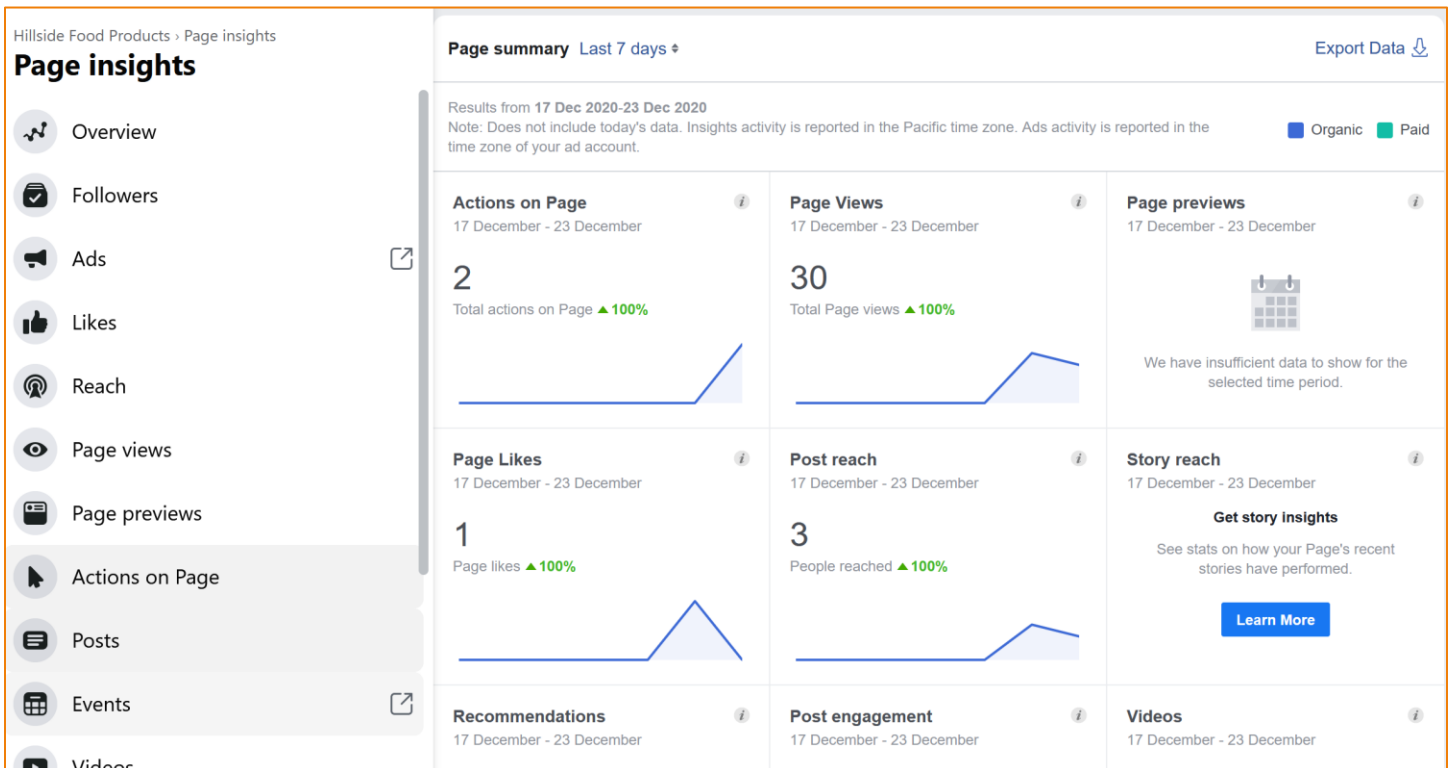
Technology – How they visit your website

What browsers they use and what devices they're coming from? If your website offers a different experience on one device or browser versus another, you may be losing some visitors. Seeing how many people visit your site on mobile or through Safari lets you know how important it is to optimize for those people too.



Analytics Facebook Page

Facebook also has an analytics section. For this, you will go in your Facebook page settings and press insights.



All these tools for measuring your actions on the web can be useful. They can help you to measure how much traffic you're getting, where you might be able to make improvements and the impact of changes you're making to your website.

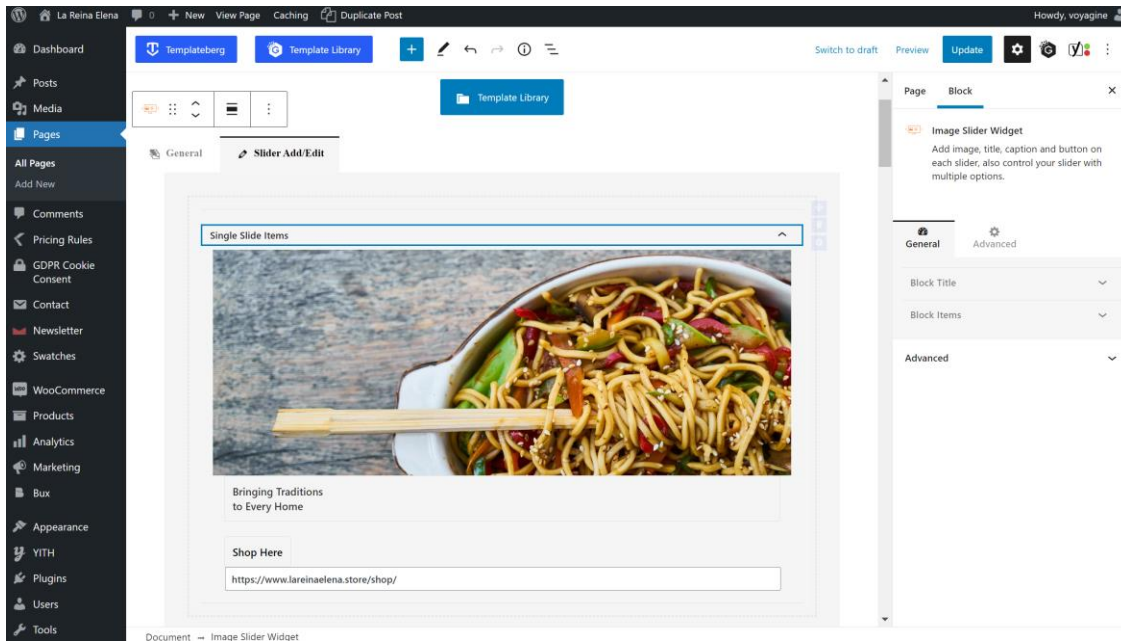
4. Maintain

Administration of the website

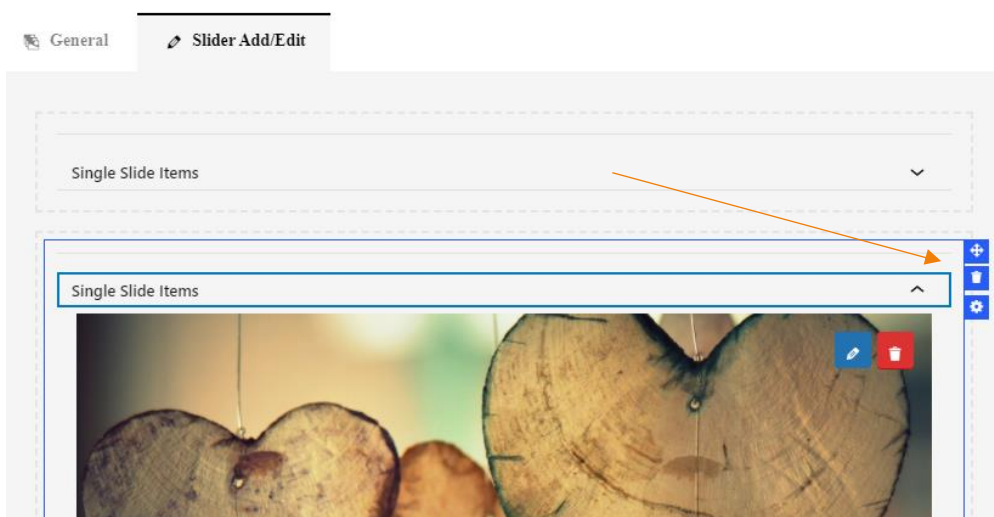
All the pages of the website are build with the page builder Gutentor. You will find videos on how to work with the blocks on the module 7 of the course Website with Wordpress in my learning platform. <https://www.voyagine.com/website-module-7/>.

