



 **Alignable** WEBINAR

Build a Powerful WordPress Website with AI



Hosted by:

CHRISTOPHER CARBAUGH

Hoot Host - <https://hoot.host>

Build a WordPress Website with AI

Let's explore how to build an effective and affordable WordPress website for your business using AI and tools from Hoot Host. Use this presentation packed with professional guidance and recommendations!

Topics included in this presentation:

- The Benefits of WordPress
- Website Cost vs Value - The Case for AI Website Builders
- Meet HootPress AI Website Builder
- The Benefits of Ongoing Maintenance and Management
- HootCRM and Growth Strategies



**Let's explore how to build an effective
and affordable website using AI and
tools from Hoot Host!**

The Benefits of WordPress

The Backbone of Hoot Host Website Builder Plans

The Benefits of WordPress

WordPress is the most powerful and popular platform in the world for building business websites. The reasons are obvious!

- Highly customizable to build a unique, custom website
- Easy to update with drag and drop editor
- Great for SEO using tools like RankMath
- Publish powerful blogs that rank on Google
- Add e-commerce, membership, advanced functionality
- Integrates with popular marketing tools and platforms
- High level of performance and accessibility
- Powerful security tools to ensure safe online experience
- Widely supported by agencies, freelancers, hosts
- Open source unlike Wix and Squarespace



Website Cost vs Value

The Case for AI Website Builders

Website Costs vs Value

Website agencies aim to charge an average of \$3-5k+ just to build a business website. Then tack on management plans for thousands per year. The costs can add up! So many small and medium businesses instead go to DIY platforms like Wix or Squarespace who offer little value and give you a lot to learn.

- Agencies and even freelancers require big budgets
- DIY platforms take up time, add little value to your business
- The cost vs value balance leaves most small businesses with a poor online presence or overpaying for services

For small businesses, it is hard to justify the big agency budget or wasting time building a website on your own. This is where Hoot Host and our AI website builder is changing everything! Making websites just as effective, but more affordable too!



Hoot Host

Website Maintenance / Builder Plans

\$500-2000 Annually



Freelancer

One Time Website + Hourly Add-ons

\$2500-5000+ Annually



Agency

One Time Website + Monthly Contract

\$10,000+ Annually

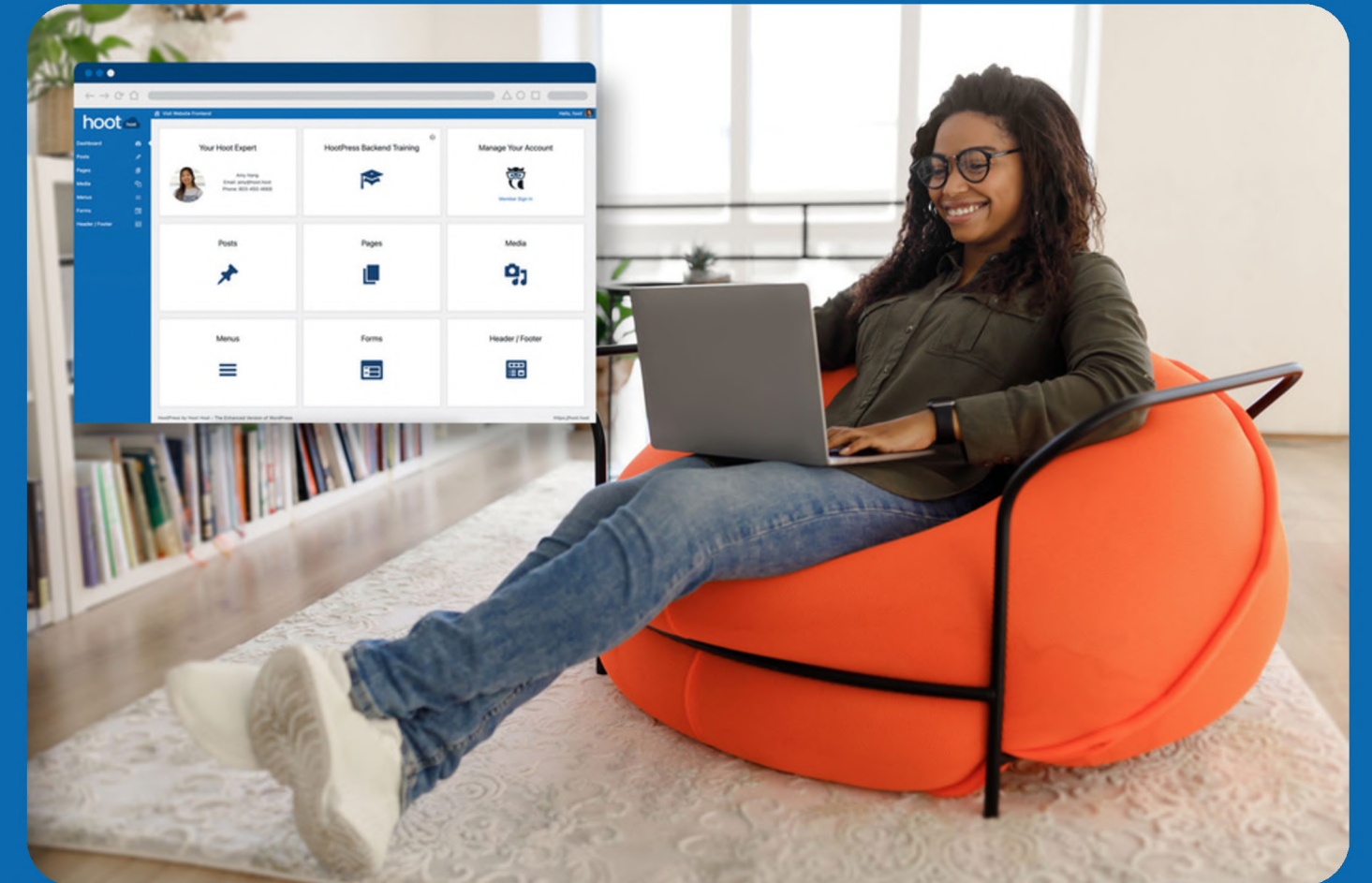
HootPress vs WordPress

HootPress vs WordPress

Hoot Host created HootPress - our enhanced version of WordPress to create a low cost website service that empowers business owners with a high value website on a small business budget. All without any of the technical concerns that come with standard WordPress.

