



easyWP

Erfolgreiche Websites

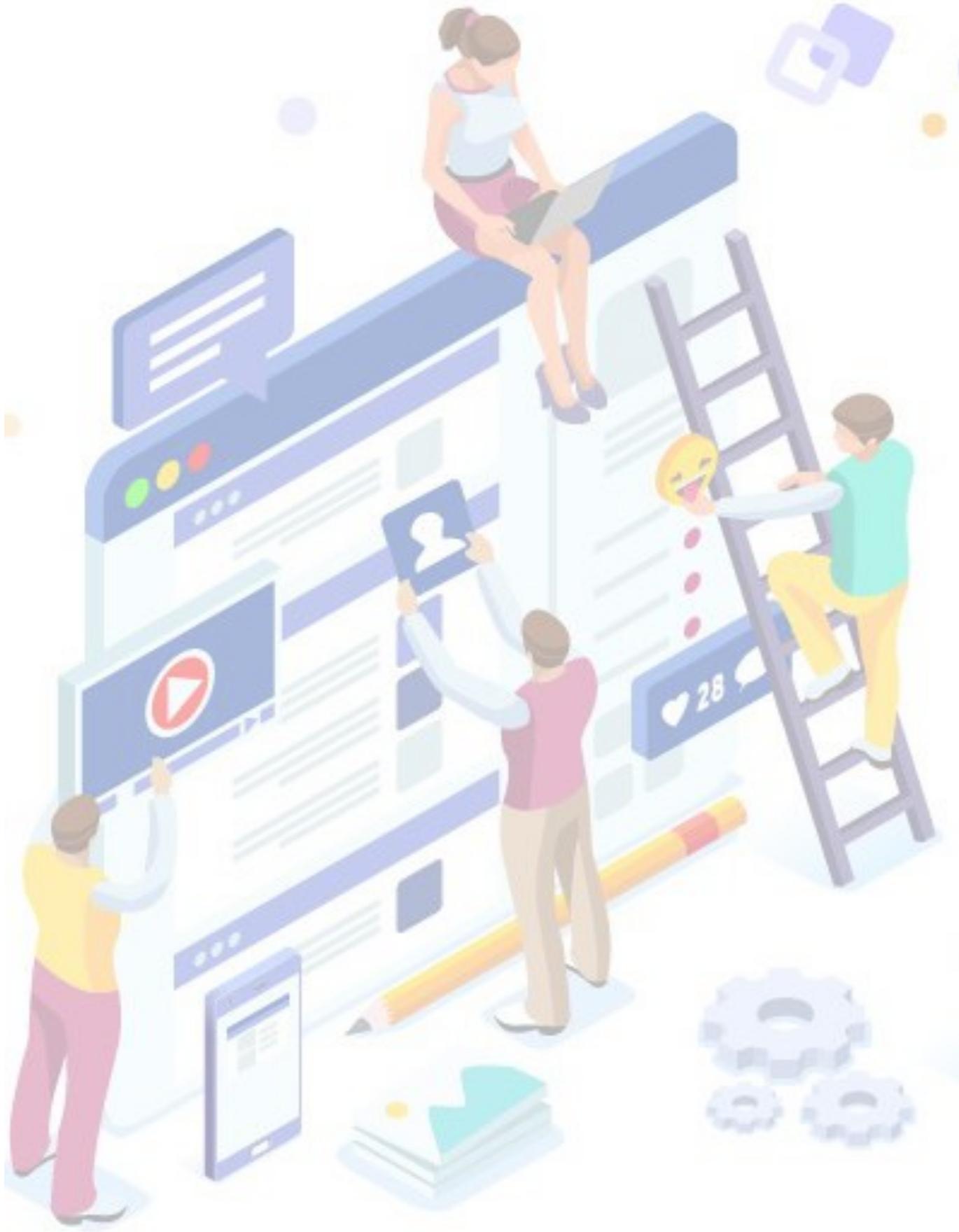
Professionelle Website mit WordPress erstellen - Digital

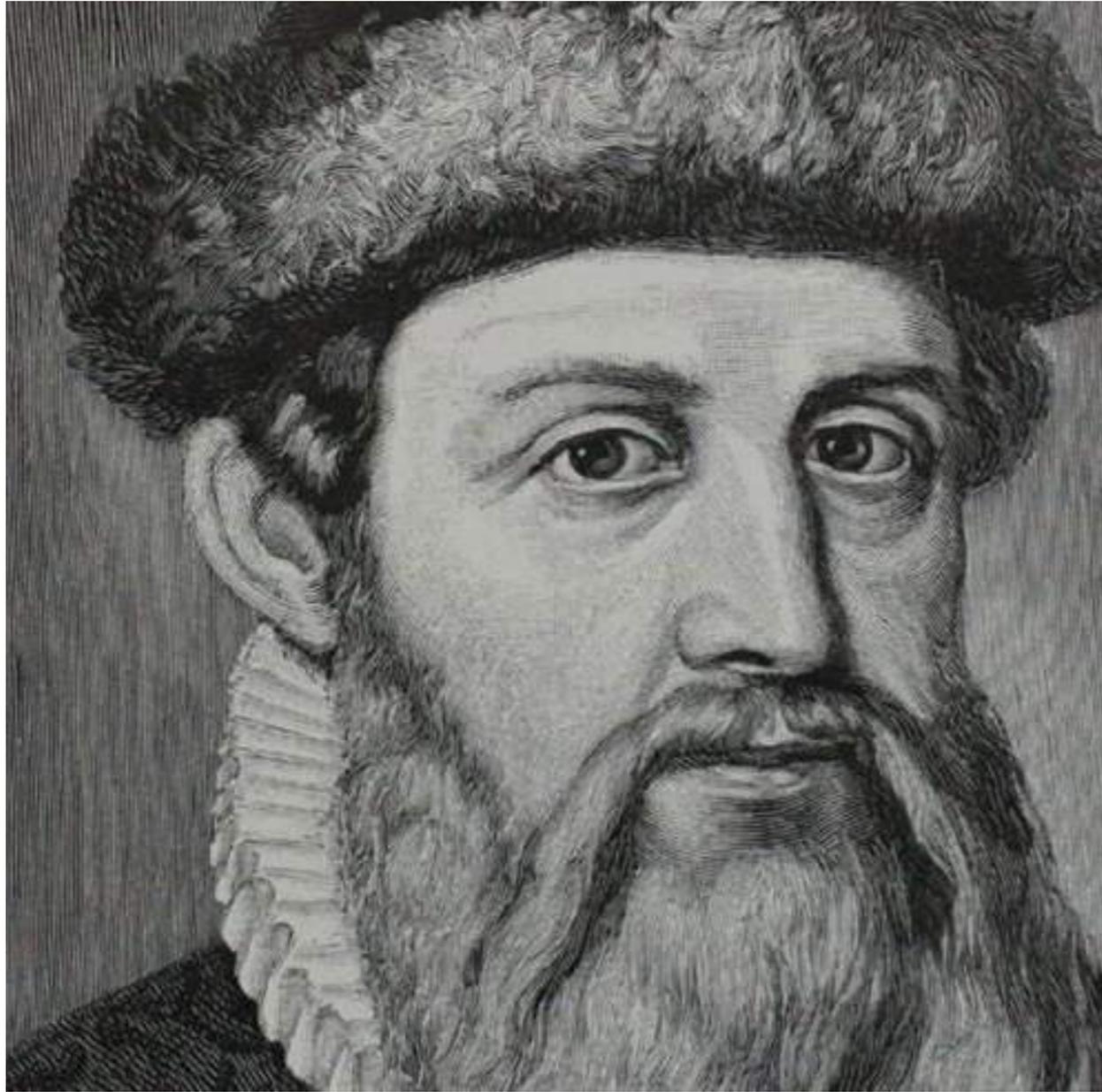
1. Teil:

- WP System, Backend, Basics
- Content Know How
- Design, Themes, Funktionen

2. Teil:

- Praxis Know How
- Website professionalisieren
- Online Marketing





	2019 1 Dec	2020 1 Jan	2020 1 Feb	2020 1 Mar	2020 1 Apr	2020 1 May	2020 1 Jun	2020 1 Jul	2020 1 Aug	2020 1 Sep	2020 1 Oct	2020 1 Nov	2020 1 Dec
None	43.2%	43.1%	42.8%	42.7%	43.4%	43.1%	41.6%	40.8%	40.5%	39.8%	39.5%	39.0%	38.7%
WordPress	35.1%	35.4%	35.7%	35.9%	35.7%	36.0%	37.0%	37.6%	37.8%	38.3%	38.5%	38.8%	39.1%
Shopify	1.8%	1.9%	2.0%	2.1%	2.1%	2.2%	2.4%	2.5%	2.7%	2.8%	2.9%	3.1%	3.1%
Joomla	2.7%	2.6%	2.6%	2.5%	2.4%	2.4%	2.4%	2.4%	2.3%	2.3%	2.3%	2.2%	2.2%
Drupal	1.7%	1.7%	1.7%	1.6%	1.6%	1.6%	1.6%	1.6%	1.6%	1.5%	1.5%	1.5%	1.5%
Wix	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.4%	1.4%	1.5%	1.5%	1.5%	1.6%	1.5%
Squarespace	1.6%	1.5%	1.5%	1.5%	1.4%	1.4%	1.4%	1.4%	1.5%	1.4%	1.4%	1.4%	1.4%
Bitrix	0.8%	0.9%	0.9%	0.9%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Blogger	0.8%	0.9%	0.9%	0.9%	0.9%	0.9%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Magento	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.7%	0.7%	0.7%
OpenCart	0.5%	0.5%	0.5%	0.5%	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
PrestaShop	0.7%	0.7%	0.6%	0.6%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Weebly	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
TYPO3	0.5%	0.5%	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Bigcommerce	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
GoDaddy Website Builder	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
Adobe Dreamweaver	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%
Webflow	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Tilda	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
DataLife Engine	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
FrontPage	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Prom.ua	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Gatsby	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%

Tabelle von W3tech zur Nutzung von CMS. (Screenshot w3tech/ t3n)

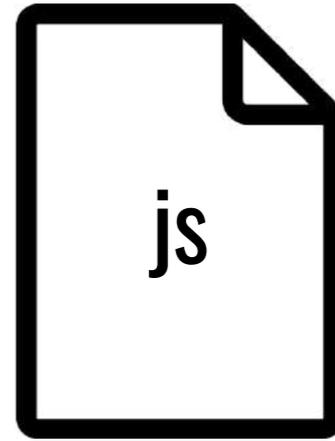
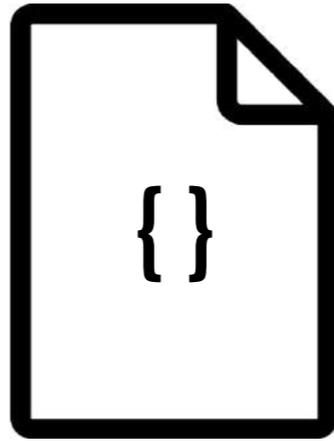
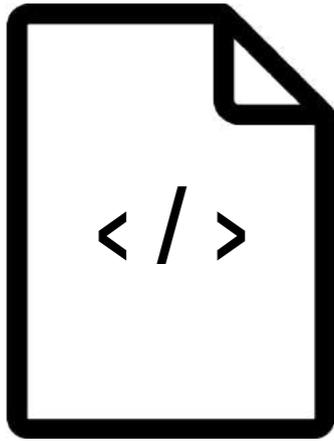
.COM

- ▶ Limited theme options
- ▶ No plugins
- ▶ Limited free storage
- ▶ Pay to remove ads
- ▶ Little or no technical control

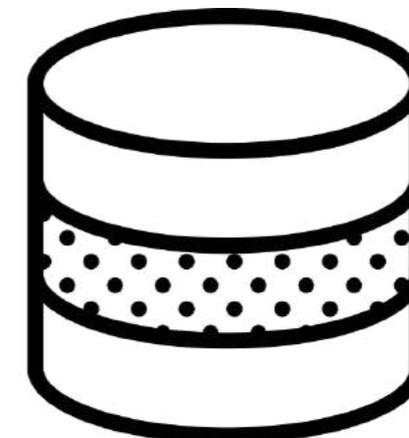
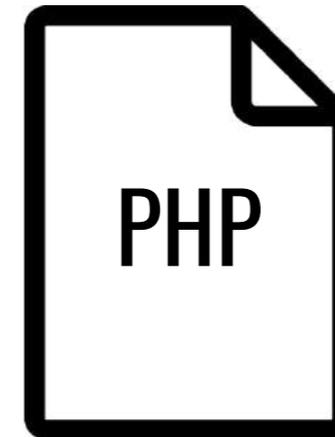
.ORG

- ▶ Full theme customization
- ▶ All plugins allowed
- ▶ Storage varies by host
- ▶ Run your own ads (or don't)
- ▶ Full control over database and files





 .htaccess	294 B
 index.htm	2 KB
 index.php	418 B
 license.txt	20 KB
 liesmich.html	9 KB
 readme.html	7 KB
 wp-activate.php	7 KB
▶  wp-admin	--
 wp-blog-header.php	364 B
 wp-comments-post.p...	2 KB
 wp-config-sample.php	4 KB
 wp-config.php	3 KB
▼  wp-content	--
 index.php	28 B
▶  languages	--
▶  plugins	--
▶  themes	--
▶  upgrade	--
▶  uploads	--
 wp-cron.php	4 KB
▶  wp-includes	--
 wp-links-opml.php	2 KB
 wp-load.php	3 KB
 wp-login.php	37 KB
 wp-mail.php	8 KB
 wp-settings.php	17 KB
 wp-signup.php	30 KB
 wp-trackback.php	5 KB
 xmlrpc.php	3 KB