Slider Home Page

If you want to change the sliders on the Home page. Goto Dashboard and click Page. Chose the page Home

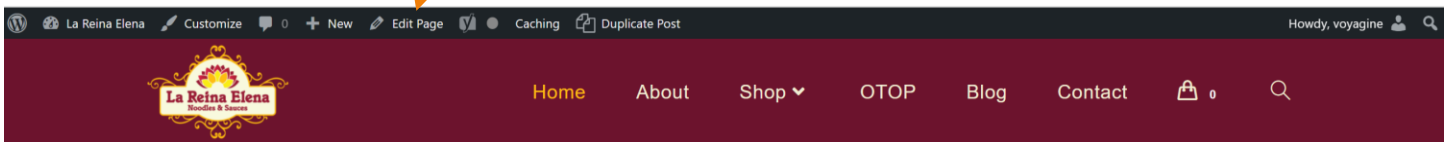


You will have to work with the first block. Click on the block and tab **Slider Add/Edit** – You will find all the different sliders that appear on the home page. Chose the slider you want to modify. Change the picture, the title, text and button. You can move or delete the slider by pressing the icones that appear on the right side of the slider.

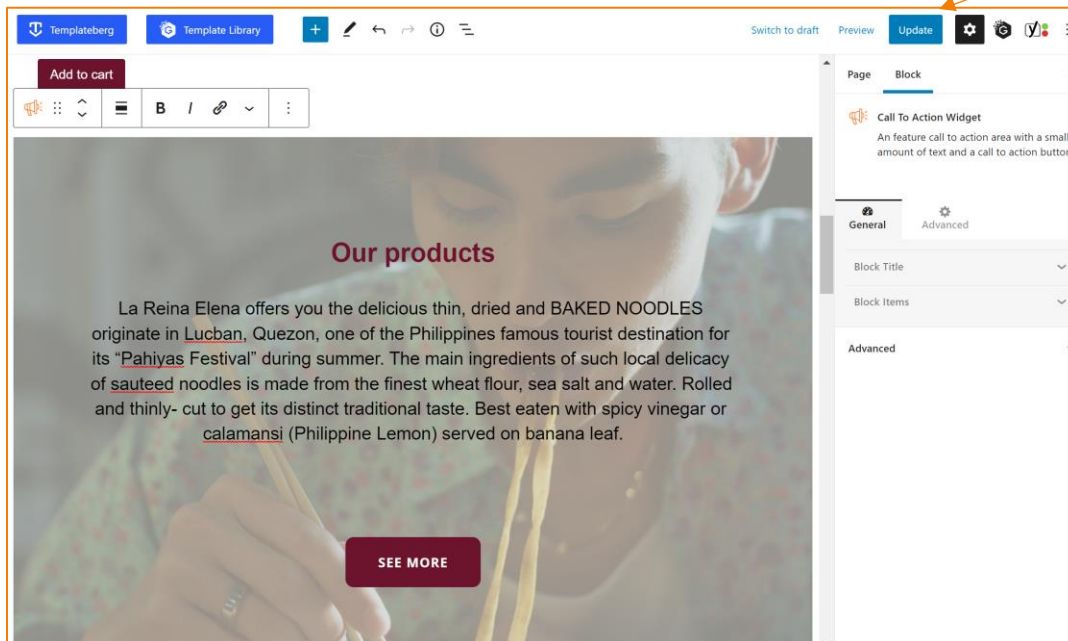


Update texts

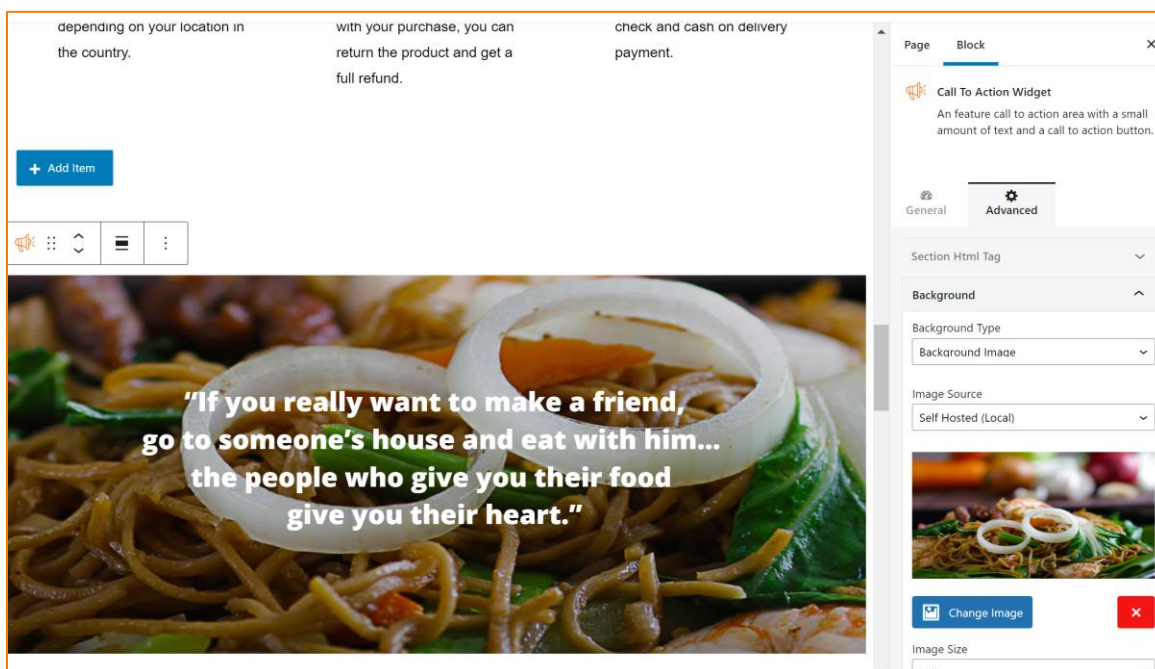
To update the texts, you must first login as an administrator. You can reach the Dashboard – Page and edit the page you want to modify. The better method is to go to your website and click on the page to be modified. You will see a black line with some options. Click on **Edit Page**.



Inside the page, you can click the block you want to modify, change the text and Update.



If you want to change the image on the “call to action” block, you will need to click on Block – Advanced – Background



Keep the Blog alive

To keep your site more updated, it will be interesting to continue the blog with the new activities carried out by La Reina Elena. Go to **Posts – Add New**

The screenshot shows the WordPress 'Add New Post' interface. The main title is 'New Events in my Blog'. The left sidebar contains navigation options like 'All Posts', 'Add New', 'Categories', 'Tags', 'Media', 'Pages', 'Comments', 'Pricing Rules', 'Contact', 'Swatches Settings', 'WooCommerce', 'Products', and 'Analytics'. The main content area has a search bar with 'gallery' entered and a 'Start writing or type / to choose a block' prompt. The right sidebar shows 'Status & visibility' settings, including 'Visibility: Public', 'Publish: Immediately', and 'Post Format: Standard'. A 'Categories' dropdown is set to 'Events'. A 'Featured image' section shows a selected image of a Christmas tree.

Title of the post

Last step Publish or update

To insert a gallery of images press the + and choose gallery.

For writing a text

Set a category for the post

Upload the image of chose from the library.

Insert the image that illustrates the whole post.

Create Gallery – check the images you want to insert in the Gallery and Insert the Gallery.

WooCommerce Settings

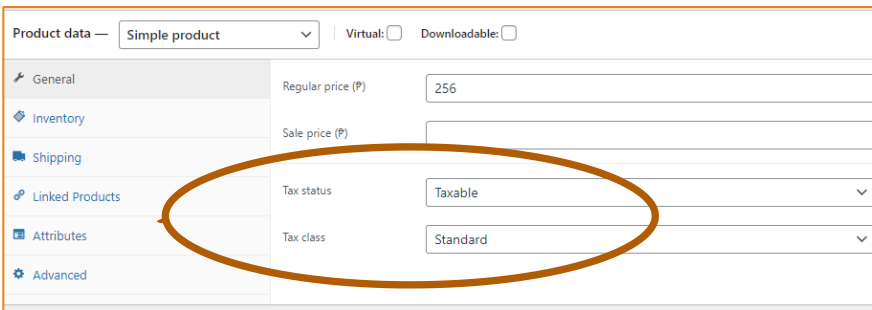
Shipping

The setting of the shipping works with the plugin **WooCommerce Weight Based Shipping**

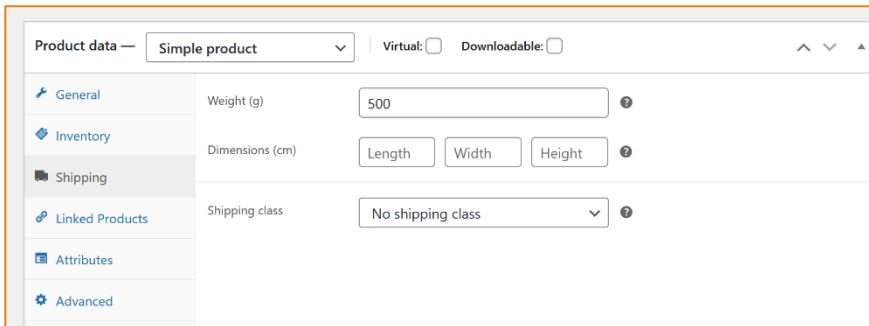
Step 1 - Indicate Product Weight and taxes

Since the model is based on the weight, you must indicate the weight for every products to sell on the store. The weight should be indicated in grams. You should also indicate that the product is taxable because we will add a tax of 2,75% on the total for the COD included with the Shipping.

