Template Revolution

How To Crush It Online Using WordPress Themes and Plugins

By @calindaniel
What do you need to start a revolution?
A Big idea
“Technology is best when it brings people together.”

MATT MULLENWEG
FOUNDER, AUTOMATTIC
Power to the people!
37,900

Plugins in the WordPress directory
Ideas to spread
17
1,020
61,200
1.5 million

per second
per minute
per hour
per day
5,115

WordPress posts since the start of my presentation
Hi, I’m Calin and I am a non techie
Hey, I need a website but…

- Hiring a developer is expensive
- Custom websites require months of planning
- Bugs and errors are a reality

What should you pay for?
Eyeballs!!
How does it help you CRUSH IT
1. Launch our ideas quickly.
2. Build an audience.
3. Grow our authority.
Launching
Rise of the super themes
Avada

Advanced Theme Editor

Be Theme

Multiple Layouts

Theme

Free Extensions

ENFOLD

Multiple Themes
Multiple Page Layouts

• Blog Theme Layouts
• Business Themes
• Import Button
Theme Editor

- Advanced Dashboard
- Headers & Footers
- Typography
- Social Sharing
- Sidebars
- Slider Customization
Short Codes

- Pricing Tables
- Columns & Layout
- Buttons
- Google Maps
Page Editors

- Fusion Page Editor
- Drag & Drop
- Page Builder
- Columns
- Media
- Quote Boxes
- Recent Posts
- Portfolio
• Front End Editing
• Layout Controls
• Advanced inline element editing
Audience
Rise of the super plugins
• 8 plugins in one
• Tool set for building and audience
Scroll Box

- A polite way to grow your email list.
- Less intrusive than a pop up.
- Triggers when a user has finished the article.
Highlighter Hero

• Get more social shares
• Add “viralness” to your content
• Encourage people to share your content
Heat Maps

• See where people click.

• Understand how people are interacting with your website.
Smart Bar

- Remind visitors to take action
- The most visible location on the page
Authority
Rise of the online courses & digital products
You need a freakin' course!
Join 1,000+ designers, writers, coaches, marketers and more already learning and participating! Read one of the many success stories here.

SIGN UP FOR THE CREATIVE CLASS | $300

USE THE CODE "PJRV5" FOR $100 OFF!
Consistency

Consistency in the ideas that you share.
Frequency

Frequency of touch points with your audience
Value

Value of the information you provide
Viva, La Revolution!

Calin Yablonski  |  @calindaniel