MySQL

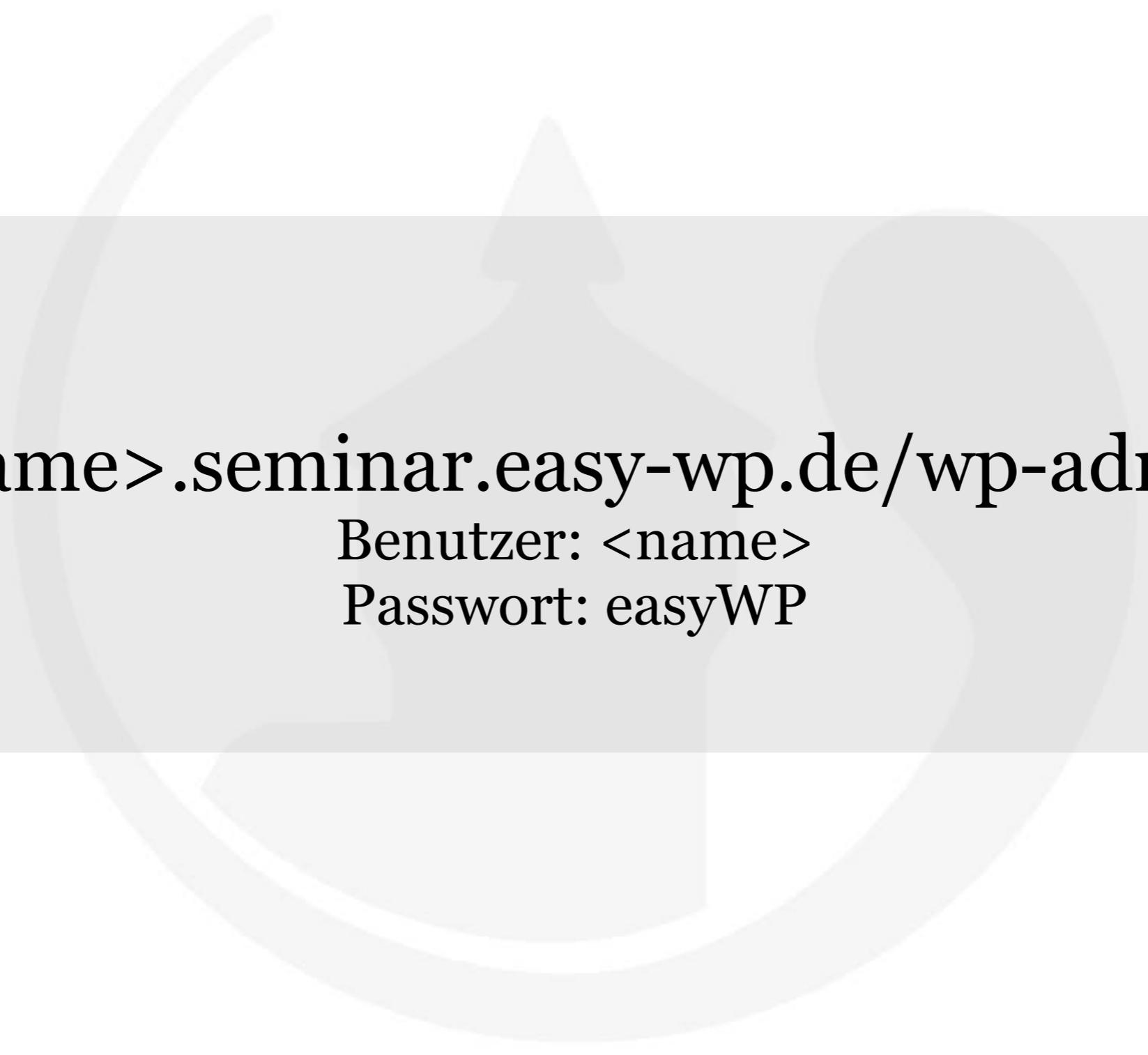
System





Testumgebung

Webseite für Touristeninformation



<name>.seminar.easy-wp.de/wp-admin

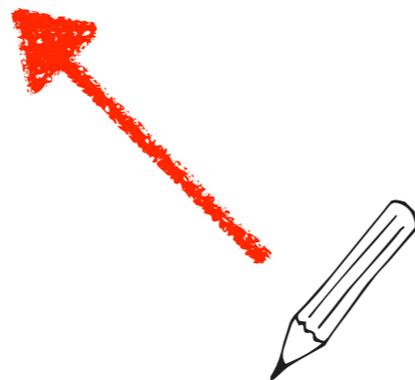
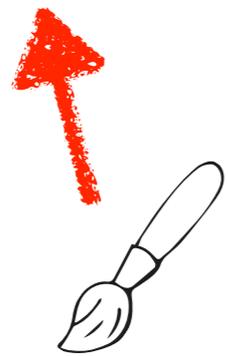
Benutzer: <name>

Passwort: easyWP



- Dashboard
- Home
 - Aktualisierungen 21
- Beiträge
- Medien
- Seiten
- Seminare
- Referenten
- Kommentare
- Static Content
- Portfolios
- Formulare
- Design
- Plugins 20
- Benutzer
- Werkzeuge
- Einstellungen
- Eigene Felder
- SEO
- MailChimp for WP
- CPT UI
- Insights
- Quick Redirects
- Revolution Slider





Top In WordPress Theme Usage Distribution in the Top 1 Million Sites

Technology

-  Divi
-  Genesis Framework
-  Avada
-  Enfold
-  Twenty Seventeen
-  GeneratePress
-  Astra Theme
-  Flatsome
-  BeTheme
-  Sahifa
-  Kriesi.at
-  Twenty Nineteen
-  Salient
-  Twenty Sixteen
-  Beaver Builder
-  Peadig
-  OceanWP
-  Twenty Twelve
-  The7

Top In WordPress Theme Usage Distribution in Germany

Technology	Websites	%
 Divi	52,289	8.12
 Twenty Seventeen	46,563	7.23
 Avada	39,154	6.08
 Enfold	35,543	5.52
 Kriesi.at	20,700	3.22
 BeTheme	14,326	2.23
 OceanWP	13,840	2.15
 Twenty Eleven	12,689	1.97
 Twenty Sixteen	11,509	1.79
 Twenty Twelve	11,441	1.78
 GeneratePress	11,018	1.71
 Astra Theme	10,940	1.7
 The7	10,680	1.66
 Sydney Theme	9,716	1.51
 Twenty Nineteen	9,146	1.42
 Impreza	8,862	1.38
 Twenty Fourteen	8,401	1.31
 Twenty Fifteen	8,398	1.3
 Twenty Ten	8,016	1.25
 Bridge	7,046	1.09

Plugins



47,350
active plugins



633,274,305
plugin downloads



Top In WordPress Plugins Usage Distribution in the Top 1 Million Sites

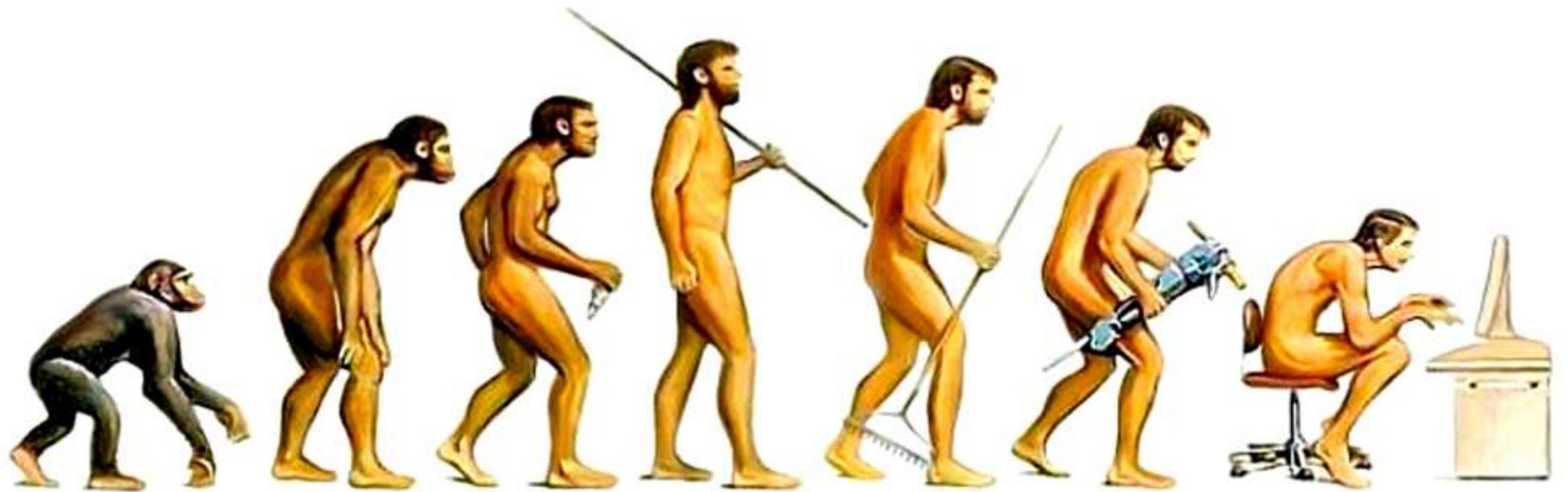
Technology

 Yoast Plugins
 Visual Composer
 Jetpack
 Slider Revolution
 WPBakery
 MonsterInsights
 All in One SEO Pack
 WP Rocket
 Autoptimize
 WP Super Cache
 Wordfence
 Elementor
 MailChimp for WordPress
 TablePress
 Instagram Feed for WordPress
 WP PageNavi
 LayerSlider Responsive
 Lightspeed Cache

Top In WordPress Plugins Usage Distribution in Germany

Technology	Websites	%
 WPBakery	92,176	6.19
 Elementor	58,966	3.96
 All in One SEO Pack	58,177	3.91
 Autoptimize	51,809	3.48
 LayerSlider Responsive	44,219	2.97
 Wordfence	43,709	2.94
 WP Super Cache	37,784	2.54
 MonsterInsights	36,049	2.42
 TablePress	32,254	2.17
 WPML Multilingual	28,190	1.89
 SiteOrigin Panels	27,040	1.82
 WP Rocket	25,654	1.72
 Borlabs Cookie	23,485	1.58
 The Events Calendar	23,099	1.55
 WP DSGVO Tools	22,041	1.48
 WooCommerce Germanized	19,321	1.3
 Responsive Lightbox	18,234	1.22
 WP Google Maps	17,865	1.2
 Visual Composer Ultimate Addons	17,837	1.2









JAN
2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.75
BILLION

URBANISATION:

55%

UNIQUE MOBILE
PHONE USERS



5.19
BILLION

PENETRATION:

67%

INTERNET
USERS



4.54
BILLION

PENETRATION:

59%

ACTIVE SOCIAL
MEDIA USERS



3.80
BILLION

PENETRATION:

49%



we
are
social



JAN
2020

GERMANY

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



83.65
MILLION

URBANISATION:

77%

MOBILE PHONE
CONNECTIONS



110.7
MILLION

vs. POPULATION:

132%

INTERNET
USERS



77.79
MILLION

PENETRATION:

93%

ACTIVE SOCIAL
MEDIA USERS



38.00
MILLION

PENETRATION:

45%



we
are
social



we
are
social

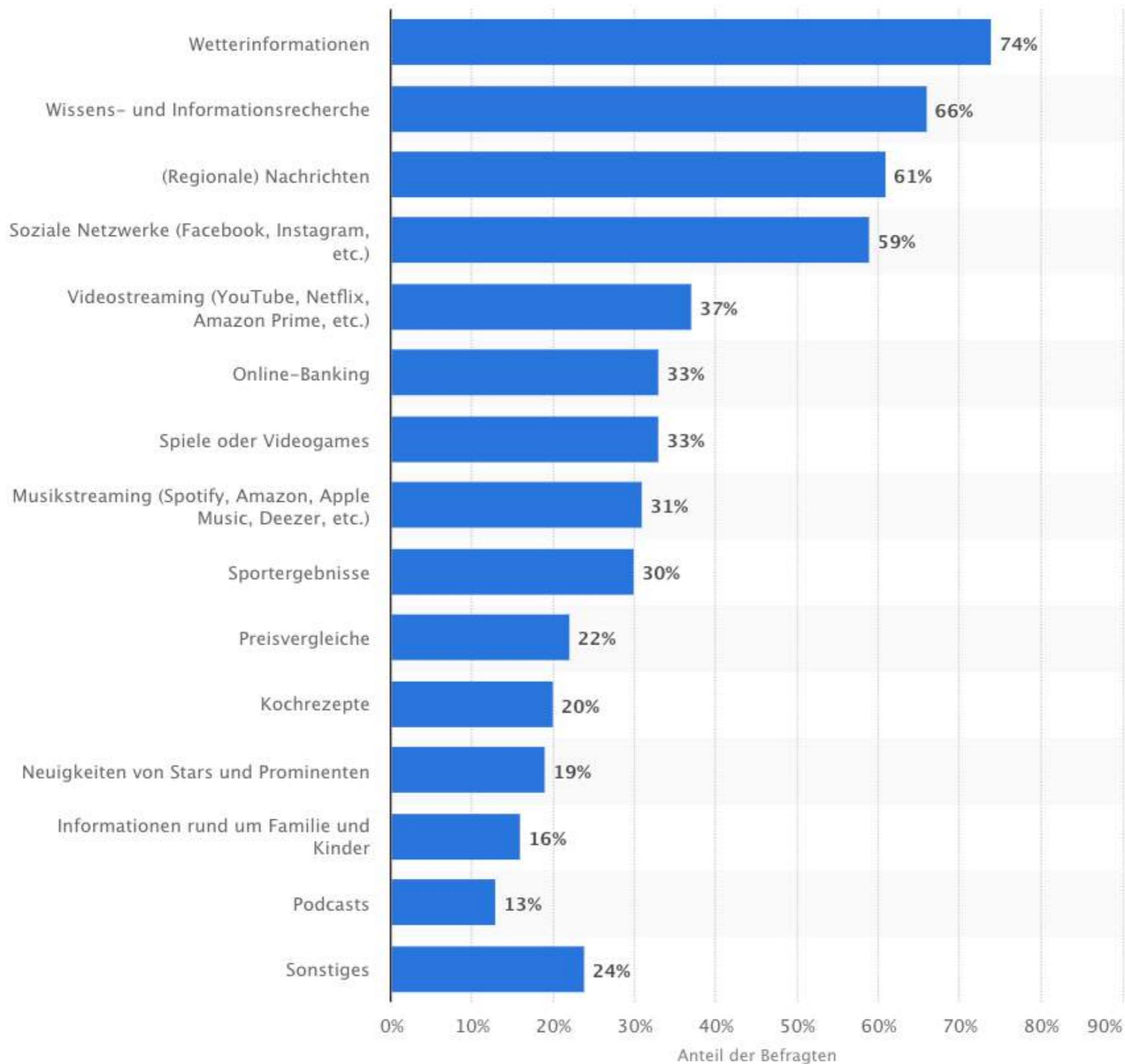


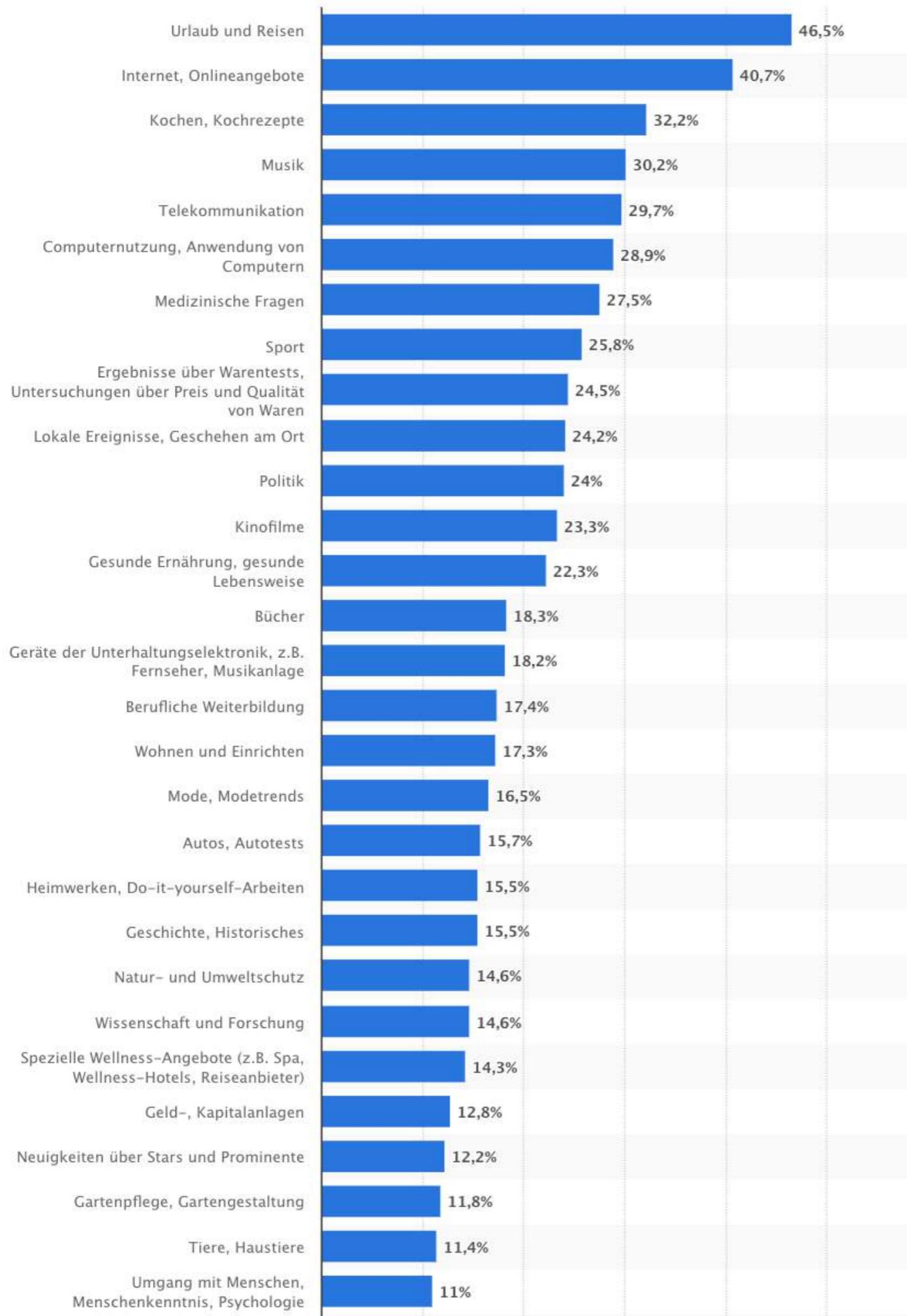
Hootsuite®



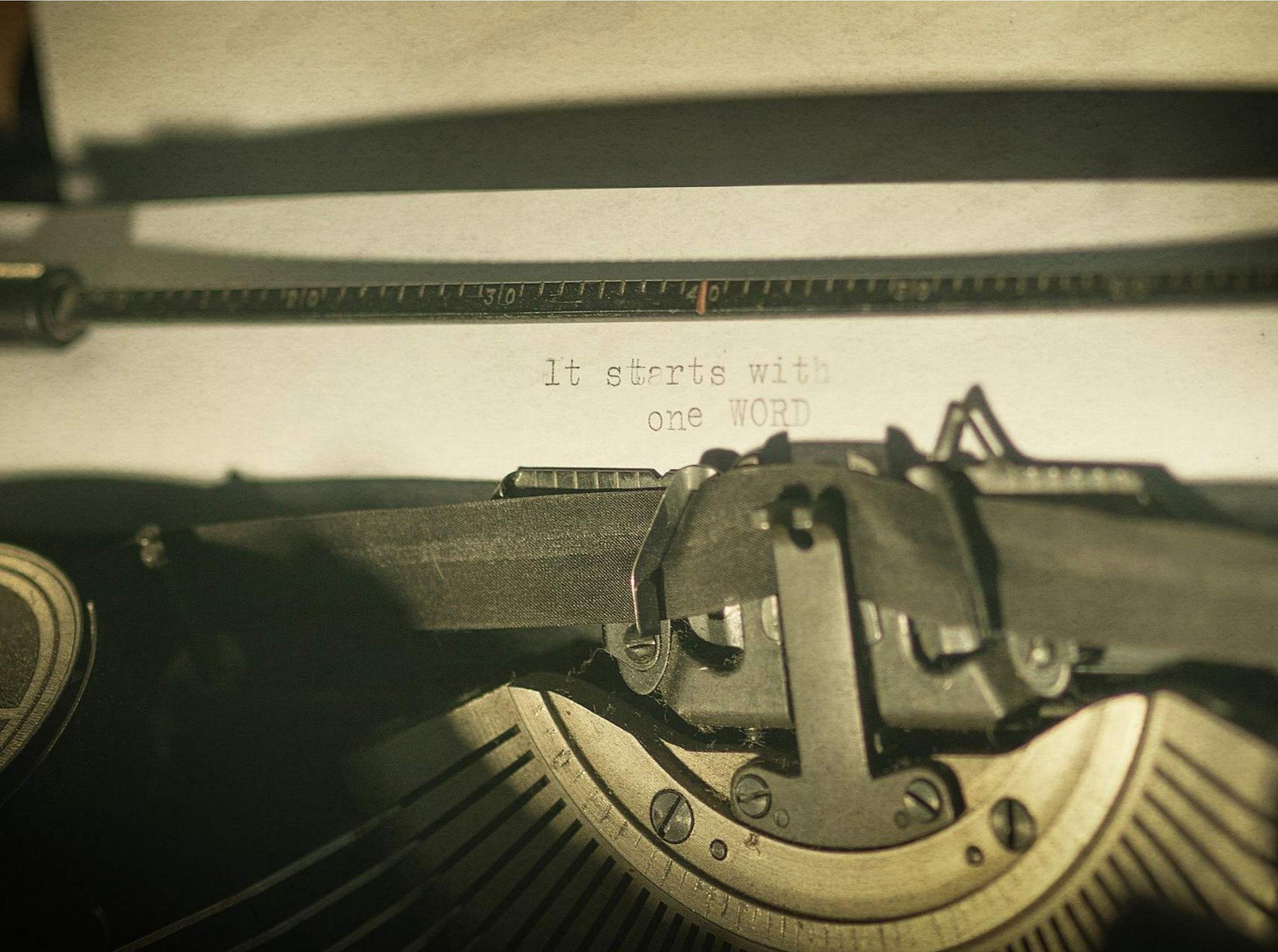


Wie häufig nutzen Sie die folgenden Inhalte im Internet über Ihr Smartphone? Ich nutze mindestens mehrmals pro Woche...





Internetnutzer in Deutschland nach Themen, über die sich im Internet informiert wird, im Jahr 2020

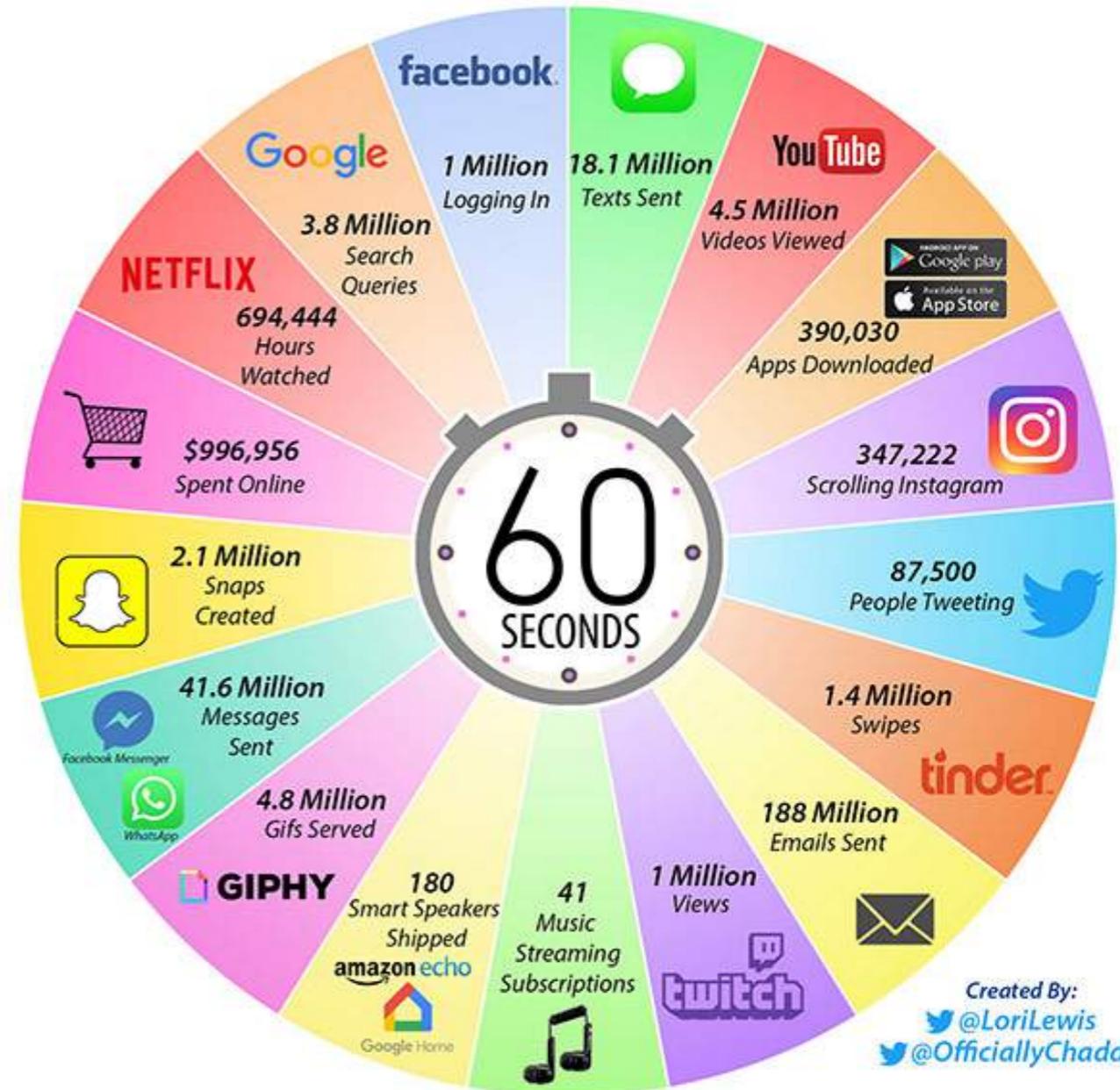


It starts with
one WORD

Informationsüberfluss

2018 *This Is What Happens In An Internet Minute*

2019 *This Is What Happens In An Internet Minute*



- Turismo
- 7 Series Saloon
- 8 Series Convertible
- 8 Series Coupe
- Alpina Saloon
- Alpina Touring
- Estate
- i3
- i8 Convertible
- i8 Coupe
- M2 Coupe
- M4 Convertible
- M4 Coupe
- M5 Saloon
- X1 Estate
- X2
- X3 Estate
- X4 Estate
- X5 Estate
- X6 Estate (2014-19)
- X7 Estate
- Z4 Convertible



- Berlingo Estate
- Berlingo L1 Van
- Berlingo XL Van
- C1
- C3
- C3 Aircross
- C4 Cactus
- C4 Spacetourer
- Estate (2018-19)
- C5 Aircross