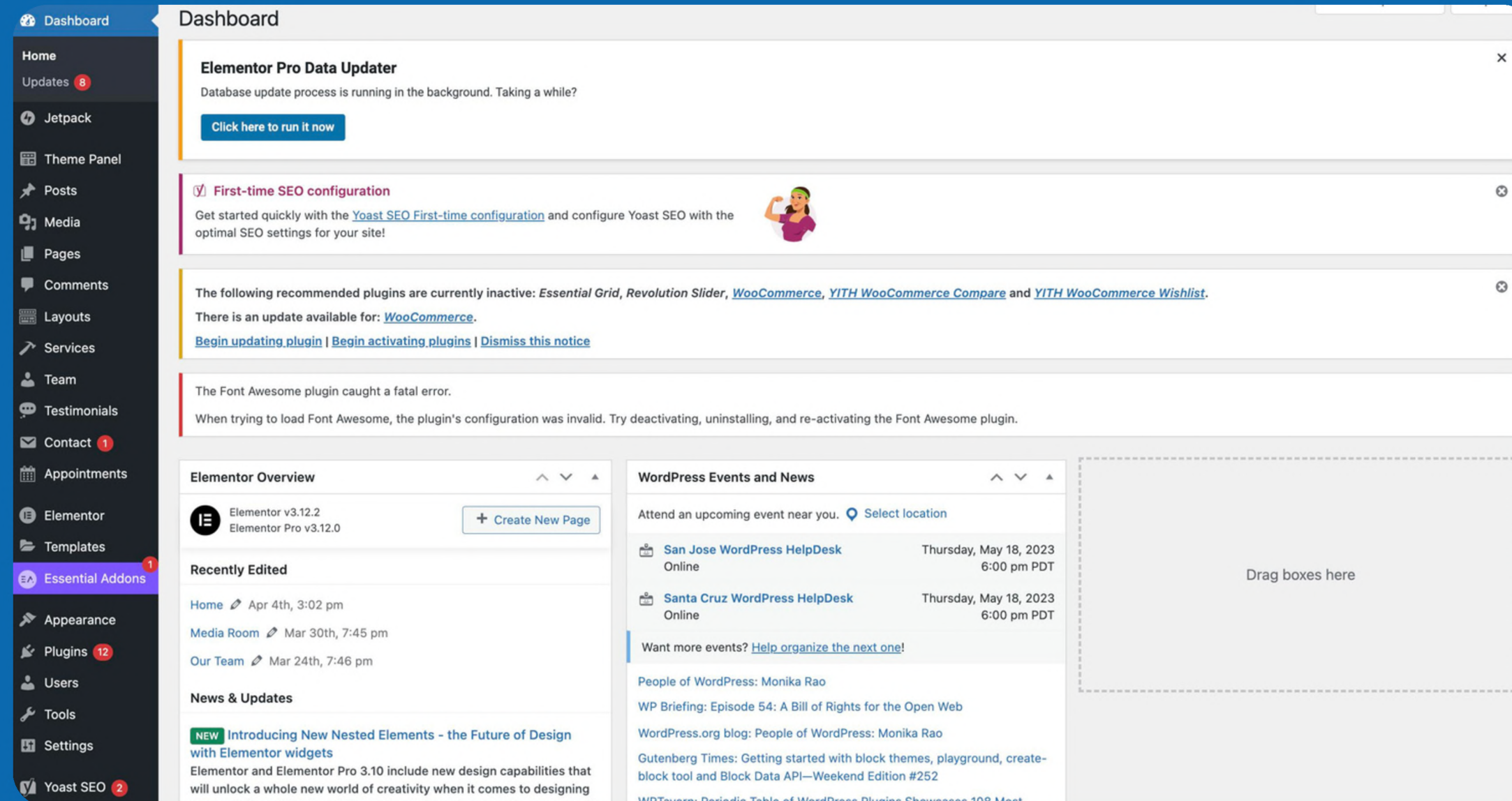
- Low cost WordPress built for you or DIY using AI builder
- Easy for you to manage yourself
- All the benefits of WordPress, without the technical headaches like hosting, plugins, updates, and security.
- Powerful CRM, WordPress SEO, and marketing tools built-in!!

With HootPress the cost to value balance can be restored for small businesses who want a solid online presence built by us or built yourself using AI! In a streamlined & simple version of WordPress.