Products – Edit – Product Data – General -> Tax status = Taxable and Tax Class = standard



Products – Edit – Product Data – Shipping for the weight



Step 2 – Create the Shipping zones

You shipping method follow this model with 5 zones.

- NCR
- LUZON
- VISAYAS
- MINDANAO
- ISLAND

WooCommerce – Settings - Shipping

Shipping Rates

Point of Origin: NCR

	NCR	LUZON	VISAYAS	MINDANAO	ISLAND
KG	RATE	RATE	RATE	RATE	RATE
0.1g – 500g	85	95	100	105	115
501g – 1kg	115	165	180	195	205
1.01kg – 3kg	155	190	200	220	230
3.01kg – 4kg	225	280	300	330	340
4.01kg – 5kg	305	370	400	440	450
5.01kg – 6kg	455	465	500	550	560
6.01kg – 7kg	565	595	635	655	820
7.01kg – 8kg	605	635	675	695	880
8.01kg – 9kg	703	751	787	811	1,000
9.01kg – 10kg	801	867	899	927	1,120
10.01kg - 11kg	899	983	1,011	1,043	1,240

You must indicate each part of the Philippines to be covered by the 5 zones using the drop-down list of WordPress. It will be the country – region list that the client will chose when ordering in your store.

Shipping zones | Shipping options | Shipping classes | Weight Based Shipping

Shipping zones [Add shipping zone](#)

A shipping zone is a geographic region where a certain set of shipping methods are offered. WooCommerce will match a customer to a single zone using their shipping address and present the shipping methods within that zone to them.

Zone name	Region(s)	Shipping method(s)
NCR	Metro Manila	Weight Based Shipping
MINDANAO	Zamboanga del Norte, Zamboanga del Sur	Weight Based Shipping
VISAYAS	Cebu	Weight Based Shipping
ISLAND	Abra, Agusan del Norte	Weight Based Shipping
LUZON	Batangas, Benguet, Bulacan, Cavite, Laguna, Nueva Ecija, Quezon, Quirino, Rizal	Weight Based Shipping

To Edit the zone, press the zone name, indicate the zone regions and Shipping Methods = Weight Based Shipping

[Shipping zones](#) > NCR

Zone name

Zone regions
[Limit to specific ZIP/postcodes](#)

Shipping methods

Title	Enabled	Description
Weight Based Shipping	<input checked="" type="checkbox"/>	Weight Based Shipping

[Add shipping method](#)

[Save changes](#)

This is already done in your system, so you will just have to edit the Weight Based Shipping for each zone.

Step 3 – Complete the shipping rates by zones

You will have to create for each zone, 50 shipping rules, indicating the name of the rule, the same zone regions indicated in the main zone, the Weight and rates for this interval of weight.

Shipping zones > NCR > Weight Based Shipping

Shipping Rules Add new Delete Disable Duplicate

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Title	Destination	Weight	Subtotal	Price
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[0 - 500]	Any	₱85
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[501 - 1000]	Any	₱115
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[1001 - 3000]	Any	₱155
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[3001 - 4000]	Any	₱225
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[4001 - 5000]	Any	₱305
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[5001 - 6000]	Any	₱455
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[6001 - 7000]	Any	₱565
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[7001 - 8000]	Any	₱605
<input type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[8001 - 9000]	Any	₱703
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	NCR	PH:00	[9001 - 10000]	Any	₱801

I will suggest to **check** one of the shipping rules to have the possibility to **DUPLICATE** the same information. You won't have to indicate again the Destination and the Title.

Information to fill:

Title

Destination (same as the Shipping zone)

Order Weight **ABOVE** with or equal checked
 Order Weight **BELOW** with or equal checked

Charges - **Base Cost**

Press **CLOSE** to exit

Taxable

Label
Internal rule label, just for you. Customers don't see this.

Title
This controls the title which the customer sees during checkout.

Conditions
Define when the delivery option should be shown to the customer. All the following conditions must be met to activate the rule.

Destination

Order Weight
 above or equal
 below or equal

Order Subtotal
 above or equal
 below or equal
 after tax included
 after discount applied

Charges
This controls shipping price when this rule is active.

Base Cost

Here is the result

Shipping Rules [Add new](#) [Delete](#) [Disable](#) [Duplicate](#)

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Title	Destination	Weight	Subtotal	Price
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[0 - 500]	Any	₱85
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[501 - 1000]	Any	₱115
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[1001 - 3000]	Any	₱155
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[3001 - 4000]	Any	₱225
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[4001 - 5000]	Any	₱305
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[5001 - 6000]	Any	₱455
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[6001 - 7000]	Any	₱565
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[7001 - 8000]	Any	₱605
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[8001 - 9000]	Any	₱703
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[9001 - 10000]	Any	₱801
☰	<input checked="" type="checkbox"/>	NCR	PH:00	[10001 - 11000]	Any	₱899

[Save changes](#)

In case you need a more flexible shipping solution

DON'T FORGET TO SAVE CHANGES

Step 4 – Shipping Options

The shipping options give the possibility to calculate the shipping fees before the customer places the order. The billing address is used by default for the calculation of the shipping.

[Shipping zones](#) | [Shipping options](#) | [Shipping classes](#) | [Weight Based Shipping](#)

Shipping options

Calculations

Enable the shipping calculator on the cart page

Hide shipping costs until an address is entered

Shipping destination

Default to customer shipping address

Default to customer billing address

Force shipping to the customer billing address

Debug mode

Enable debug mode

Enable shipping debug mode to show matching shipping zones and to bypass shipping rate cache.


CART TOTALS

Subtotal	₱1,198.00
Discount	-₱40.00
Shipping	NCR: ₱155.00
	Shipping To Metro Manila.
	CHANGE ADDRESS
Taxes (estimated for the Philippines)	₱36.11
Total	₱1,349.11

[PROCEED TO CHECKOUT](#)

Step 5 - Verify the Shipping calculation

To verify if everything is working properly, add some products to the cart. In this example, the client will see the shipping cost by default, Metro Manila. He can press *Change Address* to verify the shipping cost for his zone.

PRODUCT	PRICE	QUANTITY	SUBTOTAL
 Ginger Brew 500g	P256.00	- 1 +	P256.00

coupon code

CART TOTALS	
Subtotal	P256.00
Shipping	NCR: P85.00
	Shipping To Metro Manila.
	CHANGE ADDRESS
Total	P341.00

When ordering, the client will have to give his zone (State / Country) and the system will recalculate the shipping with the zone chosen by the client.

Because we have indicated in the system that you sell only in the Philippines, the customers will have access only to the State/County of the Philippines, like indicated in the drop-down list of WordPress.

In this example, I indicated Abra, which is in Island shipping zone.

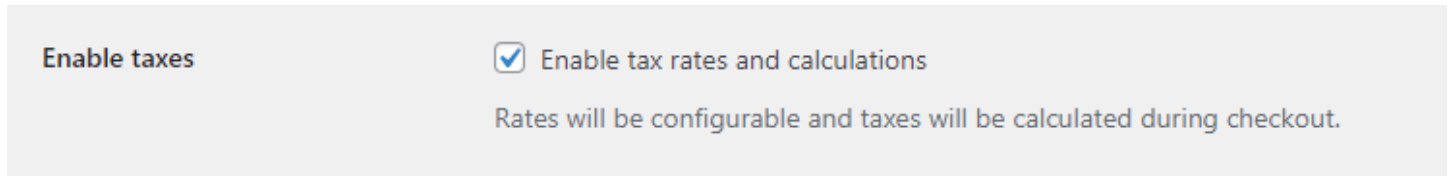
The client can change his mind at this step if the shipping cost is too high.

BILLING DETAILS	YOUR ORDER										
<p>First name * <input type="text" value="Carmen"/> Last name * <input type="text" value="Gagnon"/></p> <p>Company name (optional) <input type="text" value="CESO"/></p> <p>Country / Region * Philippines</p> <p>Street address * <input type="text" value="Hotel"/></p> <p><input type="text" value="Apartment, suite, unit, etc. (optional)"/></p> <p>Town / City * <input type="text" value="Manila"/></p> <p>State / County * <input type="text" value="Abra"/></p> <p>Postcode / ZIP * <input type="text" value="4567"/></p>	<table border="1"> <thead> <tr> <th>PRODUCT</th> <th>SUBTOTAL</th> </tr> </thead> <tbody> <tr> <td>Ginger Brew 500g × 1</td> <td>P256.00</td> </tr> <tr> <td>Subtotal</td> <td>P256.00</td> </tr> <tr> <td>Shipping</td> <td>Island: P115.00</td> </tr> <tr> <td>Total</td> <td>P371.00</td> </tr> </tbody> </table> <p><input checked="" type="radio"/> Check payments</p> <p>Please send a check to Store Name, Store Street, Store Town, Store State / County, Store Postcode.</p> <p><input type="radio"/> Cash on delivery</p> <p>Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our privacy policy.</p> <p><input type="checkbox"/> I have read and agree to the website terms and conditions</p>	PRODUCT	SUBTOTAL	Ginger Brew 500g × 1	P256.00	Subtotal	P256.00	Shipping	Island: P115.00	Total	P371.00
PRODUCT	SUBTOTAL										
Ginger Brew 500g × 1	P256.00										
Subtotal	P256.00										
Shipping	Island: P115.00										
Total	P371.00										

Taxes

To access the tax settings screens, they first need to be enabled.