- Dispatch Combi
- Estate (2016-19)
- Dispatch M Van
- Dispatch XL Van
- Dispatch Xs Van
- DS3
- DS7
- Grand C4
- Spacetourer Estate
- Relay 30 L1 Van
- Relay 33 L1 Van
- Space Tourer Estate
- (2018-19)



- Duster Estate
- Logan Estate
- Logan Stepway
- Estate

RENT NEW
£190/mth
 including VAT

3 year cheap car leasing

3+35

Petrol engine
 Manual gearbox
 Metallic paint

Drive 10,000 miles per year

(Other mileages available)

RENT NEW
£191/mth
 including VAT

3 year cheap car leasing

3+35

Petrol engine
 Manual gearbox
 Flat paint

Drive 10,000 miles per year

(Other mileages available)

RENT NEW
£200/mth
 including VAT

3 year cheap car leasing

3+35

Petrol engine
 Manual gearbox
 Metallic paint

Drive 10,000 miles per year

(Other mileages available)

KINCHI ESTATE!



Hyundai i30 Estate
 1.0 T GDI S 12v (120bhp) Estate
 5dr 998cc Petrol Manual (6 Speed)

RENT NEW
£202/mth
 including VAT

3 year cheap car leasing

3+35

Petrol engine
 Manual gearbox
 Metallic paint

Drive 10,000 miles per year

(Other mileages available)

PASSION!