Standard WordPress Backend

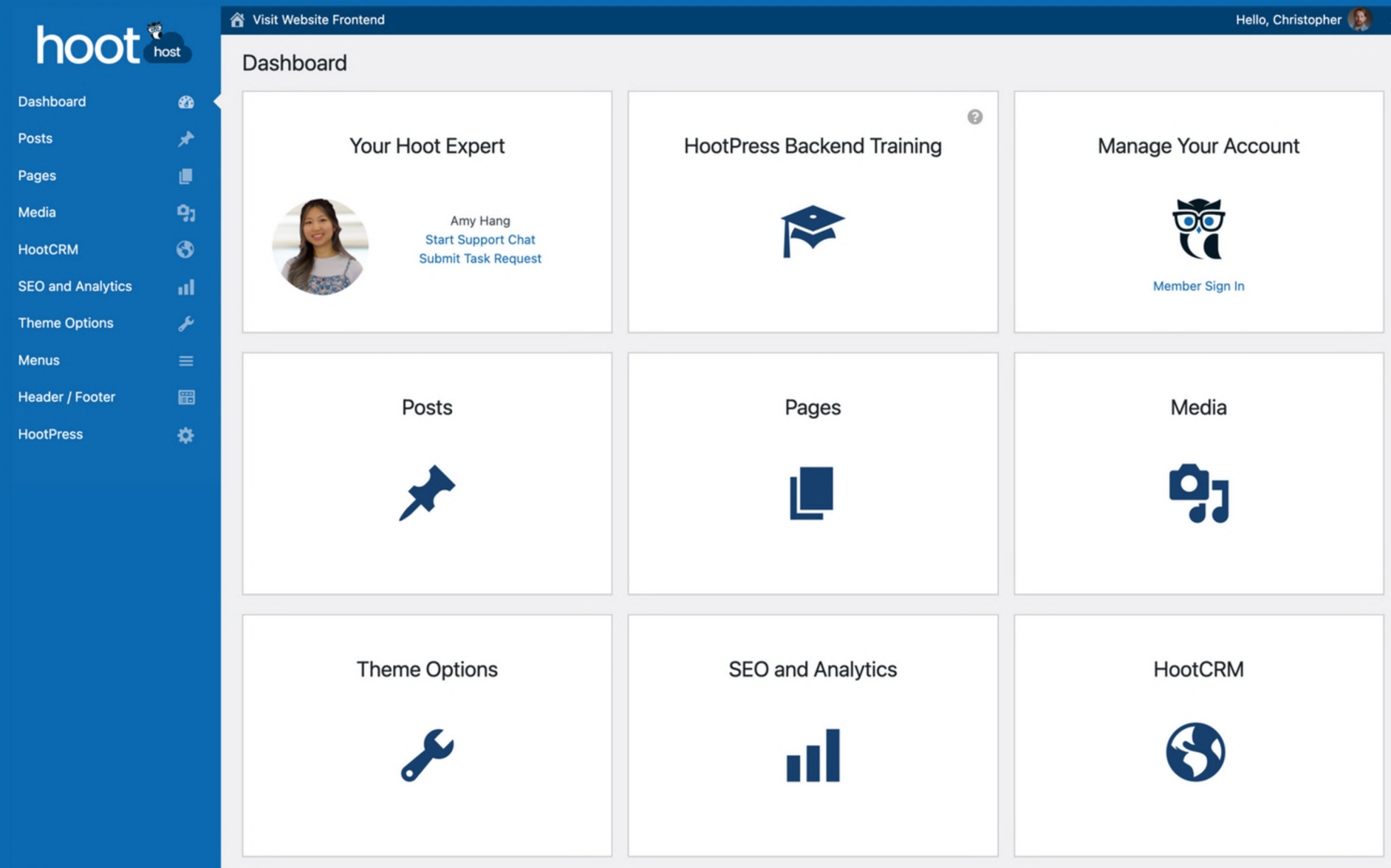
Standard WordPress is can come with clunky page builders, an unorganized backend, and technical headaches.



The screenshot displays the WordPress dashboard interface. On the left is a dark sidebar menu with options like Home, Updates (8), Jetpack, Theme Panel, Posts, Media, Pages, Comments, Layouts, Services, Team, Testimonials, Contact (1), Appointments, Elementor, Templates, Essential Addons (1), Appearance, Plugins (12), Users, Tools, Settings, and Yoast SEO (2). The main content area is titled 'Dashboard' and contains several notices and widgets. At the top, there's a notice for 'Elementor Pro Data Updater' with a 'Click here to run it now' button. Below that is a 'First-time SEO configuration' notice with a 'Get started quickly' link and a small cartoon character. Another notice lists inactive recommended plugins: 'Essential Grid, Revolution Slider, WooCommerce, YITH WooCommerce Compare and YITH WooCommerce Wishlist', with a 'Begin updating plugin' link. A red error notice states: 'The Font Awesome plugin caught a fatal error. When trying to load Font Awesome, the plugin's configuration was invalid. Try deactivating, uninstalling, and re-activating the Font Awesome plugin.' Below the notices are two widgets: 'Elementor Overview' showing version information and a 'Create New Page' button, and 'WordPress Events and News' listing upcoming events like 'San Jose WordPress HelpDesk' and 'Santa Cruz WordPress HelpDesk' on Thursday, May 18, 2023. A large dashed box on the right side of the dashboard contains the text 'Drag boxes here'.