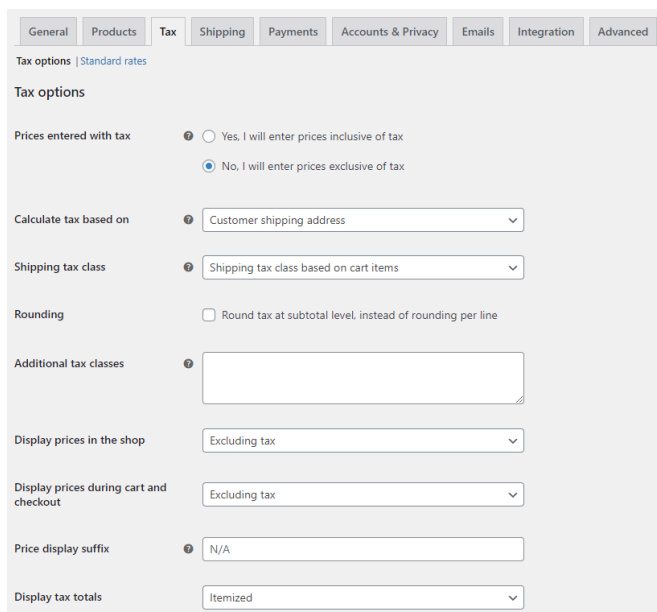
1. Go to: WooCommerce > Settings > General.
2. Select the Enable Taxes and Tax Calculations checkbox.
3. Save changes.



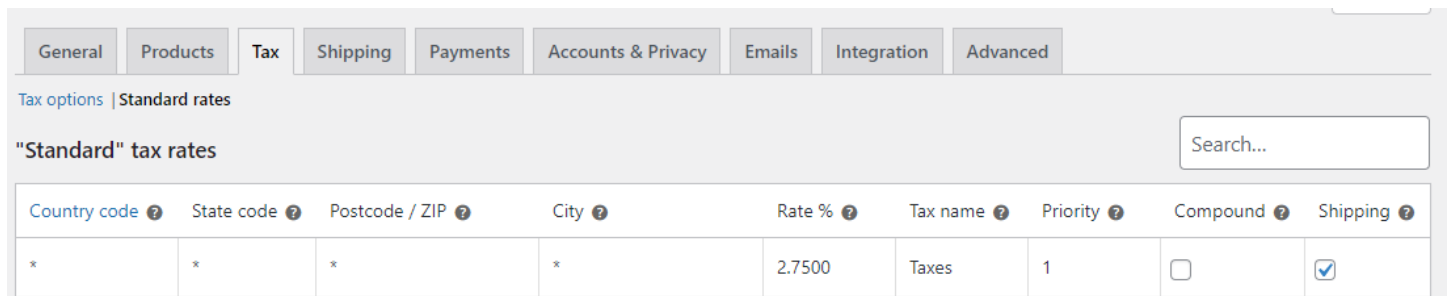
To start configuring taxes:

Go to: WooCommerce > Settings > Tax. This tab is only visible if taxes are enabled.

You can choose between including the taxes in your product or not: **No, I will enter prices exclusive of tax** is checked. You might want to include the taxes in your products but if a tax of 2,75% must be charged on the final total, to include the shipping cost for example it is how to do. The shipping company had an additional charges of 2.75% of invoice value for cash on delivery (COD).



A standard rate of 2,75% is installed in woocommerce settings. This tax rates is very simple, as we don't have to charge different taxes depending on the country, state, postcode or city. Having * will cover all Philippines. See that the tax applied also on the shipping fees.



Country code	State code	Postcode / ZIP	City	Rate %	Tax name	Priority	Compound	Shipping
*	*	*	*	2.7500	Taxes	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Payment

3 options will be available to the customers.

General Products Tax Shipping **Payments** Accounts & Privacy Emails Integration Advanced

Payment methods

Installed payment methods are listed below and can be sorted to control their display order on the frontend.

Method	Enabled	Description	
Direct bank transfer	<input checked="" type="checkbox"/>	Take payments in person via BACS. More commonly known as direct bank/wire transfer	Manage
Check payments	<input checked="" type="checkbox"/>	Take payments in person via checks. This offline gateway can also be useful to test purchases.	Manage
Cash on delivery	<input checked="" type="checkbox"/>	Have your customers pay with cash (or by other means) upon delivery.	Manage
PayPal Standard – PayPal	<input type="checkbox"/>	PayPal Standard redirects customers to PayPal to enter their payment information.	Set up

You can modify the instructions for every method of payment by pressing **MANAGE**.

Direct Bank Transfer

The description will appear on the order when the customer is completing the order.

Direct bank transfer

Take payments in person via BACS. More commonly known as direct bank/wire transfer

Enable/Disable Enable bank transfer

Title

Description

Instructions

Account details:

Account name	Account number	Bank name	Sort code	IBAN	BIC / Swift
PRIC account	1234567	My bank	456	IBAN333	BIC444

[+ Add account](#) [Remove selected account\(s\)](#)

Country / Region **Philippines**

Street address

Town / City

State / County

Postcode / ZIP

Phone

Shipping **NCR: ₱85.00**

Taxes **₱5.97**

Total **₱222.97**

Direct bank transfer

Make your payment directly into our bank account. You will receive all the information about our bank by email with your order. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.

Check payments

Cash on delivery

Your personal data will be used to process your order, support your experience through this website, and for other purposes described in our privacy policy.

The account details will appear after the order is checked out. The customer will receive also an email with the instruction.

Our bank details

PRIC account:

BANK:
My bank

ACCOUNT NUMBER:
1234567

SORT CODE:
456

IBAN:
IBAN333

BIC:
BIC444

Orders using Direct Bank Transfer are set **On Hold** until payment clears outside of WooCommerce.

You, as the store owner, should confirm that payments have cleared bank accounts before processing orders in WooCommerce. It's important to verify that you are paid before shipping an order and marking it as Processing or Complete.

Thank you for your order

Hi Carmen,

Thanks for your order. It's on-hold until we confirm that payment has been received. In the meantime, here's a reminder of what you ordered:

Our bank details

PRIC account:

- Bank: My bank
- Account number: 1234567
- Sort code: 456
- IBAN: IBAN333
- BIC: BIC444

[Order #1248] (April 29, 2021)

Product	Quantity	Price
Peanut Brittle 300g	1	₱132.00
Subtotal:		₱132.00
Shipping:		₱85.00 via NCR
Taxes:		₱5.97
Payment method:		Direct bank transfer
Total:		₱222.97

Billing address

Carmen Gagnon
 CESO
 Hotel in Manila
 Manila

Shipping address

Carmen Gagnon
 CESO
 Hotel in Manila
 Manila

Check Payment

Check Payments is a payment gateway that doesn't require payment to be made online. Orders using Check Payments are set **On Hold** until payment clears outside of WooCommerce.

You, as the store owner, should confirm that cheques have cleared before processing orders in WooCommerce. It's important to verify that you are paid before shipping an order and marking it Complete.

Check payments ⌵

Take payments in person via checks. This offline gateway can also be useful to test purchases.

Enable/Disable Enable check payments

Title

Description

Instructions

Cash on Delivery (COD)

Cash on Delivery (COD) is a payment gateway that required no payment be made online. Orders using Cash on Delivery are set to Processing until payment is made upon delivery of the order by you or your shipping method.

You, as the store owner, need to confirm payment was collected before marking orders Complete in WooCommerce.

Cash on delivery [↗](#)

Have your customers pay with cash (or by other means) upon delivery.

Enable/Disable Enable cash on delivery

Title ⓘ

Description ⓘ

Instructions ⓘ

Enable for shipping methods ⓘ

Accept for virtual orders Accept COD if the order is virtual


Administration of the SHOP



Online shopping for the client

The client can place an order without going through the creation of an **account** in your website but if he does, he will be able to follow the progress of the order in his account.

For the **payment**, the client can choose between bank transfer, sending a check by mail or cash on delivery.

Shipping will be calculated depending on the settings given on Shipping section of woocommerce.



[Home](#) [About](#) [Shop](#) ▼ [OTOP](#) [Blog](#) [Contact](#)  1 

BILLING DETAILS

First name * Last name *

Company name (optional)

Country / Region *
Philippines

Street address *

Town / City *

State / County *

Postcode / ZIP *

Phone *

Email address *

YOUR ORDER

PRODUCT	SUBTOTAL
La Reina Elena Pancit Habhab - 250g × 1	₱150.00
Subtotal	₱150.00
Shipping	Free Shipping
Total	₱150.00

Direct bank transfer

Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.

