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Recommended Website Management Tools



SYNOPSIS

Managing a website and progressively growing an online presence can sometimes feel overwhelming and challenging. From designing a website, to managing your web presence, and everything in between, it may seem troublesome yet time-consuming. As important as your website is to the success of your business, you don't have a lot of time and budget to spend on maintaining it.

However, there is a need for specific web management tools that will make it easier to handle the multiple functions of your business' website and are affordable enough to invest in reasonably.

The following pages explain the best website management tools for your business that can help with website design, content management, web hosting, social media, etc.

Website Management Tools

The first question business owners usually ask is: “Do I need to learn coding languages to create and maintain a website?” The answer is No. Intuitive website management tools make it easy for the most inexperienced beginners to build a website, update it, and maintain it over time.

From building the customer-centric website to maintaining and tracking the progress, these essential tools will ensure your website is professional, up-to-date, and functioning as intended.

Website Management Tools

no. 1 **WordPress**

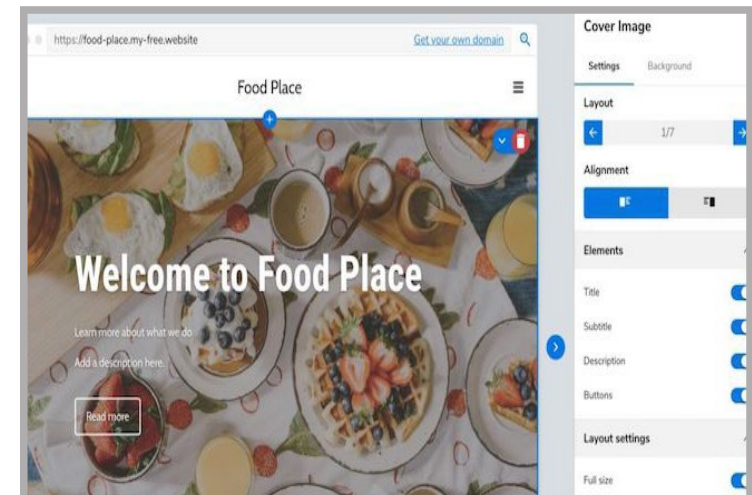
[WordPress](#) is the most flexible and functional content management system (CMS) that organizations of all sizes can easily bend to their needs. WordPress is entirely free for small business owners to build and maintain a simple website.

Moreover, with around 45,000 WordPress plugins, you can easily find any additional functionality you need for your website, featuring spanning security, SEO, spam blocking, social sharing and much more.