HootPress Backend 🤖

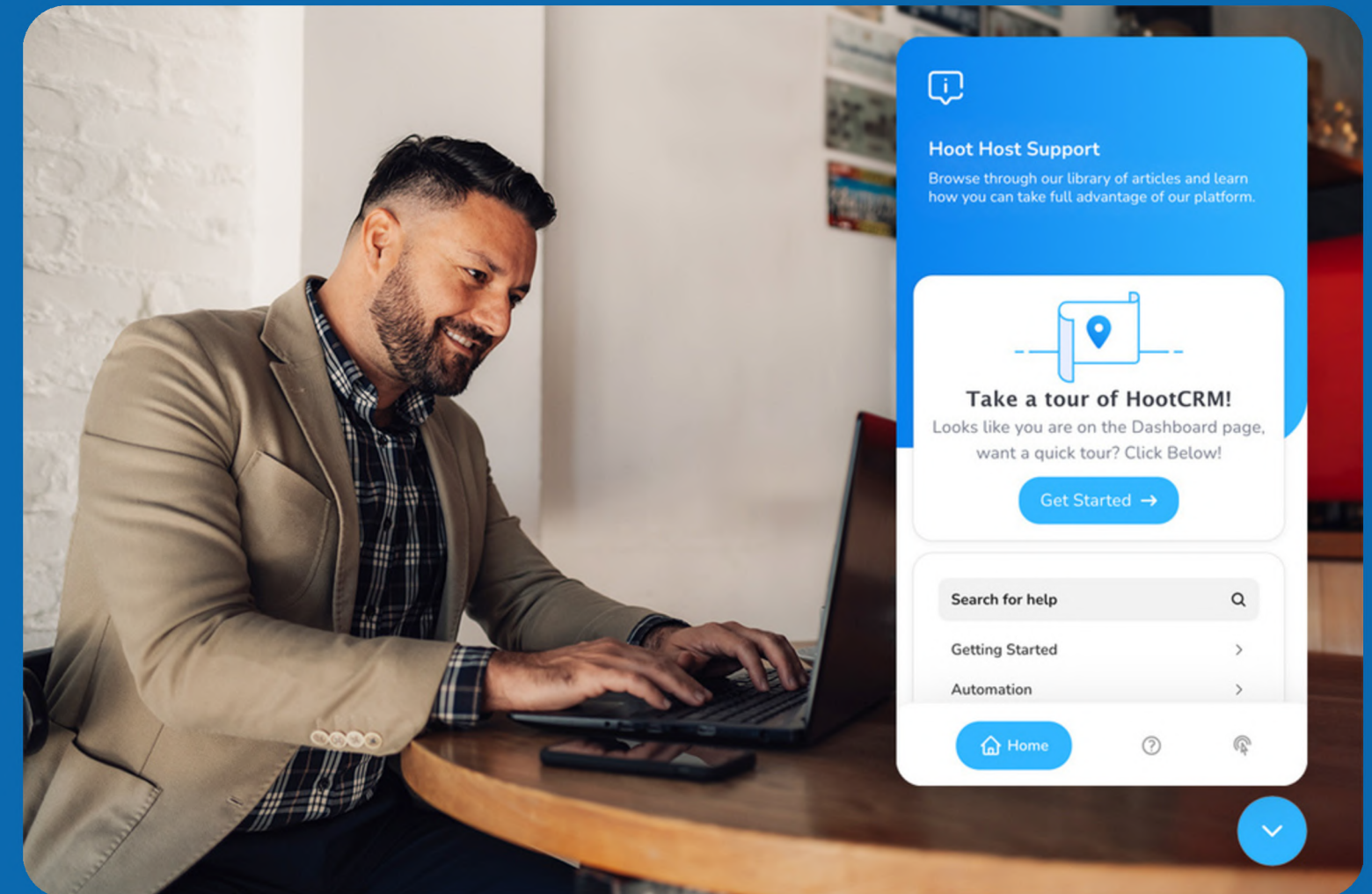
HootPress comes with a modern interface and improved organization. Giving you everything you need to manage your website without the usual WordPress technical headaches and issues.



HootPress Comes Loaded!

HootPress comes loaded with premium tools for content, design, SEO, performance, accessibility, training, and support.

- Modern interface and dashboard with easy navigation
- Integrated stats and analytics dashboard
- HootCRM and marketing suite built-in!
- Blogging made easy with AI content assistant
- Built-in premium search engine optimization tools
- Litespeed server hosting and performance tools
- UserWay and CookieYes for ADA, WCAG, GDPR, CCPA
- Built-in malware review and security scanner
- Easy to manage theme options
- Full Site Editing FSE Experience
- Direct access to Hoot Host support and task scheduler
- Built-in backend training documentation and videos



Build Your Own Website with HootPress AI Builder

Meet HootPress AI Website Builder

Use our AI builder for the most affordable WordPress business website anywhere!

hootpress ai

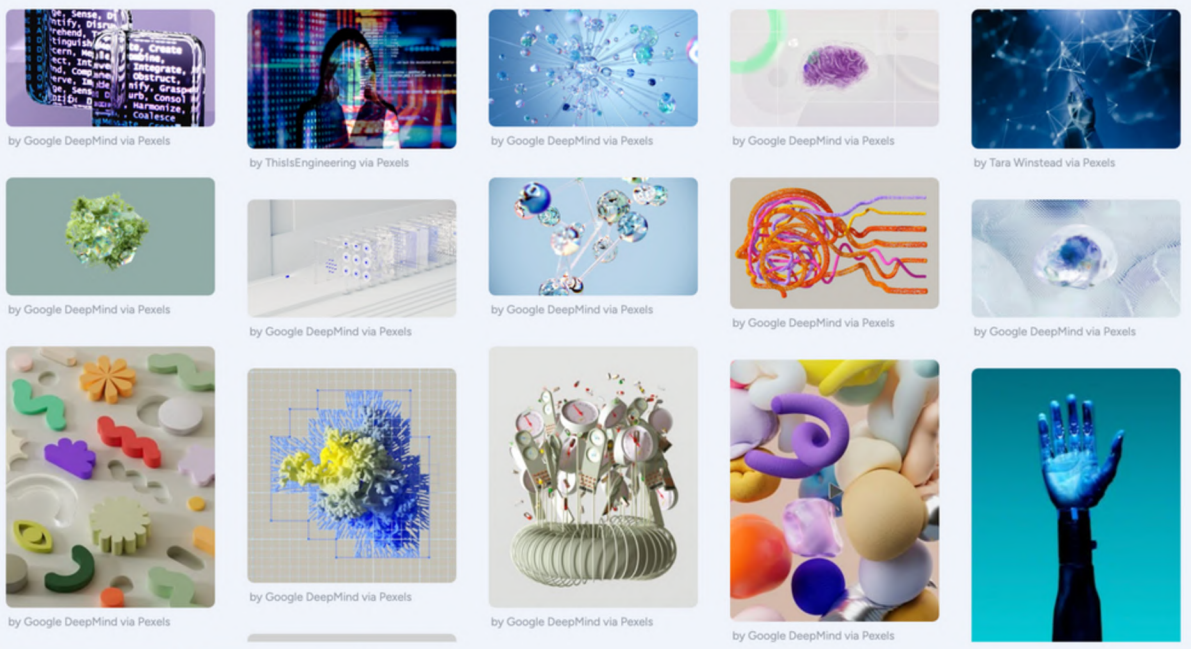
- Let's Start
Name, language & type
- Describe
Some details please
- Contact
How can people get in touch
- Select Images**
Select relevant images as needed
- Design
Choose a structure for your website
- Features
Select features as you need

Select Images

Q Add more relevant keywords...

