Website Workflow: White-Label Website Creation Platform

Landing Page

Purpose:

- Introduce the company, highlight services, and guide users to explore the website platform.

Content:

- **About Us Section:** Overview of the company and its mission.
- **Services Section:** Brief descriptions of the services offered, including the white-label website platform.
- **Call-to-Action (CTA):** Prominent buttons or links encouraging users to "Create Your Website Now."

Website Platform Section Workflow

1. Subscription Plan Selection

- Users are presented with three subscription options:
    - **Basic Plan:** Entry-level features for simple websites.
    - **Intermediate Plan:** Expanded functionality, additional templates, and media options.
    - **Advanced Plan:** Full feature set, premium support, and custom options.
- **Billing Options:**
    - Users choose between monthly or yearly payment plans.
    - Highlight cost savings for annual subscriptions.

2. Payment Setup

- After selecting a plan, users are directed to a secure payment gateway.
- Options include major credit cards, PayPal, or other payment methods.
- Payment confirmation triggers account creation and dashboard access.

3. Account Dashboard

- Users are welcomed to their dashboard with an introductory message or tutorial.
- The dashboard includes:
    - **Business Information Section:**
        - Users enter:
            - Company Name

- ■ Address
- ■ Phone Number
- ■ Email Address
- ■ Logo Upload
- ■ Social Media Links
- ■ This information auto-populates basic templated pages such as "About Us," "Contact Us," and footer sections.
  - ○ **AI-Powered Content Generation:**
    - ■ Users input basic details or keywords.
    - ■ AI generates tailored content optimized for SEO and style.
    - ■ Users can edit, refine, or regenerate the content as needed.
  - ○ **SEO Tools Integration:**
    - ■ Includes Yoast SEO Free Version for keyword suggestions, metadata management, and readability analysis.
    - ■ Optional upgrade to Yoast SEO Premium for advanced features like multiple keyword optimization, internal linking suggestions, and redirect management.
  - ○ **Website Setup Options:**
    - ■ **Domain Selection:**
      - ■ Option 1: Use a subdomain of the company's site (e.g., clientname.mydomainname.com).
      - ■ Option 2: Use their custom domain name with guidance on domain purchases.
    - ■ **Template Selection and Customization:**
      - ■ **Diverse Layouts:** Choose from 5–10 pre-designed templates categorized by industry or purpose.
      - ■ **Customization Options:**
        - ■ Modify color themes to align with branding.
        - ■ Personalize typography with font choices.
        - ■ Use drag-and-drop editing to adjust layouts dynamically.
    - ■ **Media Library:** Access a searchable library of categorized images and videos.

4. Website Setup

- ● Users begin building their site using the drag-and-drop editor and pre-designed templates.
- ● Placeholder content dynamically fills with user-provided business information and AI-generated text.
- ● Key features include:
  - ○ Editing pre-filled text, images, and layout.
  - ○ Adding new pages using predefined layouts.

5. Launch Process

- Once satisfied with their website, users can preview it.
- Finalize domain settings (if applicable).
- Publish the site live.

6. Post-Launch Dashboard Features

- **Website Analytics:** Basic traffic insights for users.
- **Subscription Management:** View or change subscription plans and billing details.
- **Support and Tutorials:** Access to help guides, FAQs, and customer support.

Platform Development Details

1. Built on WordPress Multisite

- Leverages WordPress Multisite for seamless multi-client management.
- Each client website is a separate subsite within the network, ensuring flexibility and scalability.

2. Third-Party API/Apps Integration

- Open to discussing and integrating third-party APIs or apps for enhanced functionality.
- Possible integrations include:
  - **Free Options:** Plugins like Contact Form 7, Elementor, or WooCommerce.
  - **Paid Options:** Premium tools such as Gravity Forms, Advanced Custom Fields Pro, or premium media libraries.
- APIs for specific features like payment gateways, social media feeds, or marketing automation can also be considered.

Additional Notes

- **Yoast SEO Benefits:**
  - Free version provides robust SEO tools for most users.
  - Premium version offers advanced capabilities for complex SEO needs.
- **User Flexibility:**
  - Allowing users to start with the free version and upgrade as needed balances accessibility and scalability.
- **Scalable API Support:**
  - Flexibility to add APIs ensures the platform remains modern and competitive.
  - Allows tailoring functionality to client needs, such as advanced analytics or e-commerce.

This comprehensive workflow ensures that users can create and customize websites easily while scaling their functionality as needed.