

Website

A website is a collection of related web pages under a single domain name, accessible via the internet. For you, **digitalthinks.in** is your website.

What is website?

A website is a digital space hosted on a server. It consists of text, images, and videos that users can view using a web browser (like Chrome or Safari).

Website ek digital address ya ghar ki tarah hai internet par. Isme alag-alag pages hote hain jahan aapki information, photos aur videos save rehti hain. Log browser ke zariye ise kahin se bhi dekh sakte hain.

How it works? (Kaise kaam karti hai?)

It works through three main components: **Domain** (the name), **Hosting** (the space), and **Files** (the content).

Iske teen bade part hote hain:

- **Domain:** Aapki website ka naam (jaise `digitalthinks.in`).
- **Hosting:** Wo online memory ya storage jahan aapka data rakha jata hai.
- **Files:** Wo HTML, CSS, aur images jo milkar website banati hain.

Importance for your Business (Aapke liye kyun zaroori hai?)

A website acts as a 24/7 digital office. It builds credibility, helps in SEO, and is the landing spot for all your Google and Meta Ads.

Aapke liye website ek 24-ghante khule rehne wale office ki tarah hai. Jab aap Google Ads chalate hain, toh log isi website par aakar aapke "Job Guarantee Course" ki details dekhte hain aur form bharte hain. Bina website ke, online ads ka result track karna mushkil hota hai.

What is a Domain? (Definition)

A domain name is the unique address that people type into a web browser's URL bar to visit your website. For example, in **digitalthinks.in**, "digitalthinks" is the name and ".in" is the extension.

Domain name internet par aapki website ki ek anokhi pehchan ya address hai. Jaise log aapke office tak pahunchne ke liye "Vijay Nagar" jaisa address use karte hain, waise hi internet par aap tak pahunchne ke liye log **digitalthinks.in** type karte hain.

Why do we need it? (Zaroorat kyun hai?)

Computers communicate using IP addresses (long strings of numbers like 192.168.1.1). Since humans cannot remember these numbers, domains were created to provide a memorable name.

Asal mein computers ek dusre ko numbers (IP Address) se pehchante hain. Lekin hum insaano ke liye itne saare numbers yaad rakhna namumkin hai. Isliye hum words ka use karte hain jise Google ya dusre systems piche se numbers se connect kar dete hain.

Understanding Extensions (TLD)

The ending part of your domain (like .com, .in, .org) is called a Top-Level Domain (TLD).

- **.com:** Globally most popular.
- **.in:** Specific to India (Best for your Indore-based centers).

Domain ke piche jo .com ya .in lagta hai, wo batata hai ki aapki website kis type ki hai.

- **.com:** Ye international pehchan ke liye hai.
- **.in:** Kyunki aapka business Indore (India) mein hai, toh .in aapke liye best hai kyunki ye local SEO mein help karta hai.

What is Hosting? (Definition)

Web hosting is a service that allows organizations and individuals to post a website or web page onto the Internet. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website to be viewed on the Internet.

Web hosting ek aisi service hai jo aapki website ki files (photos, videos, text) ko ek powerful computer par save karke rakhti hai jo 24/7 internet se juda rehta hai. Is computer ko "**Server**" kehte hain. Jab koi browser mein `digitalthinks.in` likhta hai, toh ye server hi unhe wo files dikhata hai.

2. Simple Example (Real-life Comparison)

Ise ek ghar ke example se samajhte hain:

- **Domain:** Aapka ghar ka address (e.g., Plot No. 101, Indore).

- **Hosting:** Wo zameen (Land) jis par aapne ghar banaya hai. Bina zameen ke aapka ghar (Website) hawa mein nahi reh sakta.

Types of Hosting (Kaunsi leni chahiye?)

- **Shared Hosting:**

Multiple websites share the same server resources. It's affordable and good for beginners.

Isme ek hi server par bahut saari websites hoti hain. Ye sasti hoti hai aur agar aap naya course launch kar rahe hain toh shuruat ke liye best hai.

- **VPS (Virtual Private Server):**

Provides dedicated resources on a shared server. Better speed and security.