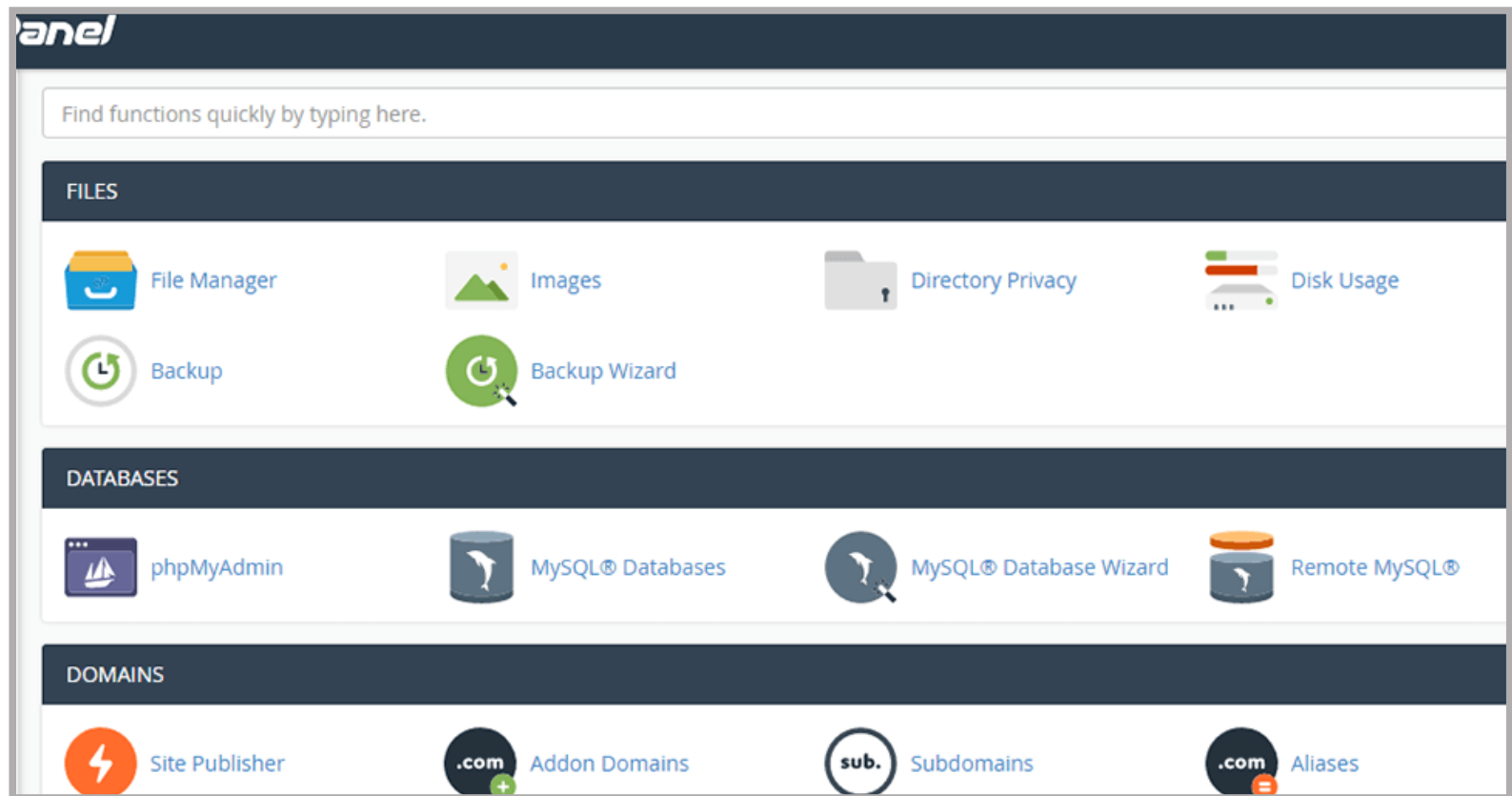
no. 2 **Website Builder**

[Website Builder](#) Designed to help you grow—from SEO tools to social integration, a website builder is an all-in-one builder to create a professional yet designer website without technical skills. This is all included with your hosting plan and thousands of templates to choose from for creating a stunning website within hours.



no. 3 cPanel

- If you're just setting up your first website, you most likely need to use [cPanel](#). Uploading files, creating a custom email address, including more add-on domains to your hosting account, and installing WordPress can all be easily accomplished in your cPanel.
- Once you learn to use it like a pro, you will be able to deliver and manage everyday tasks required for your website.