Check payments

Cash on delivery

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our privacy policy.

I have read and agree to the website terms and conditions *

PLACE ORDER

When the client places the order, he gets the message and the order number.

At the same time, the client receives a mail with the details.

Thank you for your order

Hi Jean,

Just to let you know — we've received your order #186, and it is now being processed:

Pay with cash upon delivery.

[Order #186] (January 15, 2022)

Product	Quantity	Price
LA REINA ELENA SPICED UP COCONUT VINEGAR HOT AND SPICY	1	₱100.00
Subtotal:		₱100.00
Shipping:		Free shipping
Payment method:		Cash on delivery
Total:		₱100.00

Order received

Thank you. Your order has been received.

ORDER NUMBER:
431

DATE:
May 24, 2021

EMAIL:
voyagine@hotmail.com

TOTAL:
₱0.00

Order details

PRODUCT	TOTAL
Tsokolate Alfonso - 10 Tablets X 20g × 2	₱0.00
Civet Café - Sexy Bottle 100g × 1	₱0.00

New Order: #186

You've received the following order from Jean Trudel:

[Order #186] (January 15, 2022)

Product	Quantity	Price
LA REINA ELENA SPICED UP COCONUT VINEGAR HOT AND SPICY	1	₱100.00
Subtotal:		₱100.00
Shipping:		Free shipping
Payment method:		Cash on delivery
Total:		₱100.00

Billing address

Jean Trudel
555 rue un
Lucena
Quezon
4567
[5566765544](#)

Shipping address

Jean Trudel
555 rue un
Lucena
Quezon
4567

Following the orders

When a client places an order on your website, you receive the order via the mail lareinaelenastore@gmail.com with all the details of the clients.

When a shop starts taking orders, the Order's management page begins to fill up in your website. Enter your website using the admin code and click **WooCommerce - Orders**

Each row displays several details. Some are there by default, others can be added. These are the options:

- Order number and customer name,
- Date of purchase,
- Order status,
- Billing address,
- Shipping address,
- Purchase total and actions.

Order Statuses

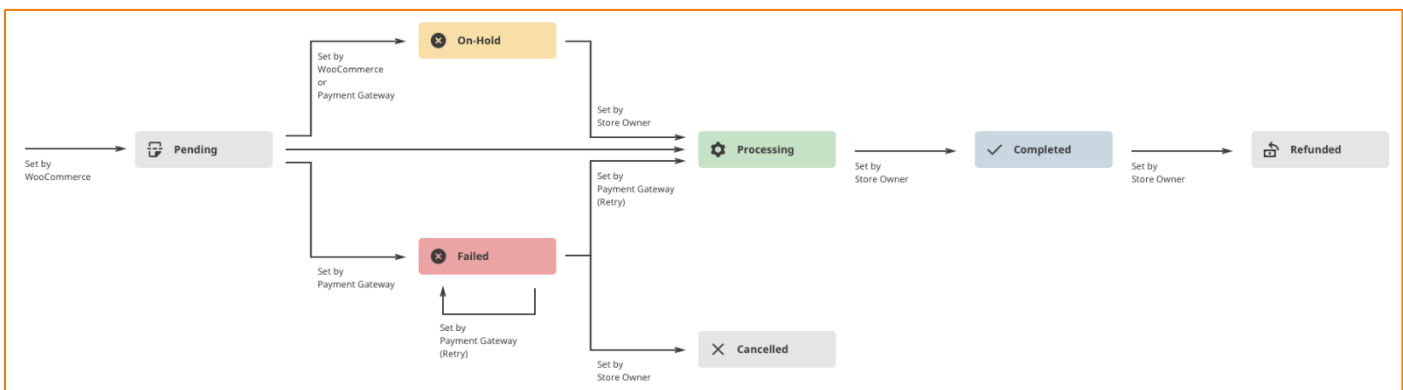
The screenshot shows the WooCommerce 'Orders' page. On the left is a sidebar with navigation options: Media, Pages, Comments, Pricing Rules, Contact, Swatches Settings, WooCommerce (highlighted), Home, and Orders (with a red notification badge). The main content area is titled 'Orders' and includes an 'Add order' button. Below the title, there are filters for 'All (2) | Processing (1) | On hold (1)', a search box, and a 'Search orders' button. A 'Bulk actions' dropdown is set to 'Apply', and 'All dates' is selected. A 'Filter by registered customer' dropdown is set to 'Filter'. The table below shows two orders:

Order	Date	Status	Total
<input type="checkbox"/> #1082 Johnson Rebecca	1 min ago	On hold	₱562.00
<input type="checkbox"/> #1080 Smith Paul	47 mins ago	Processing	₱4,260.70

An order also has a status. Order statuses let you know how far along the order is, starting with “Pending payment” and ending with “Completed.” The following order statuses are used:

- **Pending payment** – Order received, no payment initiated. Awaiting payment (unpaid).
- **Failed** – Payment failed or was declined (unpaid) or requires authentication (SCA). Note that this status may not show immediately and instead show as pending until verified (e.g., PayPal).
- **Processing** – Payment received (paid) and stock has been reduced; order is awaiting fulfillment..
- **Completed** – Order fulfilled and complete – requires no further action.
- **On hold** – Awaiting payment – stock is reduced, but you need to confirm payment.
- **Cancelled** – Cancelled by an admin or the customer – stock is increased, no further action required.
- **Refunded** – Refunded by an admin – no further action required.
- **Authentication required** – Awaiting action by the customer to authenticate the transaction and/or complete SCA requirements.

The status will depend on the choice of payment of your client. In the above example, Paul Smith is paying Cash on Delivery (Processing). Rebecca Johnson will send a check (On hold) and the order will be in processing status when you will receive the check. You will need to change the status of the order manually. This is how you will administer your online commerce.



Order Completed

When the order is completed, you will change the status for **completed** in your online store. The client will receive a mail to confirm that the order is completed and that he should receive the products soon.

Thanks for shopping with us

Hi Jean,

We have finished processing your order.

Pay with cash upon delivery.

[Order #186] (January 15, 2022)

Product	Quantity	Price
LA REINA ELENA SPICED UP COCONUT VINEGAR HOT AND SPICY	1	₱100.00
Subtotal:		₱100.00
Shipping:		Free shipping
Payment method:		Cash on delivery
Total:		₱100.00

Billing address

Jean Trudel
555 rue un
Lucena
Quezon
4567
5566765544
voyaginecg@gmail.com

Shipping address

Jean Trudel
555 rue un
Lucena
Quezon
4567

Edit order Add order

Order #1080 details
Payment via Cash on delivery. Customer IP: 173.178.64.233

General

Date created:
 @ :

Status:

Customer:

Billing

Smith Paul
National Highway
Dolores
Quezon
4567

Shipping

Smith Paul
National Highway
Dolores
Quezon
4567

Reports and customers

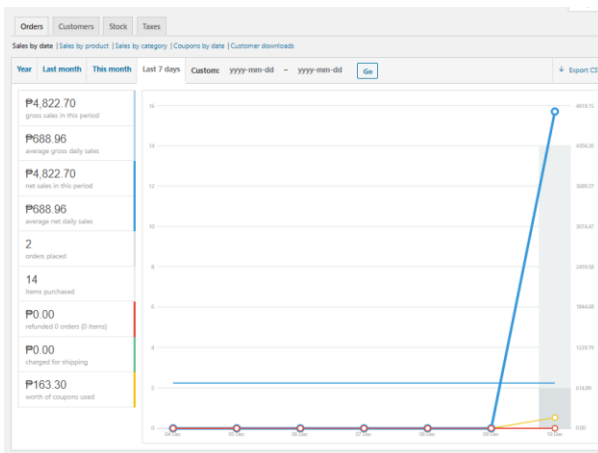
You will also have access to reports, list of the customers, etc. all in the WooCommerce section of your website. If no username appears, it means that the client didn't create the account in your system.