Isme aapko thodi zyada "Private" jagah milti hai. Agar digitalthinks.in par traffic badh jaye, toh ye behtar kaam karti hai.

- **Cloud Hosting:**

Uses multiple servers to balance load and maximize uptime.

Ye sabse modern hai. Isme aapki website kisi ek computer par nahi, balki kai computers ke network par chalti hai. Ye kabhi down nahi hoti.

What is DNS?

DNS (Domain Name System) is a decentralized naming system that translates human-readable domain names (like `digitalthinks.in`) into machine-readable IP addresses (like `192.168.1.1`), acting as the "Phonebook of the Internet."

DNS (Domain Name System) internet ka ek aisa system hai jo insaano ke samajhne wale domain names (jaise `digitalthinks.in`) ko computers ke samajhne wale IP addresses (jaise `192.168.1.1`) mein convert karta hai, ise "Internet ki Phonebook" bhi kehte hain.

What is database?

A Database is a structured collection of data that is stored and organized electronically, making it easy to access, manage, and update.

Definition

A database is an organized body of related information. While hosting stores your website's files (images/code), the database stores your dynamic data like usernames, passwords, student enquiries, and course details.

Database ek digital register ya cupboard ki tarah hai jahan saara data sahi dhang se arrange karke rakha jata hai. Hosting mein aapki files rehti hain, lekin database mein wo saari details hoti hain jo badalti rehti hain—jaise students ke naam, unke phone numbers, aur unki fees ka record.

What is wordpress?

WordPress duniya ka sabse popular tool hai website banane ke liye. Bina coding seekhe, aap ispar professional websites bana sakte hain.

Definition

- WordPress is a Content Management System (CMS) that allows you to create and manage websites without needing to write code. It is open-source software, meaning it is free to use and customize.
- WordPress ek Content Management System (CMS) hai jo aapko bina coding (HTML/PHP) ke website banane aur manage karne ki suvidha deta hai. Ye duniya ki lagbhag 43% websites ko power karta hai. Ise aap ek "Website Builder" ki tarah samajh sakte hain jisme drag-and-drop options hote hain.

How it works? (Kaise kaam karta hai?)

- **Themes:** These control the design and layout of your website.

Isse aapki website ka look aur design decide hota hai. Aap ek click mein apni website ka pura huliya badal sakte hain.

- **Plugins:** These are like apps for your website that add extra features (e.g., contact forms, SEO tools).

Ye mobile apps ki tarah hote hain. Agar aapko apni website par "WhatsApp button" ya "Enquiry Form" lagana hai, toh aap uska plugin install kar lete hain.

How to purchase domain?

1. Choose a Domain Registrar (Platform chunein)

First, you need a service called a "Domain Registrar" to buy your address. Popular ones in India are GoDaddy, Hostinger, and Namecheap.

Sabse pehle aapko ek platform chunna hoga jahan se aap domain kharidenge. India mein GoDaddy aur Hostinger sabse zyada use hote hain kyunki ye UPI aur Indian cards accept karte hain.

2. Search for your Name (Naam search karein)

Go to the registrar's website and type your desired name (e.g., digitalthinks) in the search bar.

Registrar ki website par jayein aur search bar mein apna pasandida naam likhein. Agar wo available hai, toh aap use kharid sakte hain. Agar nahi, toh wo aapko dusre options (jaise .net, .org, ya .biz) dikhayega.

3. Select Extension (Extension chunein)

Choose between .com (Global) or .in (India specific). Since you are in Indore, .in is great for local trust.

Extension chunein. Business ke liye .com best hai, par agar aap sirf India aur Indore ke students ko target kar rahe hain toh .in bhi ek badhiya aur sasta option ho sakta hai.

4. Add to Cart & Checkout (Payment karein)

Add the domain to your cart. They might try to sell you "Domain Privacy" or "Email". You can skip these for now if you are on a budget.

Domain ko cart mein add karein. Checkout ke waqt wo aapko extra cheezein (Privacy protection ya Business email) bechne ki koshish karenge, aap chahein toh unhe skip kar sakte hain. Iske baad UPI, Netbanking ya Card se payment kar dein.

How to purchase Hosting?