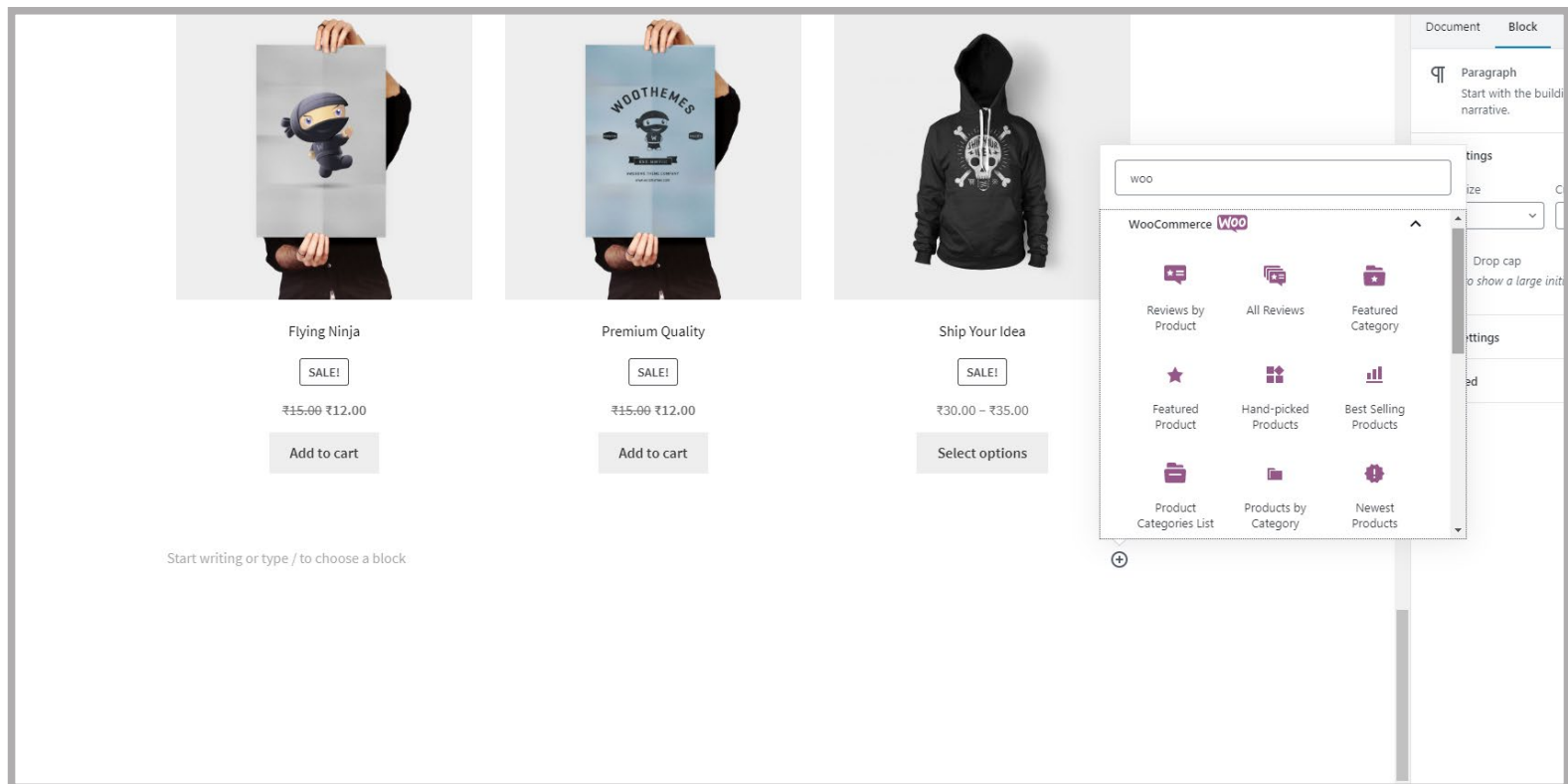
E-commerce tools

E-commerce offers businesses a range of opportunities to increase product ranges and generate more sales. Also you will need an e-commerce storefront, and an optimized and well-developed website to achieve these goals.

For that reason, business owners consider additional web management tools that provide e-commerce functionality and features to enhance e-commerce business websites more efficiently and productively.

no. 4 **WooCommerce**

[WooCommerce](#) is a popular WordPress plugin and one of the best E-Commerce solutions that walks you through each step of setting up an E-commerce store. You will be able to create product pages, set up your preferred payment method, calculate tax using visitors' locations, and much more. In addition, WooCommerce is free and open-source like WordPress and offers a wide variety of modules that extend it's functionality. While some modules are free, some do require a fee.



The screenshot displays a WooCommerce product grid with three items:

- Flying Ninja**: A grey t-shirt with a blue and yellow ninja character. Price: ₹15.00 - ₹12.00. Includes a "SALE!" badge and an "Add to cart" button.
- Premium Quality**: A blue t-shirt with a "WOOTHEMES" logo and a lightbulb. Price: ₹15.00 - ₹12.00. Includes a "SALE!" badge and an "Add to cart" button.
- Ship Your Idea**: A black hoodie with a white skull and crossbones design. Price: ₹30.00 - ₹35.00. Includes a "SALE!" badge and a "Select options" button.