AI demystified HIVE System Artificial Intelligence communication empowerment

Search Results Upload Your Images Selected Images (2) Orientation: All



Continue → Previous Step Skip Step

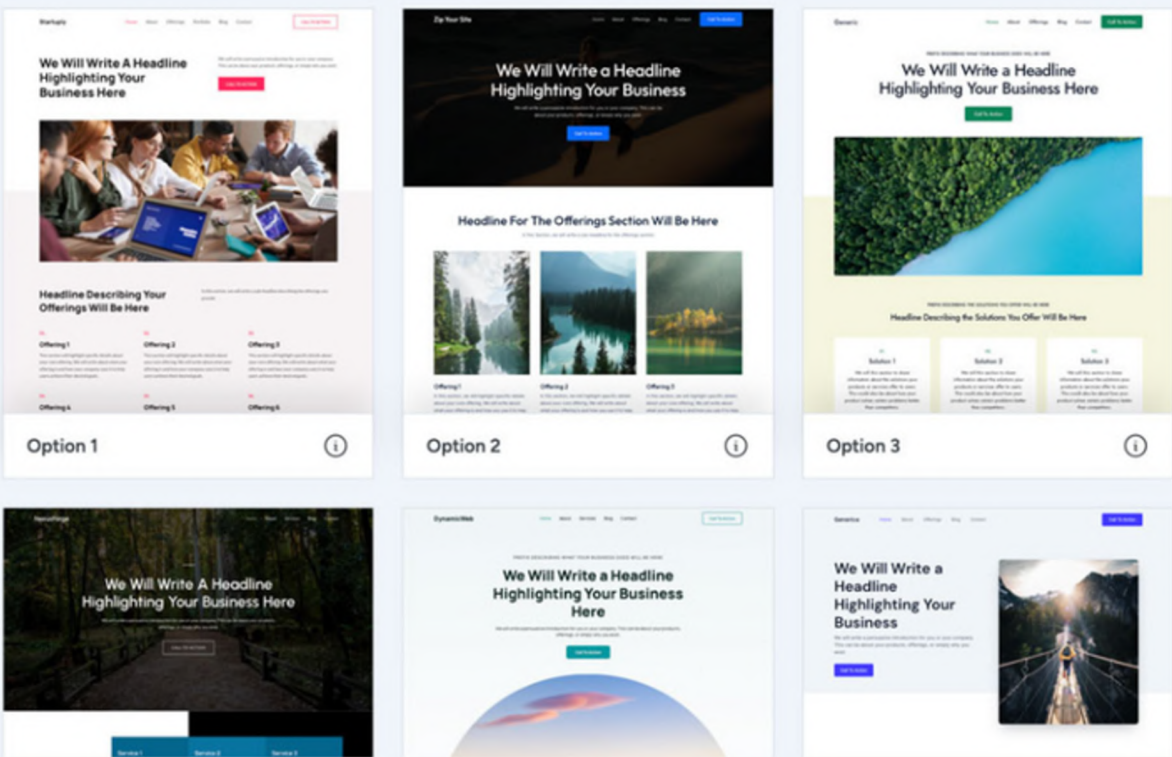
hootpress ai

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Select relevant images as needed
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Choose a structure for your website
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Select features as you need

Choose the layout for your website

Select your preferred structure for your website from the options below.

Q Add a keyword



Previous Step

HootPress AI Website Builder

Step 1: Provide your business name and industry

hootpress ai ×

- 1 **Let's Start**
Name, language & type
- 2 **Describe**
Some details please
- 3 **Contact**
How can people get in touch
- 4 **Select Images**
Select relevant images as needed
- 5 **Design**
Choose a structure for your website
- 6 **Features**
Select features as you need

Let's build your website!

Please share some basic details of the website to get started.

Name of the website:

This website is for:

The website will be in:

[Continue →](#)

HootPress AI Website Builder

Step 2: Provide your business contact information and social media

hootpress ai

- Let's Start
Name, language & type
- Describe
Some details please
- 3 Contact**
How can people get in touch
- Select Images
Select relevant images as needed
- Design
Choose a structure for your website
- Features
Select features as you need

How can people get in touch with Business Name

Please provide the contact information details below. These will be used on the website.

Email **Phone Number**

Address

Social Media

HootPress AI Website Builder

Step 3: Provide your website content and improve it using the AI editor

hootpress ai

- Let's Start
Name, language & type
- 2 Describe**
Some details please
- Contact
How can people get in touch
- Select Images
Select relevant images as needed
- Design
Choose a structure for your website
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Select features as you need

Please describe Business Name in a few words.

The best way to describe anything is by answering a few WH questions. Who, What, Where, Why, When, etc.

Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups. Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups.

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[Improve Using AI](#)

[Continue →](#) [Previous Step](#)

HootPress AI Website Builder

Step 4: Find appropriate images from our huge stock library or upload your own!

hootpress ai

- Let's Start
Name, language & type
- Describe
Some details please
- Contact
How can people get in touch
- Select Images**
Select relevant images as needed
- Design
Choose a structure for your website
- Features
Select features as you need

Select Images

Q Add more relevant keywords...

AI demystified HIVE System Artificial Intelligence communication empowerment

Search Results Upload Your Images Selected Images (2) Orientation: All

Continue → Previous Step Skip Step

HootPress AI Website Builder

Step 5: Choose from dozens of layout options for your specific business type.

The screenshot displays the HootPress AI website builder interface. On the left is a blue sidebar with a navigation menu for 'hootpress ai'. The main content area is titled 'Choose the layout for your website' and includes a search bar labeled 'Add a keyword'. Below the search bar, there are six preview cards for different website layouts, labeled 'Option 1' through 'Option 6'. Each card shows a sample website design with placeholder text and images. At the bottom left of the main area is a 'Previous Step' button.

hootpress ai ×

- Let's Start
Name, language & type
- Describe
Some details please
- Contact
How can people get in touch
- Select Images
Select relevant images as needed
- 5 Design**
Choose a structure for your website
- 6 Features
Select features as you need

Choose the layout for your website

Select your preferred structure for your website from the options below.