1. Choose a Hosting Provider (Company chunein)

Select a reliable hosting company. For beginners and small businesses in India, Hostinger, Bluehost, and SiteGround are highly recommended due to their speed and support.

Sabse pehle ek bharsemand company chunein. India mein Hostinger sabse popular hai kyunki ye sasta hai aur iska interface asan hai. Bluehost bhi ek acha option hai agar aapka budget thoda zyada hai.

2. Select a Hosting Plan (Plan chunein)

Most providers offer Shared, VPS, and Cloud hosting. For DigitalThinks, a "Premium Shared Hosting" or "WordPress Hosting" plan is perfect as it allows multiple websites and offers a free domain.

Aapko kai options dikhenge. DigitalThinks ke liye "Shared Hosting" ya "WordPress Hosting" ka plan sabse best rahega. Isme aapko ek saath 100 websites tak host karne ki jagah milti hai aur aksar ek Free Domain bhi mil jata hai.

3. Choose the Duration (Kitne samay ke liye?)

You can buy hosting for 1 month, 12 months, or 48 months. Buying for a longer period (like 12 or 48 months) significantly reduces the monthly cost.

Aap 1 mahine se lekar 4 saal tak ke liye hosting le sakte hain. Meri advice hai ki kam se kam 12 mahine (1 year) ke liye lein, kyunki lambe samay ke liye lene par price bahut kam ho jata hai aur renewal ka tension nahi rehta.

4. Setup your Domain (Domain connect karein)

During checkout, the system will ask if you want to "Register a new domain" or "Use an existing domain." If you already bought a domain from GoDaddy, choose "Use existing."

Checkout ke waqt wo puchenge ki kya aap naya domain lena chahte hain ya purana use karenge. Agar aapne GoDaddy se domain liya hai, toh "Use an existing domain" par click karein.

5. Final Payment (Payment karein)

Complete the payment using UPI, Credit/Debit cards, or Netbanking. Once done, you will get access to your hPanel or cPanel.

UPI ya Card se payment complete karein. Payment hote hi aapko apne hosting dashboard ka access mil jayega, jise cPanel ya hPanel kehte hain. Yahan se aap WordPress install kar sakte hain.

What are plug-ins?

Plugins aapki website ke liye bilkul waise hi hain jaise aapke smartphone ke liye **Apps**. Bina apps ke aapka phone sirf call aur message kar sakta hai, lekin apps ke saath wo camera, bank, aur game ban jata hai.

Definition

- A plugin is a piece of software that "plugs in" to your WordPress website to add new features or extend existing functionality without writing a single line of code.

Plugin ek chota sa software program hota hai jo aapki WordPress website mein "fit" ho jata hai. Isse aap apni website mein naye features add kar sakte hain bina coding seekhe.

How do they work? (Ye kaise kaam karte hain?)

Plugins are built to perform specific tasks. When you install a plugin, it integrates with your website's backend and starts performing its function immediately.

Har plugin ka ek fix kaam hota hai. Aapko bas WordPress dashboard mein jaakar use "Install" aur "Activate" karna hota hai. Uske baad wo feature aapki website par live ho jata hai.

Examples

Chunki aapka business education aur services ka hai, aapko ye plugins kaam aayenge:

- **Contact Form 7 / WPForms:** To create enquiry forms for students.

Isse aap enquiry form bana sakte hain taaki Indore ke students apni details bhar sakein.

- **Yoast SEO / Rank Math:** To help your website rank on Google.

Ye plugin aapko batata hai ki aapka content Google par rank hone ke liye sahi hai ya nahi.

- **Elementor:** A page builder to design beautiful landing pages.

Isse aap "Drag and Drop" karke professional looking pages bana sakte hain.

- **WhatsApp Chat Plugin:** To let students message you directly on WhatsApp.

Isse website par ek button aa jayega jisme click karte hi student aapse direct baat kar sakega.

- **WP Rocket or LiteSpeed Cache (Speed Optimization):** These plugins improve your website's loading speed by caching files and optimizing code.

Agar website slow khulegi toh Google Ads ka paisa waste hoga. Ye plugin aapki website ko super-fast bana deta hai taaki user turant page dekh sake.

. What is Google Site Kit?