Seat Leon
 1.6 TDI SE Dynamic [EZ]
 Hatchback 5dr Diesel Manual

RENT NEW
£208/mth
 including VAT

3 year cheap car leasing

3+35

Diesel engine
 Manual gearbox
 Metallic paint

Drive 10,000 miles per year

(Other mileages available)



Audi A1 Sportback
 1.0 25 TFSI SE 12v (95bhp)
 Hatchback 5dr 999cc Petrol Manual (5 Speed)

RENT NEW
£220/mth
 including VAT

3 year cheap car leasing

6+35

Petrol engine
 Manual gearbox
 Flat paint

Drive 10,000 miles per year

(Other mileages available)

HATCH MINI!



Mini Hatch
 1.5 Cooper Classic II (Comfort Pack) 12v (136bhp) (4 seats)
 Hatchback 3dr 1499cc Petrol Manual (6 Speed)

RENT NEW
£230/mth
 including VAT

3 year cheap car leasing

3+35

Diesel

FAMILY PLANNER!



Citroen Space Tourer Estate (2018-19)
 1.5 BlueHDi 8v (120bhp) Business M Estate (8-seat) 5dr 1499cc

RENT NEW
£242/mth
 including VAT

2 year cheap car leasing

3+23

Diesel



Hyundai Tucson Estate
 1.6 GDI 2WD SE Nav 16v (132bhp) Estate 5dr 1591cc Petrol Manual (6 Speed)

RENT NEW
£243/mth
 including VAT

3 year cheap car leasing

3+35

Petrol

Car Leasing Online Service Response Times
 Quote > Proposal > Order > Delivery

73 CUSTOMERS IN 'PROPOSAL'

Ling replies in... **0:07⁵⁶**

140 CUSTOMERS IN 'ORDER'

Ling replies in... **0:06⁰³**

No waiting at any time



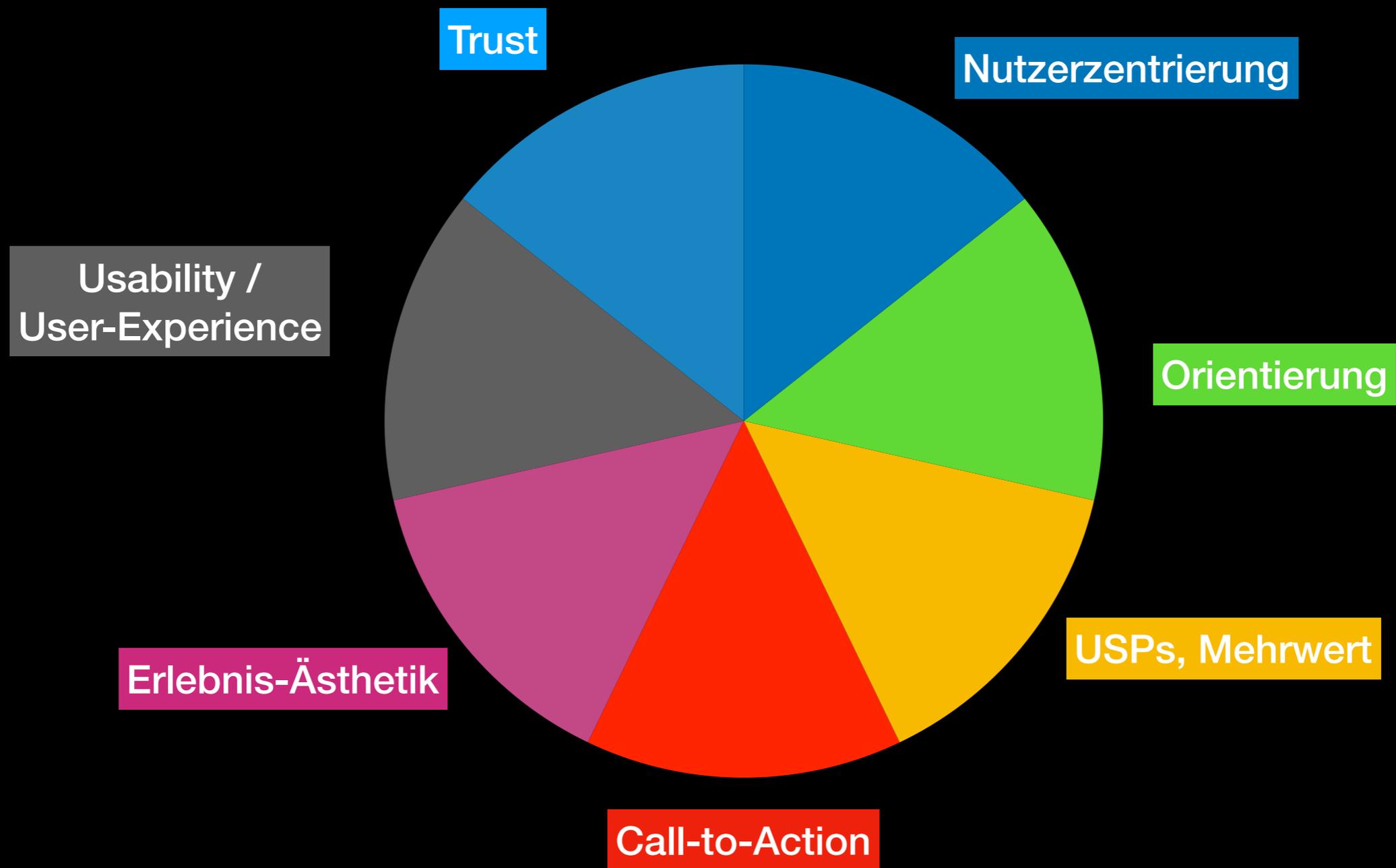
LIVE STAFF in my REAL OFFICE
 M-F 8am to 6pm



LIVE chat is closed as my staff have gone home

LIVE WEBSITE VISITORS

7 Gebote erfolgreicher Websites

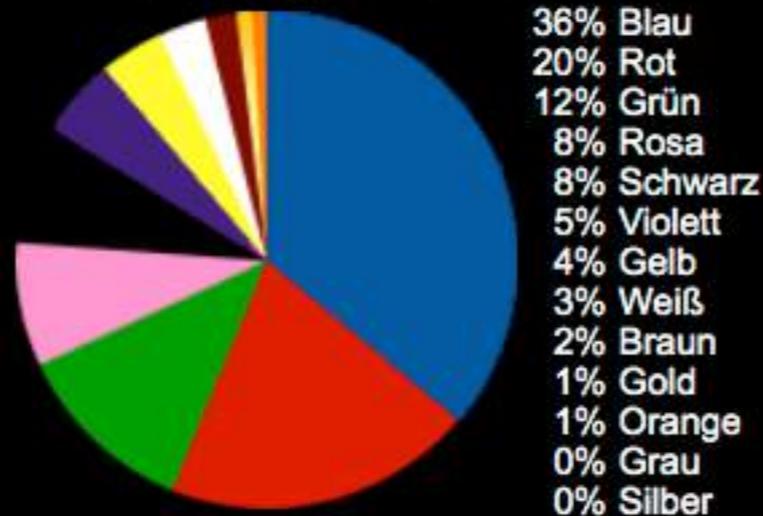


Gestaltungsgrundlagen / -gesetze

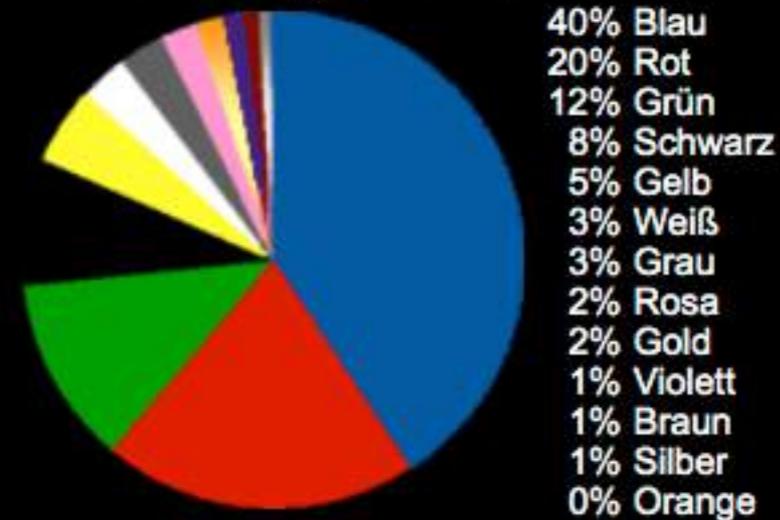
- Prägnanz
- Ähnlichkeit
- Nähe
- Geschlossenheit
- gute Fortsetzung
- gemeinsames Schicksal