Q Add a keyword

Option 1 ⓘ

Option 2 ⓘ

Option 3 ⓘ

Option 4 ⓘ

Option 5 ⓘ

Option 6 ⓘ

Previous Step

HootPress AI Website Builder

Step 6: Preview your selected layout, upload your logo, customize fonts and colors!

The screenshot displays the HootPress AI website builder interface. On the left is a blue sidebar with the following sections:

- hootpress ai** (with a close button)
- Site Logo**: Includes an "Upload File Here" button.
- Font Pair: Playfair Display & Inter**: Shows five font style preview buttons.
- Color Palette: Style 3**: Shows a grid of color swatches and a checkerboard pattern.
- Continue →** button.
- Back to Other Designs** button.
- Responsive Preview** section with desktop, tablet, and mobile icons.

The main preview area shows a website layout with the following elements:

- Header: "Business Name" and navigation links (Home, About, Services, Blog, Contact).
- Hero Section: A dark background with a plant image, the text "Elevate Your Business with Us", and a green "CALL TO ACTION" button.
- Content Section: A light green background with two circular images (one of a balcony, one of a desk with a plant) and the heading "Our Story and Mission". Below the heading is a short paragraph of text and a green "READ MORE" button.

HootPress AI Website Builder

Step 7: Review all sections and features!

The screenshot displays the HootPress AI website builder interface. On the left is a control panel with the following sections:

- hootpress ai** (with a close button)
- Site Logo**: Includes an "Upload File Here" button.
- Font Pair: Poppins & Poppins**: Shows five font style variations.
- Color Palette: Original**: Shows a grid of color swatches.
- Continue →**: A button to proceed.
- Back to Other Designs**: A button to switch designs.
- Responsive Preview**: Includes icons for desktop, tablet, and mobile views.

The main preview area shows a website design with the following elements:

- Header: "This is just a sneak peek. The actual website and its content will be created in the next step."
- Section 1: "Our Story And Mission" with a circular image of a plant and a "Read More" button.
- Section 2: "Get Started Now" with a circular image of a balcony view and a "Call To Action" button.

HootPress AI Website Builder

Step 8: Add additional features and advanced functionality!

hootpress ai

- Let's Start
Name, language & type
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- Design
Choose a structure for your website
- 6 Features**
Select features as you need

Select features

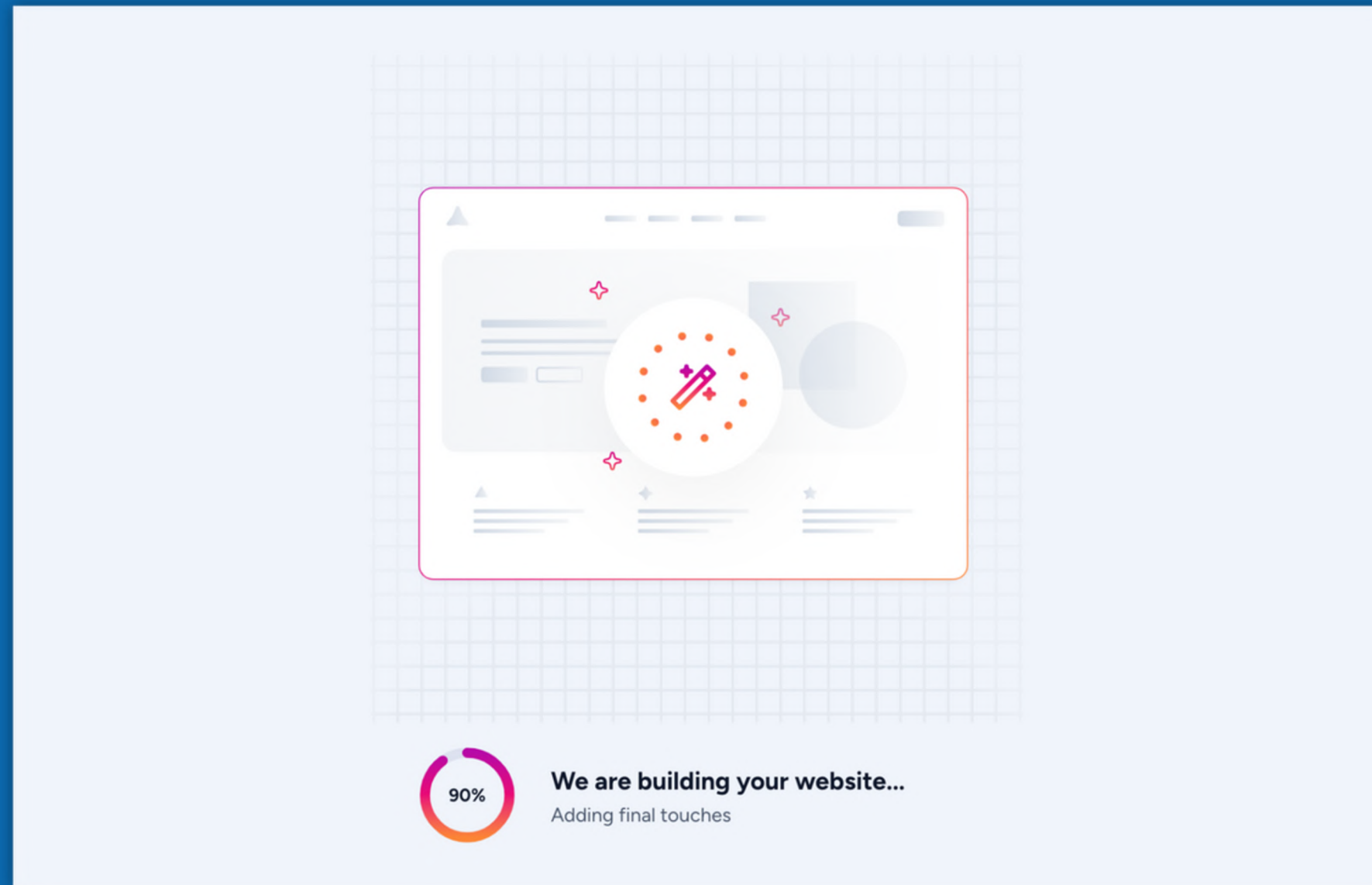
Select the features you want on this website

<input checked="" type="checkbox"/> Blog Display a well-designed blog on the website	<input checked="" type="checkbox"/> Page Builder Design pages with a visual website builder
<input checked="" type="checkbox"/> Contact Form Allow your visitors to get in touch with you	<input type="checkbox"/> eCommerce Sell your products online
<input type="checkbox"/> Automation & Integrations Automate your website & tasks	<input type="checkbox"/> Donations Collect donations online from your website
<input type="checkbox"/> Video Player Showcase your videos on your website	<input type="checkbox"/> Free Live Chat Connect with your website visitors for free

[Start Building →](#) [Previous Step](#) [Skip & Start Building](#)

HootPress AI Website Builder

Click Start Building and watch the AI build your WordPress website in minutes!