Site Kit is the official WordPress plugin from Google for insights about how people find and use your site. It brings data from Search Console, Analytics, AdSense, and PageSpeed Insights into your WordPress dashboard.

Google Site Kit ek free plugin hai jo Google ki 4-5 badi services ko aapke WordPress dashboard se jod deta hai. Isse aapko bar-bar alag websites (jaise Analytics ki site) par nahi jana padta, aap apni website ke piche hi saara data dekh sakte hain.

2. Isme kaun-kaun si services milti hain?

- **Search Console:** Shows how many people saw your site in Google Search and what keywords they used.
Ye batata hai ki Google par log kya search karke aapki website tak pahunch rahe hain.
- **Google Analytics (GA4):** Tracks user behavior—how much time they spend on your site and which pages they visit.
Isse pata chalta hai ki Indore ke kitne students ne aapki site dekhi aur wo kitni der tak ruke.
- **PageSpeed Insights:** Checks how fast your site loads on mobile and desktop.
Ye batata hai ki aapki website fast hai ya slow, aur ise theek kaise karein.
- **AdSense:** If you want to earn money by showing ads on your site.
Agar aap apni website par ads dikhakar paise kamana chahte hain.

What are Themes?

Themes aapki website ka "Face" ya "Design" hoti hain. Bina coding badle, aap sirf ek theme change karke apni website ka pura look badal sakte hain.

1. Definition

A WordPress theme is a collection of files (graphics, style sheets, and code) that dictates the overall appearance and display of your website. It controls things like layout, colors, fonts, and the positioning of elements.

Theme ek design ka package hota hai jo aapki website ka look-and-feel decide karta hai. Isse ye fix hota hai ki aapka logo kahan dikhega, menu kaisa hoga, aur background colors kya honge.

2. What does a Theme control? (Theme kya control karti hai?)

- **Overall Design:** Minimalist, professional, ya creative look.
- **Typography:** Fonts ka size aur style.
- **Colors:** Buttons aur links ke colors.
- **Layout:** Content ek column mein hoga ya do (sidebar ke sath).

3. Types of Themes (Kaunsi leni chahiye?)

- **Free Themes:** Good for beginners, available in the WordPress repository (e.g., Astra, OceanWP).

Naye logo ke liye achi hoti hain. WordPress ke andar hazaron free designs milte hain.

- **Premium (Paid) Themes:** Offer more customization, professional support, and advanced features.

Ye thodi mehengi hoti hain par isme features zyada hote hain aur design bahut professional dikhta hai.

4. Recommendation Themes

Chunki aap Indore mein ek professional Digital Marketing Agency aur Institute chala rahe hain, aapko aisi theme chahiye jo fast ho aur mobile par achi dikhe:

- **Astra (Recommended):** Lightweight and very fast. Works perfectly with Page Builders like Elementor.

Ye bahut halki aur fast theme hai. Ispar aap "Job Guarantee Course" ke liye badhiya pages bana sakte hain.

- **GeneratePress:** Known for speed and clean code. Great for SEO.

Iska code bahut saaf hota hai jo aapki website ki Google ranking (SEO) sudharne mein madad karta hai.

What is template?

Template kisi bhi badi cheez ka ek chota hissa ya "Ready-made Design" hota hai. Theme puri website ke liye hoti hai, lekin template sirf ek specific page ya section ke liye hota hai.

Definition

A template is a pre-designed layout for a specific page or part of a website. For example, you can have a "Contact Us" template, a "Landing Page" template, or a "Blog Post" template.

Template ek bana-banaya layout hota hai jo kisi ek khaas page ke liye use kiya jata hai. Maan lijiye aapko ek "Thank You" page banana hai, toh aapko zero se design karne ki zaroorat nahi hai; aap ek "Thank You" template load karke sirf text change kar sakte hain.

Where to find Templates?

- **Elementor Library:** Agar aap Elementor plugin use karte hain, toh usme hazaron free templates milte hain.
- **Starter Templates Plugin:** Ye Astra theme ke saath aata hai, jisme puri website ke templates (Complete Sites) ek click mein mil jate hain.

How to make website step by step?