Show:

Customers Download

Name	Username	Last Active	Date Registered	Email	Orders	Total Spend	AOV
Johnson Rebecca		December 10, 2020	—	carmen_ganonon@hotmail.com	1	₱562.00	₱562.00
Smith Paul		December 10, 2020	—	yv@gineco@gmail.com	1	₱4,260.70	₱4,260.70

2 customers 1 average order ₱2,411.35 average lifetime spend ₱2,411.35 average order value



Editing the products

All the products have been created in your website. But you will need in the future to create new products and to update the prices or the details. Enter your website using the admin code and click **Products**

Products

All (6) | Published (6) | Trash (1) | Cornerstone content (0) | Sorting

Bulk actions

All SEO Scores | All Readability Scores | Select a category | Filter by product type | Filter by stock status | Filter 6 items

<input type="checkbox"/>	Name	SKU	Stock	Price	Categories	Tags	★	Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Civet Café	—	In stock	₱0.00	Coffee	—	☆	Published 2021/05/14 at 12:32 am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 2
<input type="checkbox"/>	Coco Jam	—	In stock	₱0.00	Coconut	—	☆	Published 2021/05/13 at 5:47 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 2
<input type="checkbox"/>	Café Barako	—	In stock	₱0.00	Coffee	—	☆	Published 2021/05/13 at 5:16 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 2
<input type="checkbox"/>	Tsokolate Alfonso	—	In stock	₱0.00	Cacao	—	☆	Published 2021/05/13 at 5:03 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 2
<input type="checkbox"/>	Pure Turmeric	—	In stock	₱0.00	Turmeric	—	☆	Published 2021/05/13 at 4:58 pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0 1

Click **Add New** to create a new product or click on the product **name** to update. Follow the steps.

Variable Product

For a variable product with different sizes you must first verify if the size exists in the attribute. You can create the attribute directly while creating the product but in this case, it won't be created in the attribute table. Go to **WooCommerce – Attributes**. Press **Size** to get the list. Add the new size.

The screenshot shows the 'Product Size' management page. On the left, there is a section for 'Add new Size' with a 'Name' input field and a 'Slug' input field. The main area contains a table of existing sizes:

Name	Description	Slug	Count
<input type="checkbox"/> 10 tablets x 20g	—	10-tablets-20g	1
<input type="checkbox"/> 6 tablets x 20g	—	6-tablets-20g	1
<input type="checkbox"/> Ground printed pouch 400g	—	ground-printed-pouch-400g	1

After just follow the same steps as for a simple product but in the product data you chose **Variable Product**. You can also use a similar product and **Duplicate**. You will then have a product created with the same criteria and you will be able to modify.

The screenshot shows the 'Product data' section for a 'Variable product'. The 'Size' attribute is selected. The 'Name' is 'Size' and the 'Value(s)' are 'x 10 tablets x 20g' and 'x 6 tablets x 20g'. The 'Visible on the product page' and 'Used for variations' checkboxes are checked. There are 'Select all', 'Select none', and 'Add new' buttons. A 'Save attributes' button is at the bottom left.

Press **Select all** and chose the size that is required for this product. **Visible on the product page** and **Used for variations** must be checked. You will need then to create the variations. In the drop-down list you will take **Create Variations from all attributes** and click **GO**. It will create an entry for each size.


Confirm the creation

The screenshot shows the 'Product data' section with the 'Create variations from all attributes' dropdown menu selected. A 'Go' button is next to it. Below the main interface, a confirmation dialog box is shown:

delfasfood.store says
Are you sure you want to link all variations? This will create a new variation for each and every possible combination of variation attributes (max 50 per run).

Buttons: **OK**, **Cancel**

The variation will be created and you will be able to indicate the price, the weight or any other options that might be useful for the administration of your store.



SKU ?

Enabled: Downloadable: Virtual: Manage stock?

Regular price (₪) ?

Sale price (₪) [Schedule](#)

Stock status ?

Weight (kg) ?

Dimensions (L×W×H) (cm) ?

Length	Width	Height
--------	-------	--------

Shipping class

Description ?

#436

2 variations ([Expand](#) / [Close](#))

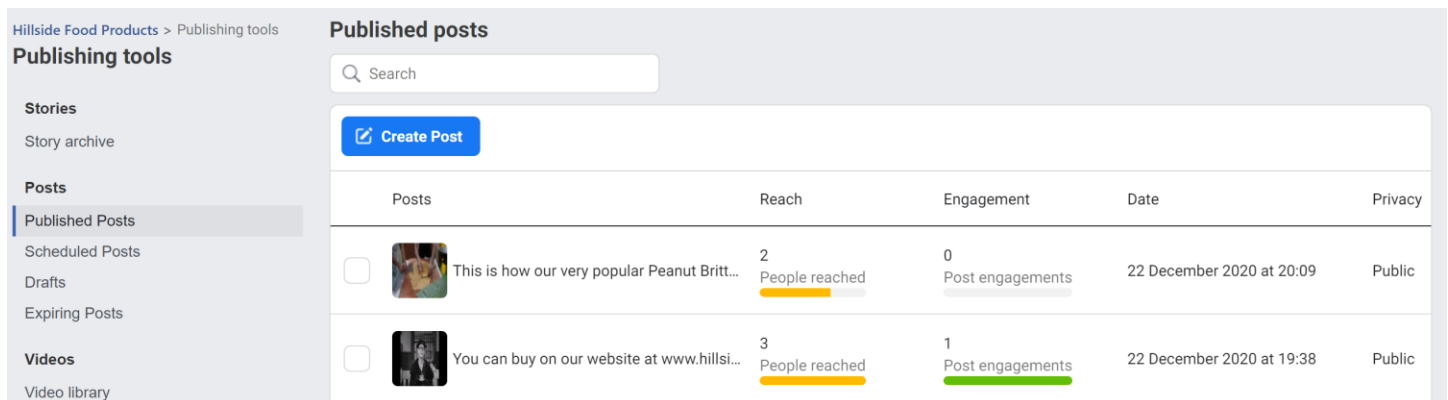
Posting in Social Media

Facebook



Don't forget being consistent and regular on your posts.

Scheduled posts

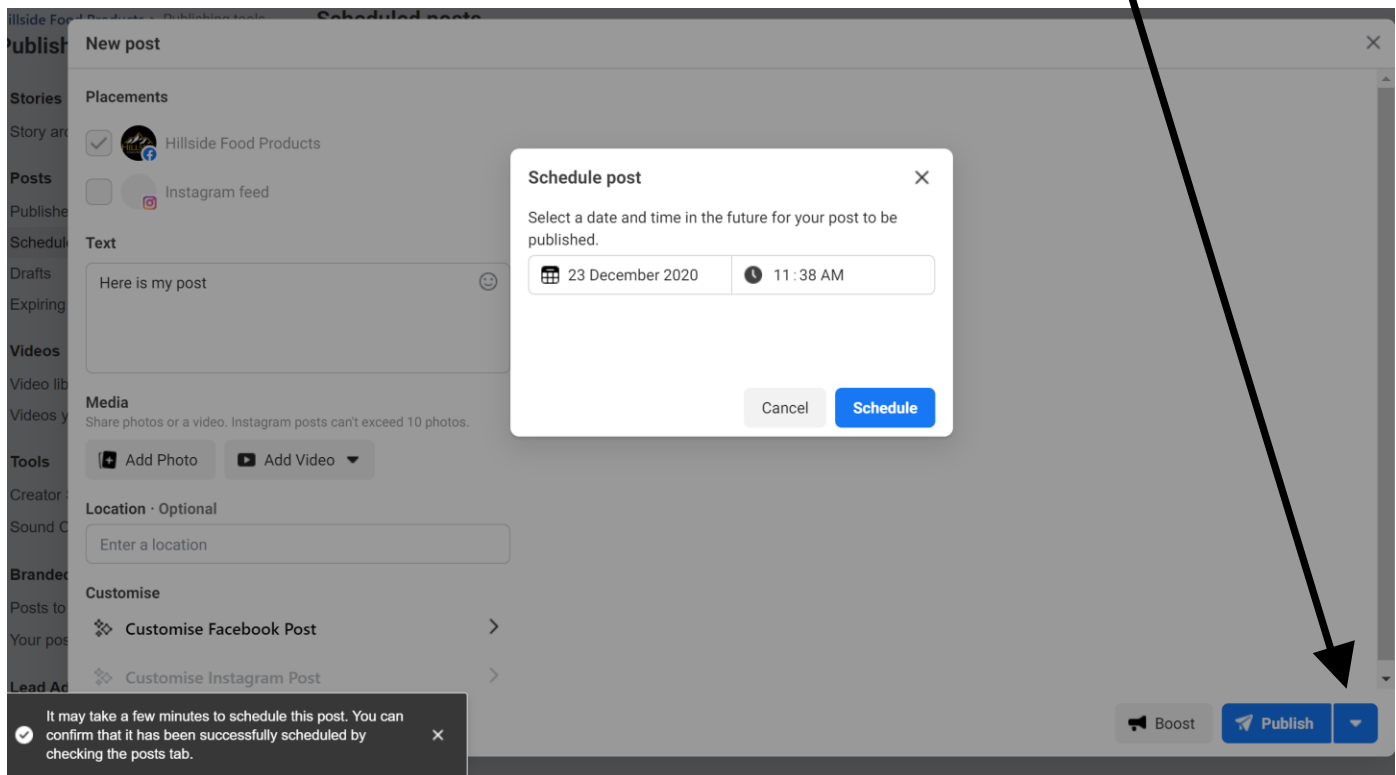
To schedule post in your Facebook page, click on **Publishing Tools** on the left side of your Facebook page. In the Published Posts section, you will have some statistics about your posts.