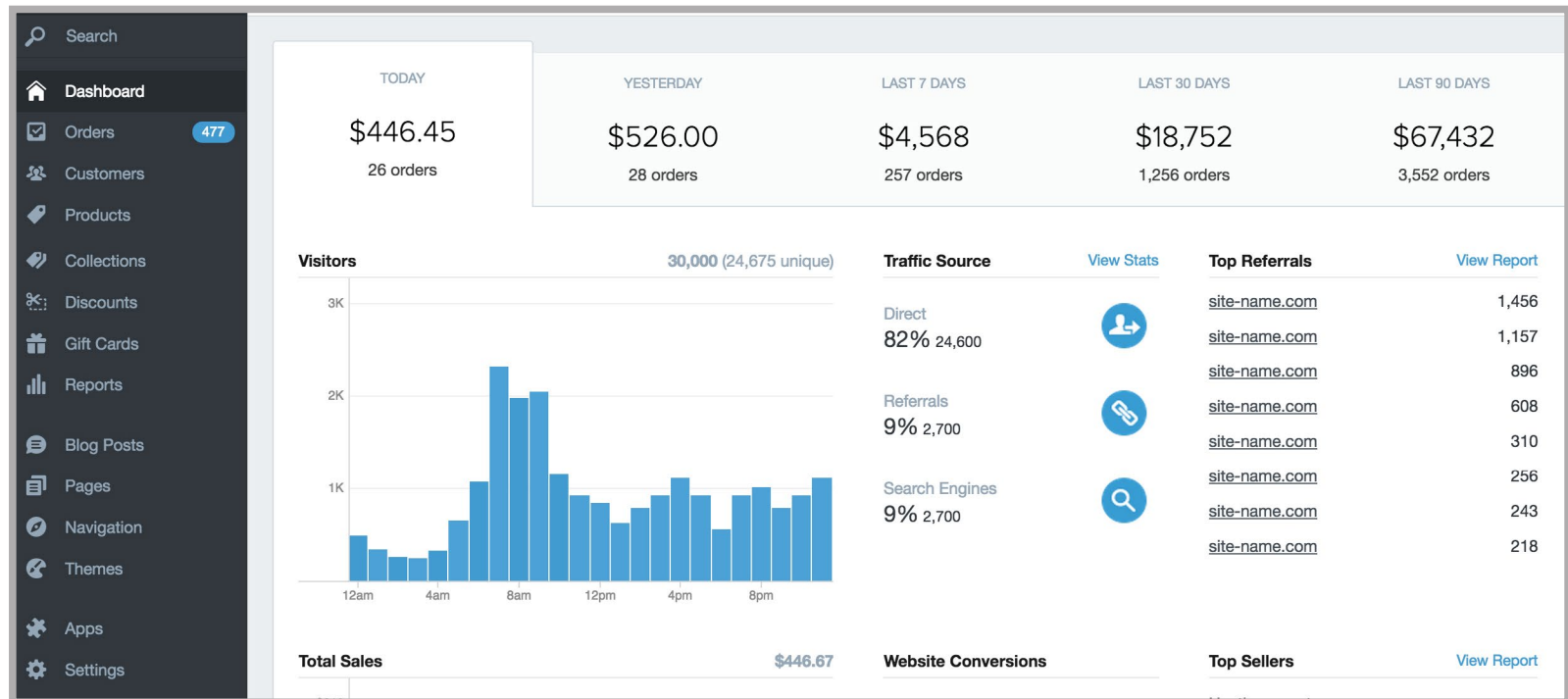
A search dropdown menu is open, showing the search term "WOO" and a list of WooCommerce widgets:

- Reviews by Product
- All Reviews
- Featured Category
- Featured Product
- Hand-picked Products
- Best Selling Products
- Product Categories List
- Products by Category
- Newest Products

The background shows a WordPress editor interface with a "Paragraph" block selected and a "Start writing or type / to choose a block" prompt.

no. 5 **Shopify**

[Shopify](#) is one of the largest e-commerce platforms that allows you to build and customize your online store easily. Moreover, you will be able to download and integrate powerful tools to increase your store’s functionality that helps manage functions like shipping, social media, and accounting. Also, Shopify’s 24/7 help center solves various issues and provides tutorials and troubleshooting guides via multiple channels, including calls, email, or chat. Simply, it offers all the e-commerce and point of sale features you need to start, run, and grow your business.



no. 6 **Magento**

[Magento](#) is another popular open-source e-commerce website platform owned by Adobe. It allows access to hundreds of unique features that helps users connect with their customers and sell their products. Also you will be able to build multi-channel commerce experiences for B2B and B2C customers on a single platform.