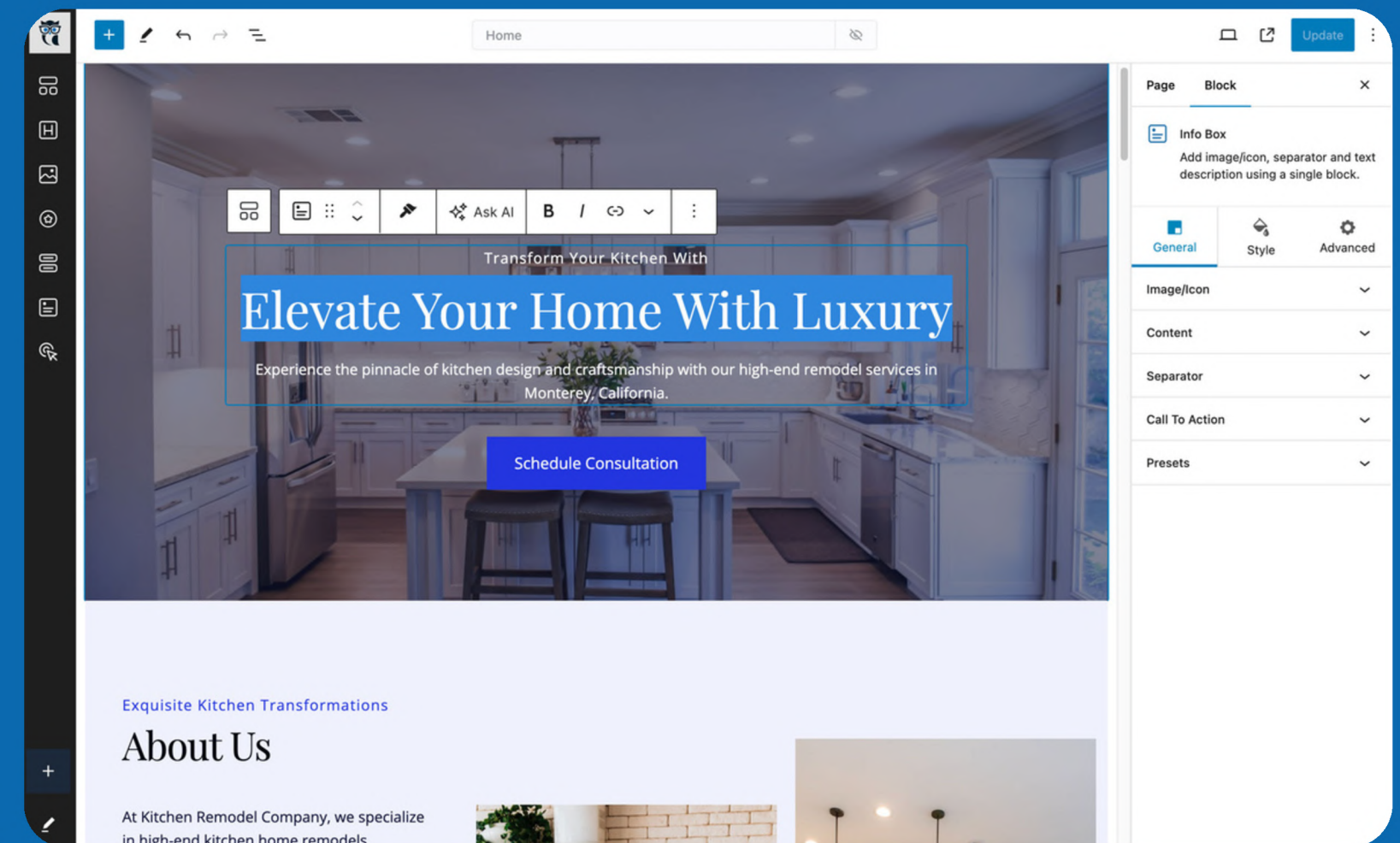


Edit and Customize, then Launch!

Once the AI builder finishes your new WordPress website, you can immediately go in and continue to customize or edit the design, content, images, and more.

Once your website is ready to launch, your assigned Hoot Expert will handle the technical stuff! We connect your domain, integrate Google Analytics and Search Console, activate performance and accessibility tools, and do a full review of your website for you.

Plus benefit from onboarding and training sessions to learn about HootCRM features, receive website training, and more!



Ongoing Maintenance and Management

Maintenance and Management

Website maintenance and management is key for continued online success!

- Growing your online presence is about consistency
- Optimization and SEO is an ongoing process
- Blogging and content publishing helps you grow
- Performance, Security, Accessibility are highly important!
- Concierge technical support is always a good thing

With Hoot Host you have a plan for ongoing maintenance and management to continue to grow your online presence and find your success online.



CRM and Growth Tools Built-In

HootCRM and Marketing Suite

So now you built your website, you are publishing blogs, and driving organic traffic from search engines, but none of that matters without tools to help you grow your business online! That is why we give you HootCRM!

- HootCRM helps you manage your business operations
- Integrates with website through forms, calendars, chatbot
- Manage your leads and contacts to grow your business
- Marketing integrations for social media, email, GBP

With HootCRM you can manage your business the wiser way and market your services more effectively. HootCRM is included in all the websites we build and in the AI builder!