Beliebteste und unbeliebteste Farben

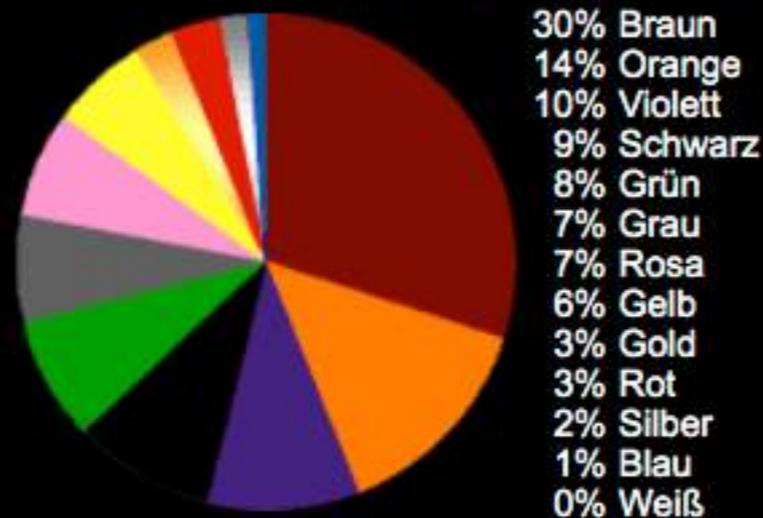
Die Lieblingsfarben der Frauen



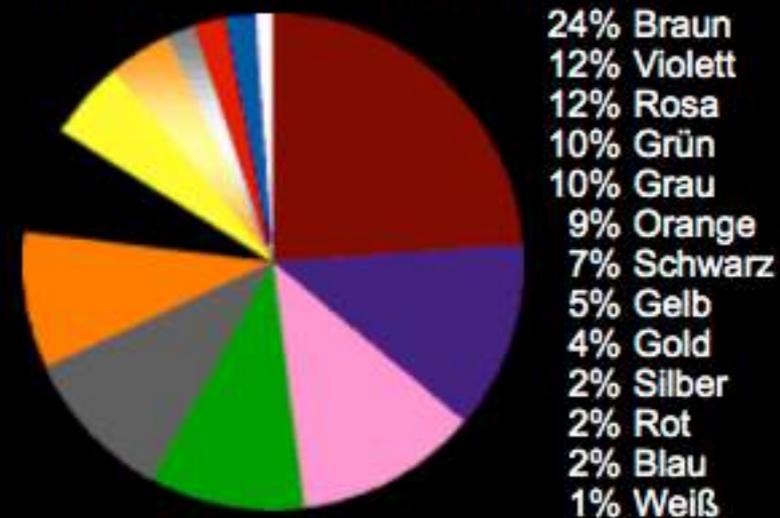
Die Lieblingsfarben der Männer

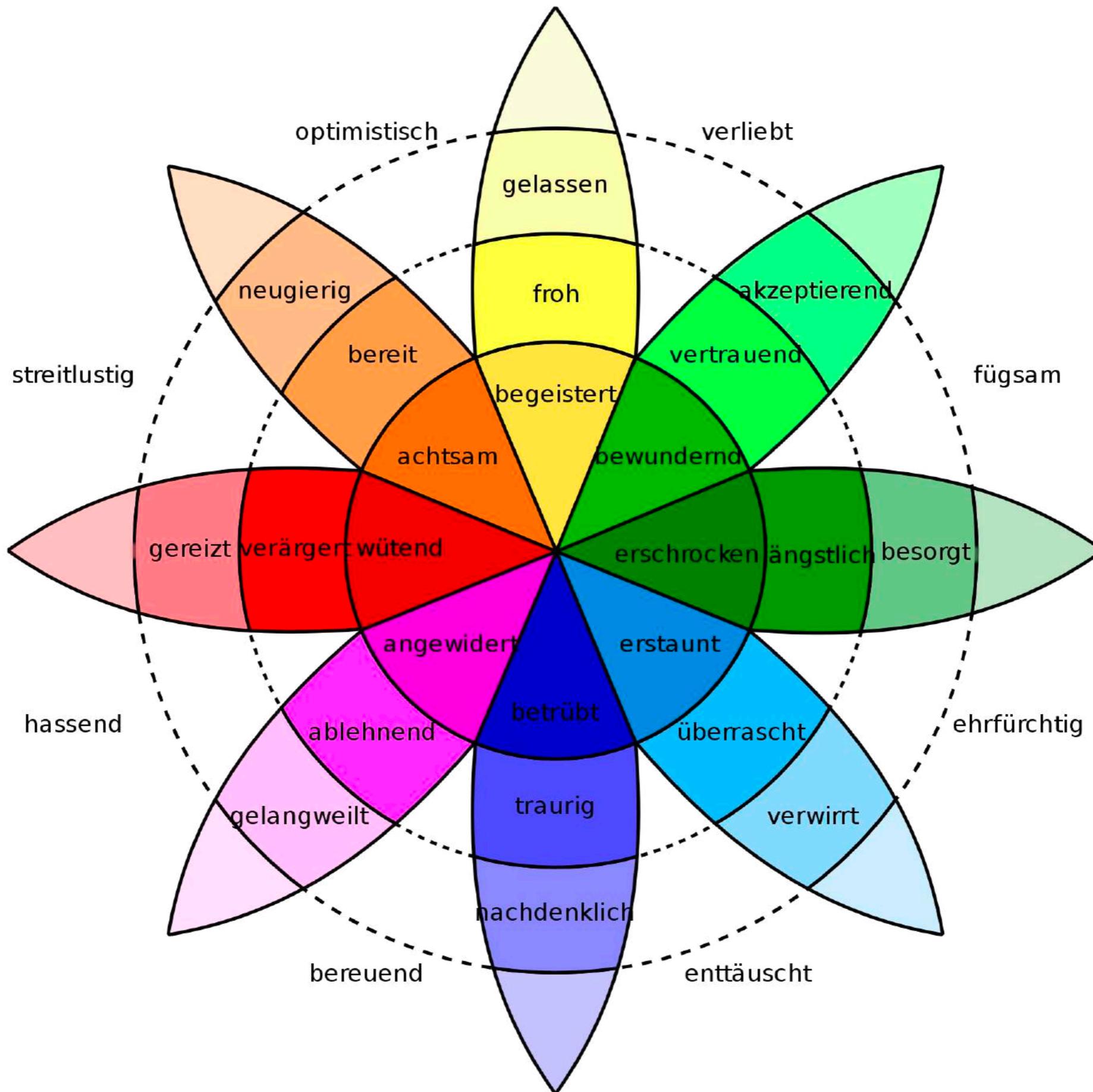


Die unbeliebtesten Farben der Frauen

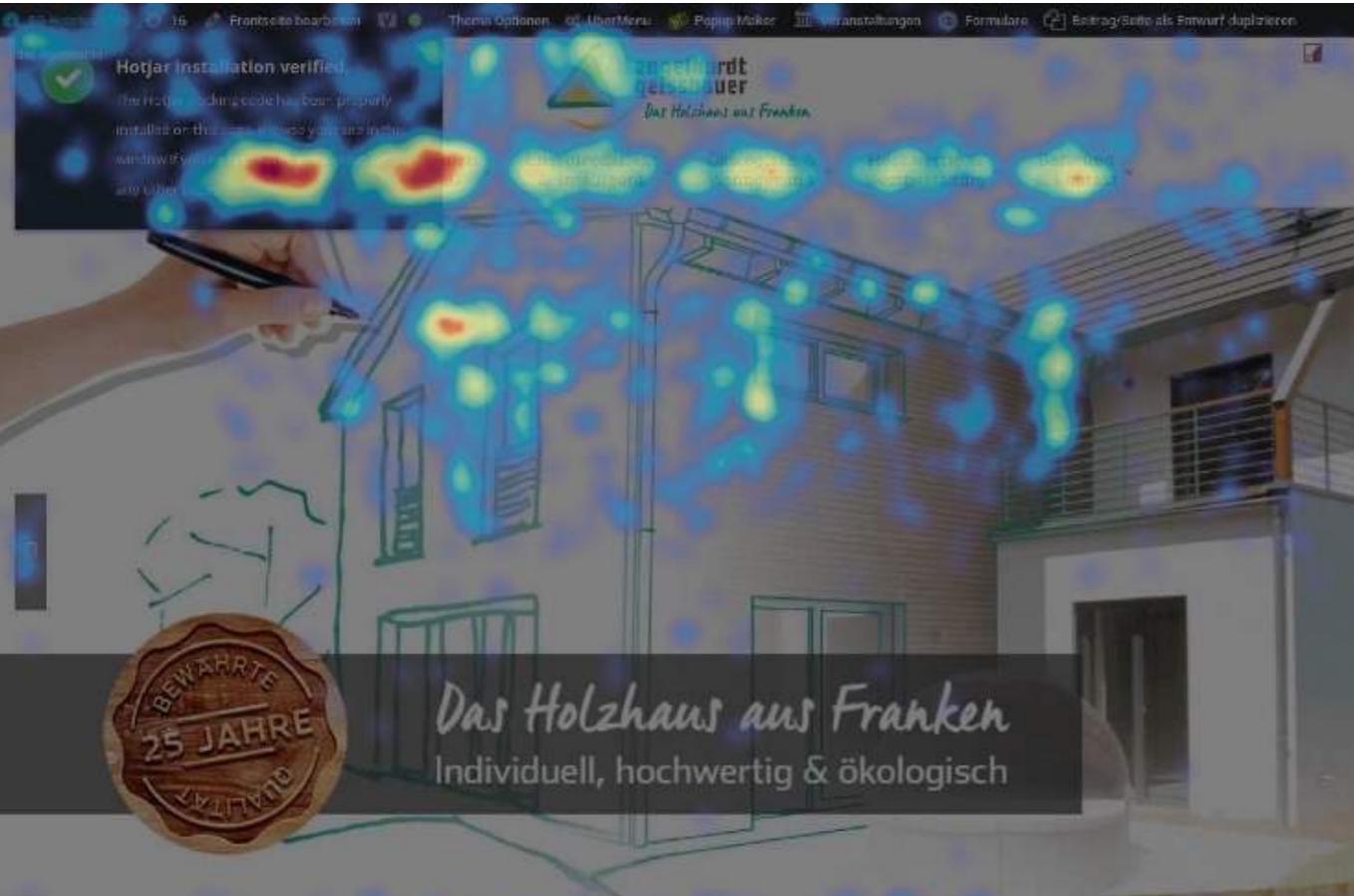


Die unbeliebtesten Farben der Männer









Herzlich willkommen

Das Holzhaus efficiento® aus Franken - energieeffizient, ökologisch, wertbeständig, Architektur



Von Werner Geissbauer, Bernd Engelhardt, Stefan Bockmann
Bereits seit über 25 Jahren plant und baut Engelhardt und Geissbauer natürliche und wohngesunde Holzhäuser. Mit einem Erfahrungsschatz von jährlich 50 gebauten Eigenheimen geben rund 65 Mitarbeiter täglich ihr Bestes die Wünsche unserer Kunden zu übertraffen.

Ihr Engelhardt und Geissbauer Team

- Weiter zu:
- [Holzhaus-Konzept efficiento®](#)
 - [Bauen mit E & G](#)
 - [Inspiration](#)
 - [Hausprojekte](#)

Aktuelle Neuigkeiten



Frohe Weihnachten und alles Gute für 2018!

Wir wünschen Euch von ganzem Herzen ruhige und fröhle Festtage mit vielen schönen Stunden in der Familie und einen großartigen Start ins Neue Jahr!

[weiterlesen](#)

[Alle Neuigkeiten](#)

Aktuelles Hausprojekt



Einfamilienhaus mit Carport in Würzburg