Step 1: Buy a Domain Name (Address chune)

Choose a name for your website (e.g., `digitalthinks.in`). Buy it from a registrar like GoDaddy or Hostinger.

Sabse pehle apni website ka naam chunein aur use GoDaddy ya Hostinger se kharid lein. Koshish karein ki naam chota aur yaad rakhne layak ho.

Step 2: Buy Web Hosting (Zameen kharide)

Purchase a hosting plan where your website files will live. For beginners, "Premium Shared Hosting" is the best value.

Hosting kharidein jahan aapki website ka data store hoga. Hostinger ka "Premium" plan acha hai kyunki isme domain aksar free mil jata hai.

Step 3: Connect Domain and Hosting (DNS Setup)

Update your Nameservers to point your domain towards your hosting provider.

Agar domain aur hosting alag-alag companies se hain, toh Nameservers (DNS) ke zariye dono ko aapas mein connect karein.

Step 4: Install WordPress (Software setup)

Go to your Hosting Dashboard (hPanel/cPanel) and use the "Auto Installer" to install WordPress with one click.

Apne hosting dashboard mein jayein aur "Auto Installer" par click karke WordPress install karein. Isme sirf 2 minute lagte hain.

Step 5: Choose a Theme (Design chunein)

Log in to your WordPress dashboard (yourwebsite.com/wp-admin), go to Appearance > Themes, and install a fast theme like **Astra**.

WordPress dashboard mein login karein, 'Appearance' mein jakar **Astra** jaisi koi light aur fast theme install karein.

Step 6: Install Essential Plugins (Features jode)

Install plugins like **Elementor** (for design), **WPForms** (for student leads), and **Yoast/RankMath** (for SEO).

Zaroori plugins install karein: **Elementor** (page banane ke liye), **WPForms** (inquiry form ke liye), aur **Rank Math** (SEO ke liye).

Step 7: Create Important Pages

Create your Home page, About Us, Services, and Contact Us page using a Page Builder.

Home page, Course details, aur Contact page banayein. Indore ke apne 9 centers ki details zaroor dalein.

Step 8: Launch and Promote

Once the site is ready, submit it to Google Search Console and start your Meta/Google Ads.

Website live hone ke baad use Google Search Console mein submit karein aur apne Meta/Google Ads chalana shuru karein.

How to use Elementor

Elementor ko use karna bahut asan hai kyunki ye ek **Drag-and-Drop** builder hai. Iska matlab hai ki aapko coding ki zaroorat nahi padegi, aap bas elements ko uthakar page par rakh sakte hain.

Step 1: Install and Activate

Go to your WordPress Dashboard > Plugins > Add New. Search for "Elementor" and click **Install**, then **Activate**.

Apne WordPress dashboard mein Plugins mein jayein, "Elementor" search karke install aur activate karein.

Step 2: Create a New Page

Go to **Pages > Add New**. Give your page a title (e.g., "Digital Marketing Course") and then click the big blue button at the top that says "**Edit with Elementor**".

Pages mein jakar **Add New** karein. Page ka naam rakhein aur upar diye gaye "**Edit with Elementor**" button par click karein.

Step 3: Understand the Interface

On the left side, you will see the **Panel** (with all widgets like Text, Images, Buttons). On the right side is your **Live Preview** (how your site looks).

Left side mein aapko saare **Widgets** (tools) dikhenge jaise Heading, Image, aur Button. Right side aapka canvas hai jahan aap design karenge.

Step 4: Sections, Columns, and Widgets

Elementor in teen cheezon par chalta hai:

1. **Section:** Sabse bada box (container).
2. **Column:** Section ke andar ke hisse (jaise ek side image aur ek side text).
3. **Widgets:** Asli content (Heading, Video, Button).

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- Sabse pehle ek (+) icon par click karke Section chunein, phir usme Columns banayein, aur left panel se Widgets ko drag karke wahan drop kar dein.

Step 5: Design and Styling

Jab aap kisi widget par click karte hain, toh left panel mein 3 tabs dikhte hain:

- **Content:** Text badalne ke liye.
- **Style:** Colors, Fonts aur Size badalne ke liye.
- **Advanced:** Margin, Padding aur Animations (jaise text ka udte hue aana) ke liye.

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