The screenshot shows the Facebook Publishing Tools interface for 'Hillside Food Products'. The 'Published posts' section is active, displaying a table of posts with their respective statistics.

Posts	Reach	Engagement	Date	Privacy
<input type="checkbox"/>  This is how our very popular Peanut Britt...	2 People reached	0 Post engagements	22 December 2020 at 20:09	Public
<input type="checkbox"/>  You can buy on our website at www.hillsi...	3 People reached	1 Post engagements	22 December 2020 at 19:38	Public

For **scheduled posts**, click on New Post and fill the information required. You will find the scheduler at the right of the Publish button. This is where you will be able to indicate a date in the future.



The screenshot shows the Facebook 'New post' interface. A 'Schedule post' dialog box is open, allowing the user to select a date and time for the post to be published. The dialog box contains the following information:

- Schedule post** (with a close button)
- Select a date and time in the future for your post to be published.
- Date: 23 December 2020
- Time: 11:38 AM
- Buttons: Cancel, Schedule

An arrow points from the text above to the 'Schedule post' dialog box. At the bottom of the 'New post' interface, there is a notification message: 'It may take a few minutes to schedule this post. You can confirm that it has been successfully scheduled by checking the posts tab.'

As you can see in the message, it takes a few minutes to have the post scheduled.

Delete a post

To delete or reschedule a post, click in the post and go to action. You will be able to delete, publish, reschedule or cancel the post.

Website Maintenance

To keep WordPress working healthy, some site maintenance is required regularly. It's a good practice to install the versions because it might improve your website and keep it secure. Plugins also have regular updates, new options.

I have set your site to update **automatically**. However, **you should check your website regularly** to see if everything is working correctly. Updates, like any software, can sometimes cause problems. Some updates don't have automatic option like the theme so it would be good to check regularly in the Dashboard if there is some updates to do.

Dashboard

Home
Updates
Posts
Media
Pages

WordPress Updates

Here you can find information about updates, set auto-updates and see what plugins or themes need updating.

Current version: 5.6.1
Last checked on February 13, 2021 at 4:16 pm. [Check again.](#)

This site is automatically kept up to date with each new version of WordPress.

Plugins

[Add New](#)

All (14) | Active (14) | Auto-updates Enabled (13) | Auto-updates Disabled (1)

Bulk actions 15 items

<input type="checkbox"/>	Plugin	Description	Automatic Updates
<input type="checkbox"/>	Contact Form 7 Settings Deactivate	Just another contact form plugin. Simple but flexible. Version 5.3.2 By Takayuki Miyoshi View details	Disable auto-updates
<input type="checkbox"/>	Gutentor - Gutenberg Blocks - Page Builder for Gutenberg Editor Deactivate	Advanced yet easy, Gutenberg editor page builder blocks. Create a masterpiece, pixel perfect websites using modern WordPress Gutenberg blocks. Version 3.0.4 By Gutentor View details	Disable auto-updates

Appendix 1: Access

Gmail and Google Account

lareinaelenastore@gmail.com ceso2022

Website WordPress

Each user will have his own code for administration but a general code have been created.

Code: lareinaelena ceso2022

Google tools

In all the tools offered by Google to optimize the search engine, you must login in the Google account:

Appendix 2 – Hosting and Domain

Support with Hostgator

To get support with Hostgator, which is included in your contract, you can reach them by phone or chat room with the pin: **2005**. Without the pin you can't have any support. They are very helpful.

Access Hostgator cPanel

To access Hostgator, you must go to www.hostgator.com or click the link here. <https://portal.hostgator.com/login> The code is your email newam.eleanorcanlas@gmail.com L@Rein@Elen@Store pin 1218

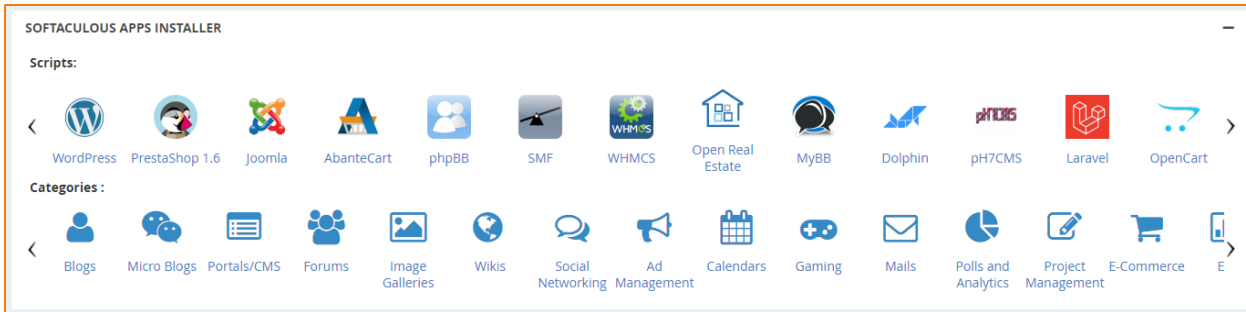
The screenshot shows the HostGator dashboard for a user named Jireh Gem. The dashboard includes a sidebar with navigation options like Dashboard, Hosting, Marketplace, Email & Office, Domains, Billing, and Support. The main content area features a 'Welcome, Jireh Gem!' message, a search bar, and a 'My Websites' section with a card for 'amazinglivelihood.com' showing it's a WordPress site. Below this is the 'Hosting Package' section, which includes a 'Manage Package' button and a 'Control Panel' section with a 'Launch cPanel' button. An orange arrow points to the 'Launch cPanel' button. At the bottom, there are 'Quick Links' for various management tasks.

Your contract is for 3 years, without any options. If you experienced some problems with security, you might need to improve the contract with some options. Just talk with a representative at Hostgator about your problem.

To reach the cPanel where you will find all the tools of your hosting service, click on Launch cPanel. The cPanel is divided in different tools. You won't need to use all these tools and I will describe the tools that you might need in the future.

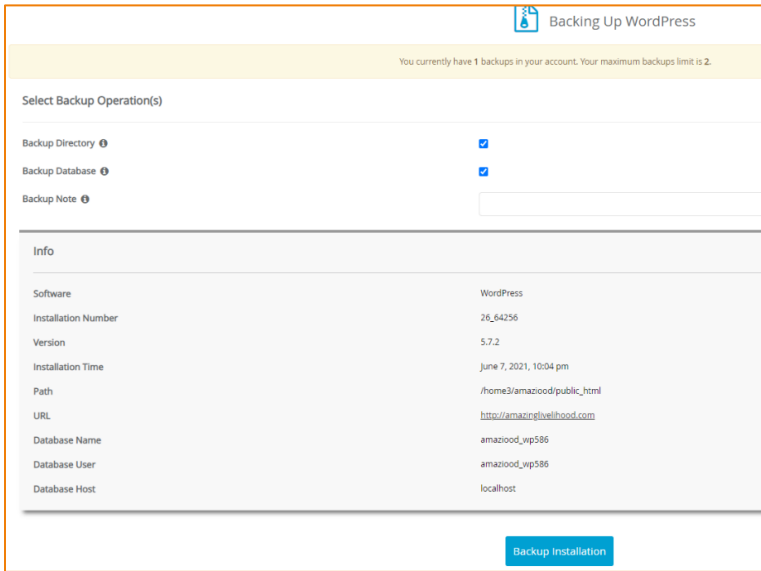
Backup of your website

You are allowed to keep 2 backups for free. I would suggest that you take a backup if you update your website with lots of changes.



Go to the last set of tools Softaculous Apps Installer and click WordPress. You will see your current installation of website.

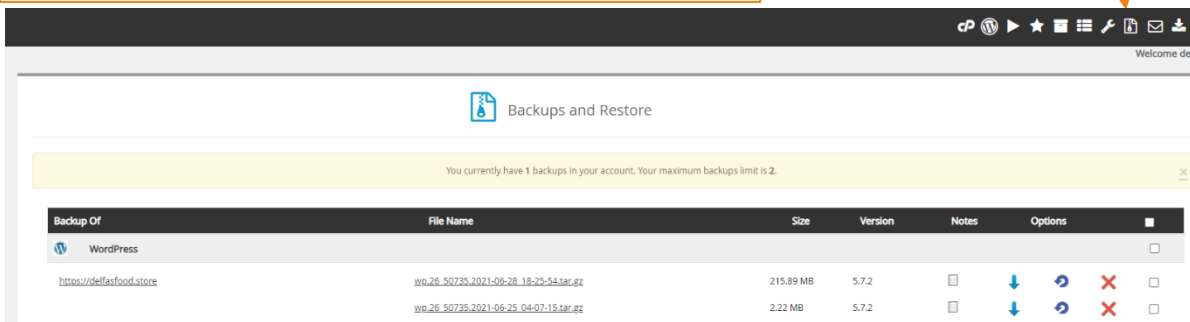
Link	Admin	Installation Time	Version	Options
https://delfasfood.store		May 12, 2021, 10:07 am	5.7.2	
https://delfasfood.store/test		June 9, 2021, 8:29 pm	5.7.2	



Just move the mouse around the icones to see the options.