Though Magento requires a higher level of skill, the cost of using it can be worthwhile for businesses that want the level of functionality it provides.

The screenshot displays the Magento Admin 'Products' page. The sidebar on the left contains navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, and Content. The main area shows a list of products with the following data:

ID	Thumbnail	Name	Type	Attribute Set	SKU	Price	Quantity	Visibility	Status	Website
37		Endurance Watch	Simple Product	Gear	24-MG01	\$49.00	100.0000	Catalog, Search	Enabled	Main Website
40		Dash Digital	Simple Product	Gear	24-MG02	\$92.00	100.0000	Catalog, Search	Enabled	Main Website

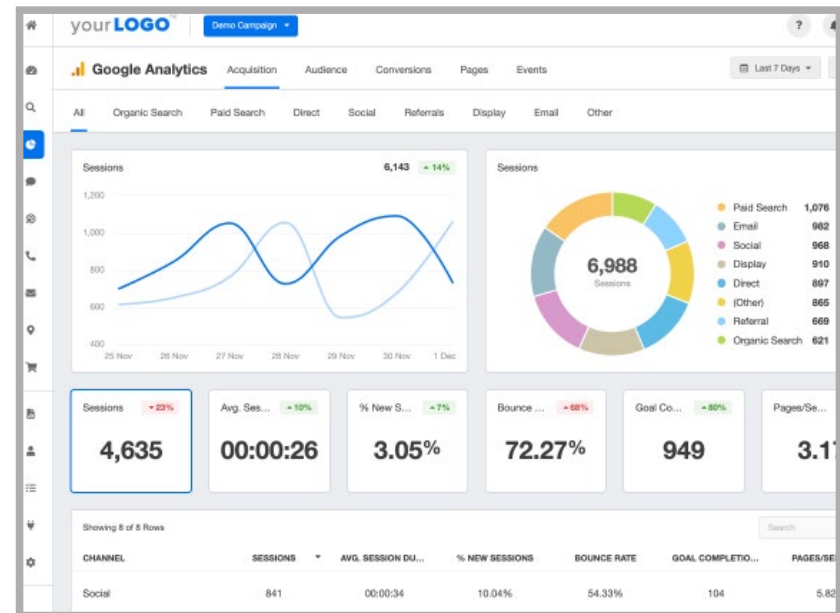
Online Marketing Management Tools

Whether updating the website, maintaining and tracking customer interactions, winning over leads or uncovering fresh marketing opportunities, online marketing management tools serve as the foundation of a robust marketing stack for your business growth.

no. 7

Google Analytics

[Google Analytics](#) is a free web analytic service that measures your advertising ROI and tracks your video, social networking sites and applications. The information within is surprisingly comprehensive and valuable for understanding how users interact with your website, from page to page, which helps you analyse your website's performance and make it more effective.