HootCRM and Marketing Suite

Use HootCRM for all your operations & marketing!

- Contacts Management & Pipelines
- Calendars & Booking
- Email Marketing
- Social Media Scheduling & Posting
- Google Business Profile Management
- Landing Pages, Funnels, Advanced Forms
- Payments and Invoicing
- Website Chat Widget by Waggle AI (add-on)
- Reporting & Analytics

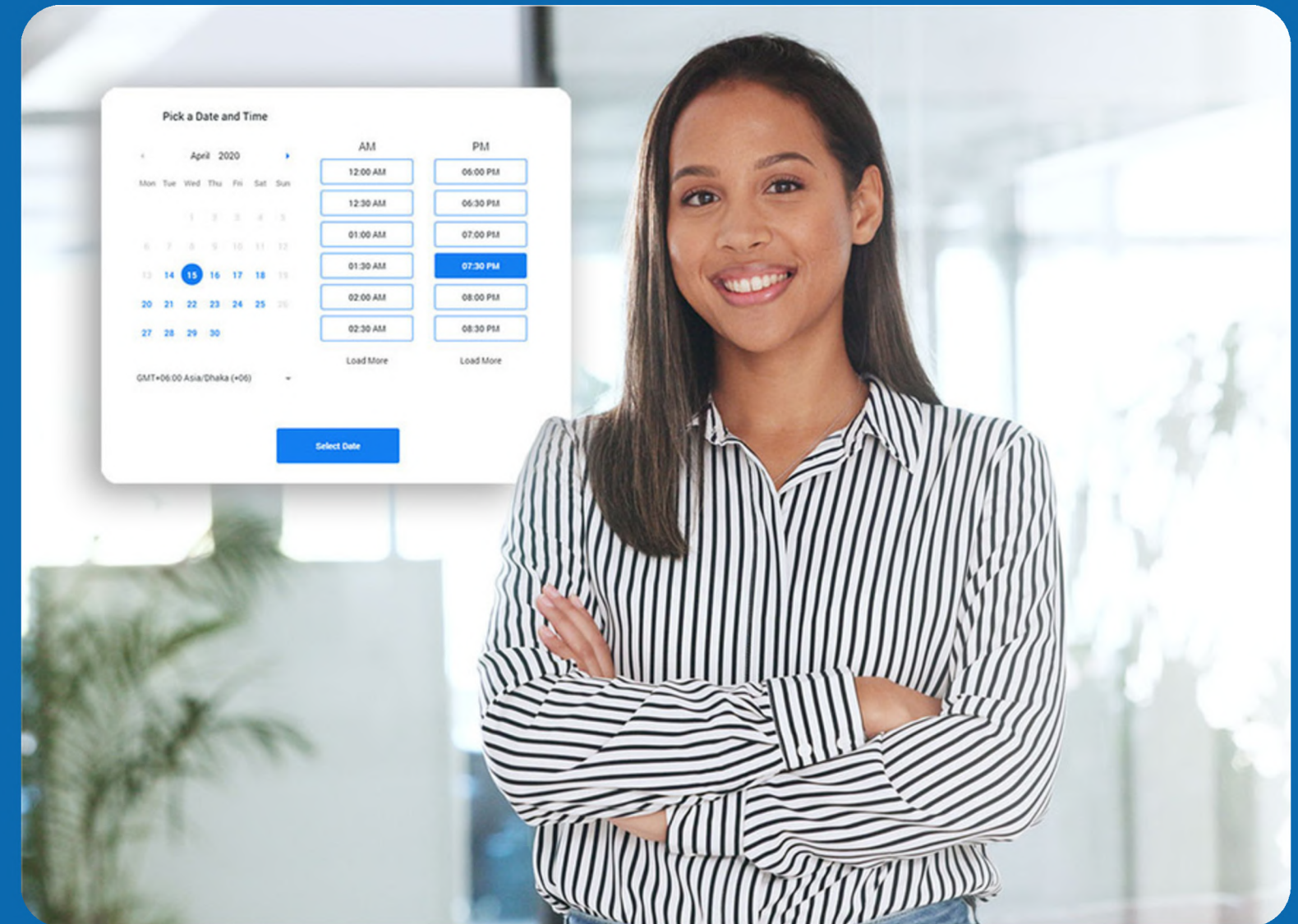


Strategies to Grow Your Business

Strategies to Grow Your Business

Through CRM and marketing tools + an optimized website your business will help you meet your goals, especially when you follow some core strategies for growth!

- Use E-E-A-T standards for writing quality content
- Strictly follow Google helpful content algorithm for blogs
- Structure website around the digital consumer journey and website visitor intent
- All lead generation, calendars, forms data goes to CRM
- Use CRM to manage your email marketing, social media posting, Google Business Profile for consistent outreach
- Add HootSocial, HootSEO, Blog Boost plans from Hoot Host for additional marketing support!



Reminders & Recap!

Reminders and Recap

An effective and affordable online presence is possible! You don't need to pay thousands to an agency or be stuck trying to do DIY your goals online:

- Try HootPress AI Builder for an affordable website, with ongoing support, and a CRM platform
- Hoot Host covers your hosting, maintenance, management
- HootCRM for management of your operations / marketing
- Follow key strategies for online growth

You can find the success you want online without breaking the bank! Hoot Host is changing the website industry and can help you achieve your online goals and be supported through the process. Just ask our clients who love to HOOT about us!



Time For Questions

Let's start a conversation about building your online presence!



Join our community
of 1300+ businesses!



The Wiser Way to Build Your Online Presence



Hoot Host - <https://hoot.host>

Join the Wiser Way Weekly Connect!

Join the Wiser Way Weekly Connect to receive personalized coaching, support, and education for everything small business marketing and websites. All while engaging and networking in the flourishing Hoot Host Community on Alignable.

Every Friday 2PM PST / 5PM EST!!



For one-on-one website and marketing coaching
visit <https://wiserway.coach>