Click on Backup installation. It will create a directory with a zip file of all the information of your website, including the database. It will be possible to restore your website from this tool.

To verify if the backup work properly, find the option on Softaculous Dashboard. I would suggest that you download the backup to keep safely somewhere in your computer.



Installation of softwares

You can see on the left side that you can install all these softwares in your hosting space. Most of these softwares are free to install but you will need time to explore, understand what it can offer and sometimes you will have restricted access like for example, creation of 10 products in an e-Commerce platform. If you want more you will have to pay for the services.

You have unlimited access to create website with your contract. You can use the installer here to create new website.

File Manager

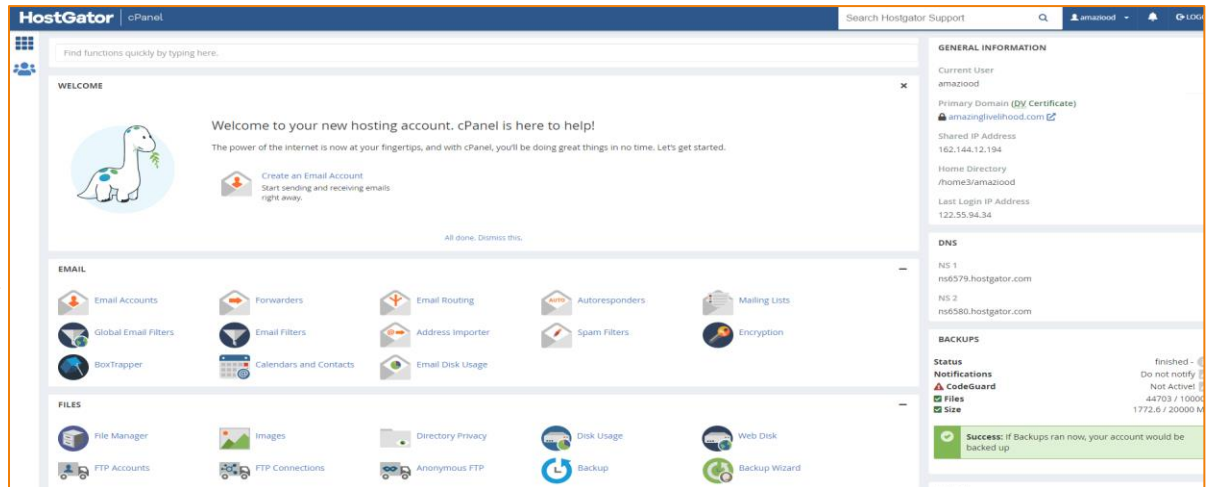
Since you have unlimited space on the server, you might want to use this space to keep some backup of documents for security. To reach your space, click on Files – File Manager. You can then create a directory to copy your documents on the server.

Domain and Sub-Domains

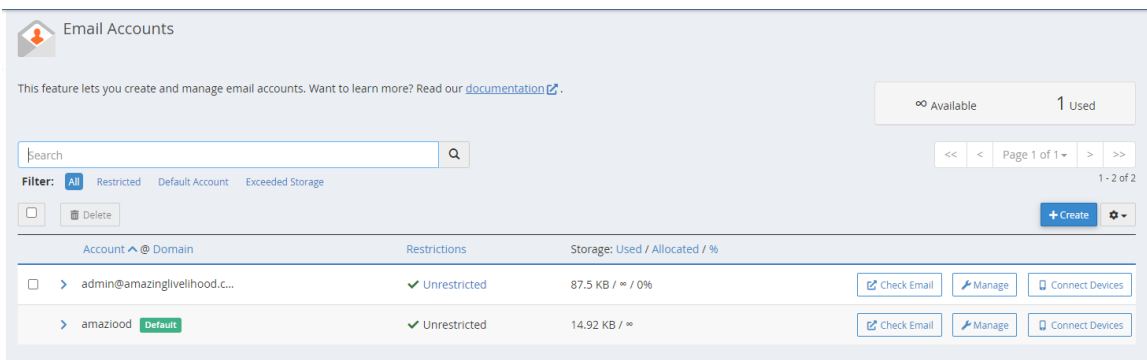
You can create unlimited subdomain with your contract. A subdomain is a part of your main domain. For example, you can create **otop.lareinaelena.store**. It will then be possible to reach this specific subdomain on the web. This could be used if you wish to create a specific website for otop. Click on Domains – Subdomains. You might need help to understand how to organize the sub-domain with the website. This part is more complex. I just want you to know that it exists.

Creation of Email

You have unlimited email address ending with your domain La Reina Elenafood.store



Click on Email Accounts. You will see the list of your email accounts if you already have created some. Click on +Create.



Use this page to create new email addresses for any of the domains on your cPanel account. Want to learn more? [Read our documentation](#).

CREATE AN EMAIL ACCOUNT [Show/Hide Help](#)

Username
 @amazinglivelthood.com
Missing a domain?

Enter Password

Optional Settings

Storage Space
 500 MB
 Unlimited

Automatically Create Folders for Plus Addressing
 Automatically Create Folders
 Do Not Automatically Create Folders

Send a welcome email with instructions to set up a mail client.


Stay on this page after I click Create.

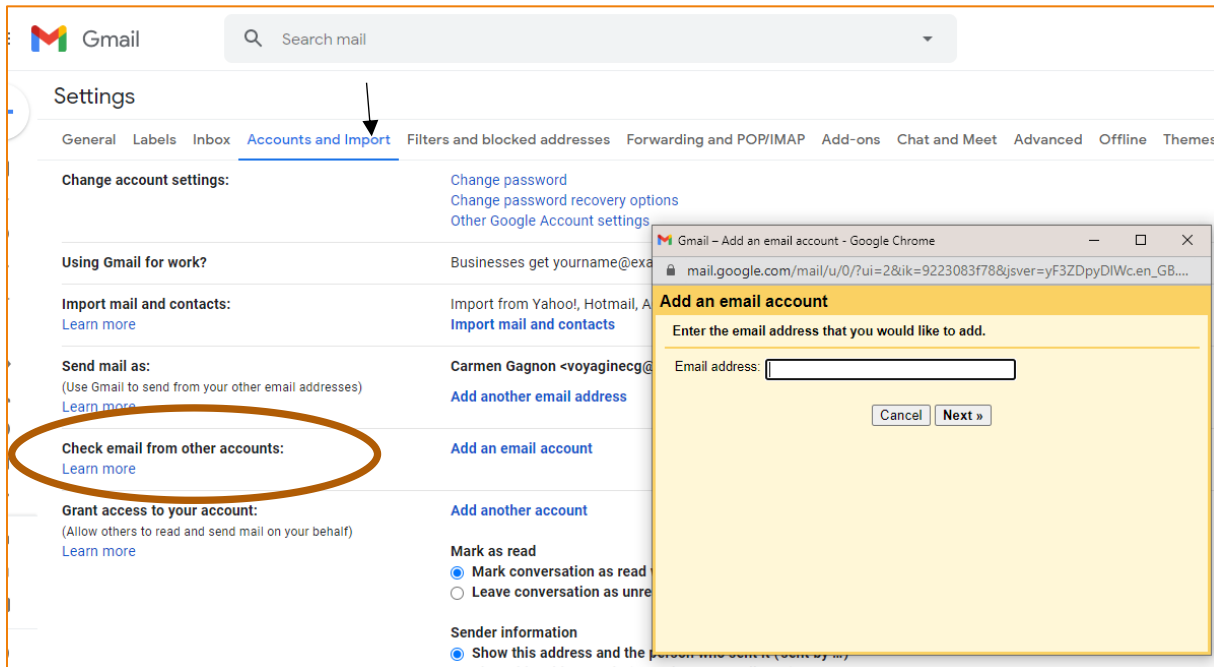
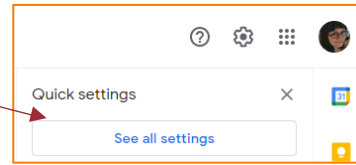
Indicate the name of the email and a password. You can change the storage space. Hostgator gives you unlimited space on the server but you might chose to restrict the space.

Do not automatically create Folders for Plus Addressing. It's an option that you don't need especially if you will use your own mail box software like gmail or outlook.

You will receive a mail with the instructions to install in different mailbox software. Here is the method for gmail.

How to add another account to gmail

1. In your computer, open [Gmail](#).
2. In the top right, click **Settings**  > **See all settings**.
3. Click the **Accounts and Import** or Accounts tab.
4. In the "**Check mail from other accounts**" section, click Add a mail account.



5. Type the email address you want to link, then click Next.
6. Select Link account with Gmail (Gmailify), then click Next.
7. Follow the steps on the screen, then click Next or Sign in.

After you link your account, "Gmailify" will appear next to your email address. When you open Gmail, you'll be able to read, reply to, and organize messages from your other account just like you do in Gmail.