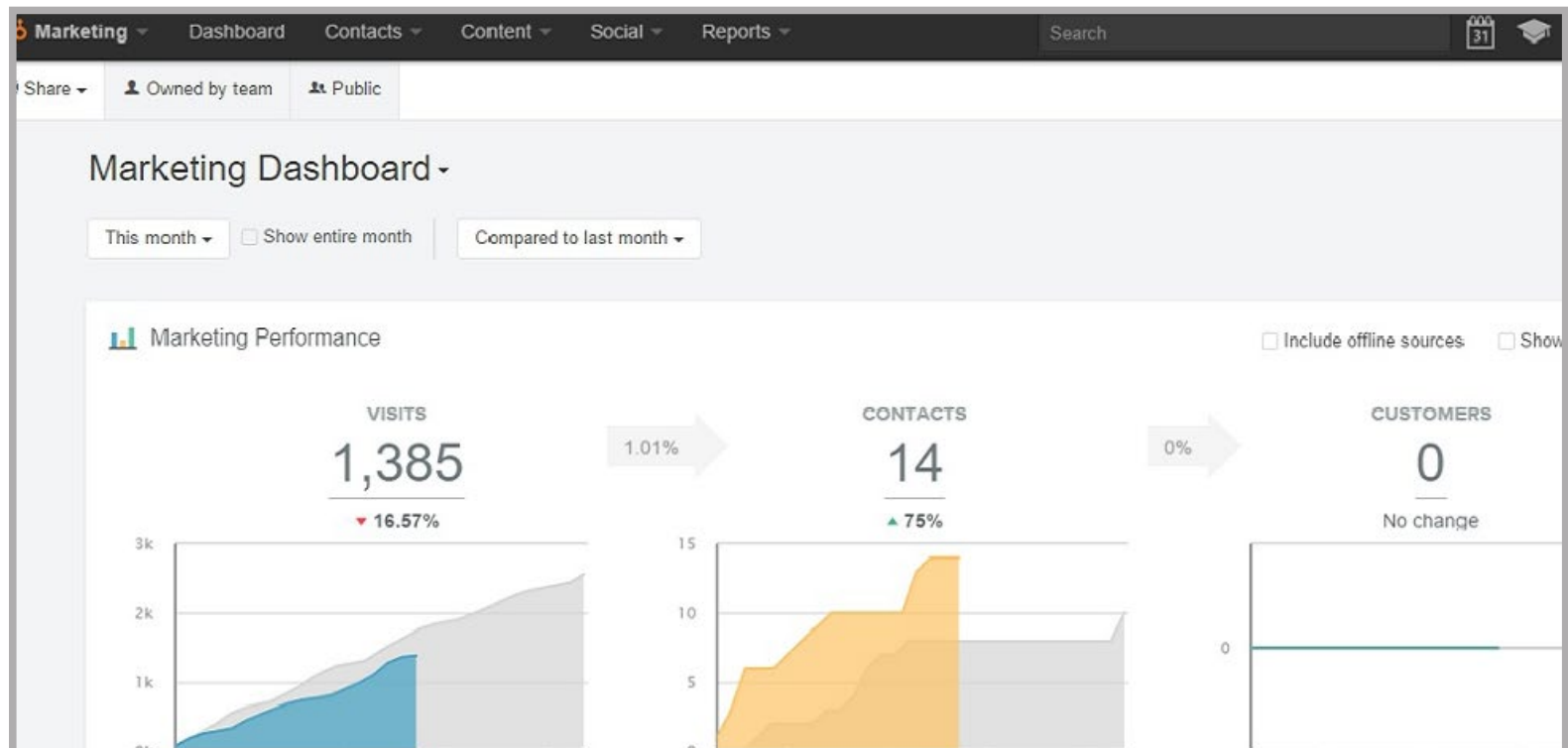


no. 8 **HubSpot**

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[HubSpot](#) is a free marketing tool and sales platform that helps companies attract visitors, convert leads and close potential customers. This tool keeps track of visitors' activities and provides lead capture forms, email marketing, and analytics that shows insights into the customer's journey.

As your business grows, HubSpot also offers a more comprehensive paid version that provides advanced features like marketing automation and more personalization options.



Online File Management

Nothing is more important than securely creating, collaborating, and getting work done. Online document management allows users to conveniently share files with different devices and people while controlling the access to simplify the process of collaboration on content, planning, and organization within your business.

no. 9 Google Drive

[Google Drive](#) is a free set of tools provided by Google to store, share, and collaborate on files and folders from your mobile device, tablet, or computer. It also allows you to control the access to each file you create and share, and whether they can view or edit them. Moreover, the collaborative feature to see each other's edits and comments makes it easy for your team to work together on the website, business plans, and any content you create for marketing purposes.



Summary

Today, website owners can skip the steps where they need programming lessons or website manager helping hands. To run an efficient website, you simply need intuitive website management tools to build a website, make updates, and maintain it over time. There will be several tools to help you manage your online presence effectively, but you don't need to overwhelm yourself when you are an inexperienced beginner. Going for the most popular and easiest-to-use website management tools would be best.

To find more insights on how to run a better business online, visit shop.larsonjuhl.com.

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