mit 20er Ständer, EG und OG Sichtholzdecke, Styrodurdämmung (10 cm) unter der Bodenplatte, Fassade mit Trapez-Schalung aus Lärchenholz, Kunststoff-Alu-Fenster von Gaulhofer, elektr. Rollläden und Raffstoren von Waroma, Regenwasserzisterne, Heizungsanlage, Anschluss an Nah- und Fernwärmenetz, KfW-Effizienzhaus 40.....
[weiterlesen](#)

[Alle Hausprojekte auf Karte](#)

- [Information](#)
- [Leistungen](#)
- [Kontakt](#)

Ihr Weg zum Holzhaus mit Engelhardt & Geissbauer

So bauen Sie mit uns

Ihr Holzhaus mit Engelhardt und Geissbauer

- individuell planbar
- sehr kurze Bauzeit
- zukunftsweisend und langlebig, durch wertstahl
- diffusionsoffene Außenhülle
- optimale Luftfeuchtigkeit innen
- sehr gute Wärmedämmung
- sehr gute Wärmedämmung
- natürliche Materialien für wohngesundes Raumklima und Behaglichkeit
- energetisch und ökologisch konsequent im Energieverbrauch
- effiziente und sparsame Haustechnik
- mehr Wohnraum durch schlanke Außenwände
- Möglichkeiten zu Eigenleistung

Häuser & Aktuelle Hausprojekte

Unser Baukonzept steht für Geborgenheit, Harmonie und Atmosphäre - und das seit Jahren. Lassen Sie sich von unseren Bildergalerien (Slideshows) und von aktuellen Bauprojekten inspirieren.

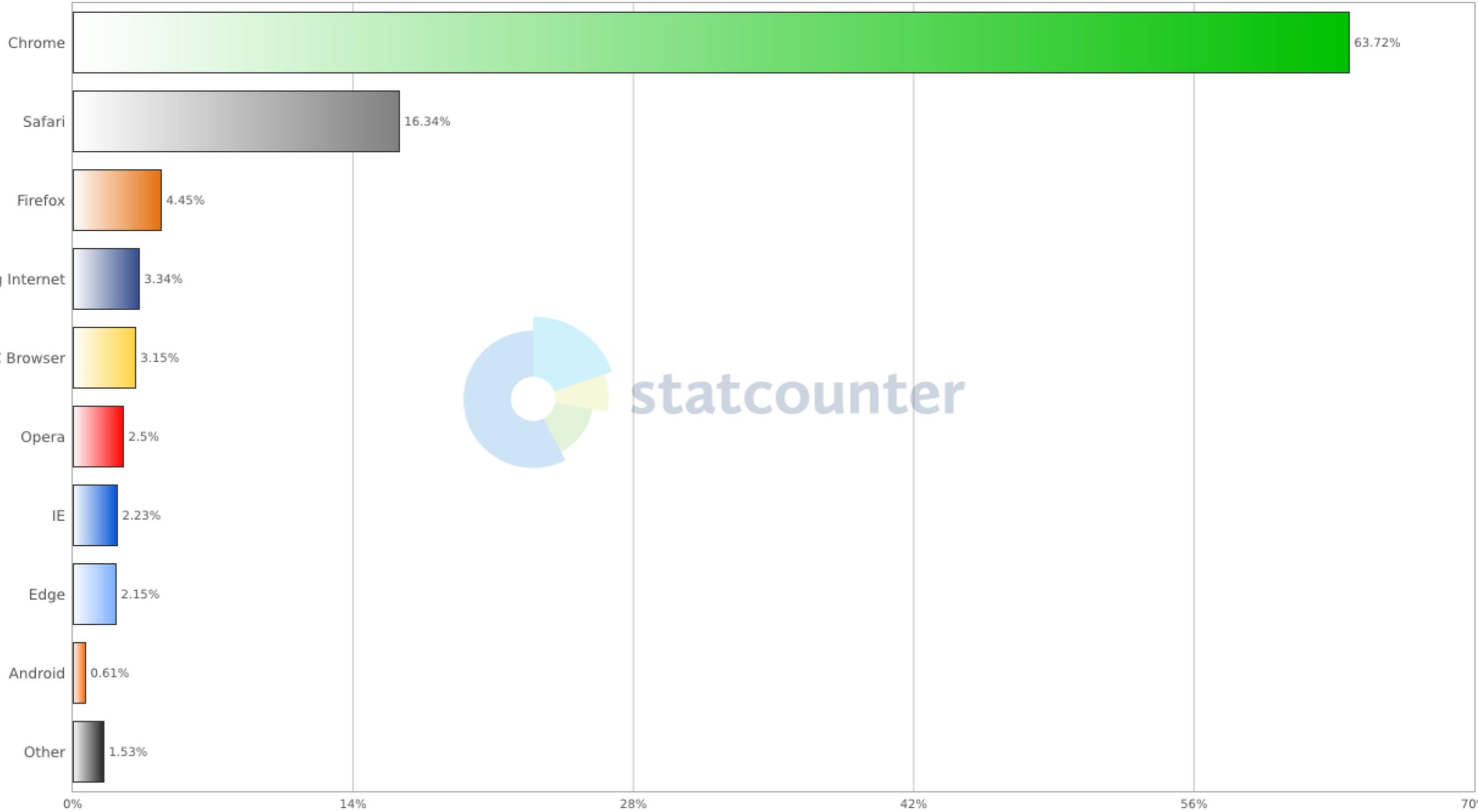


Zu den Hausprojekten

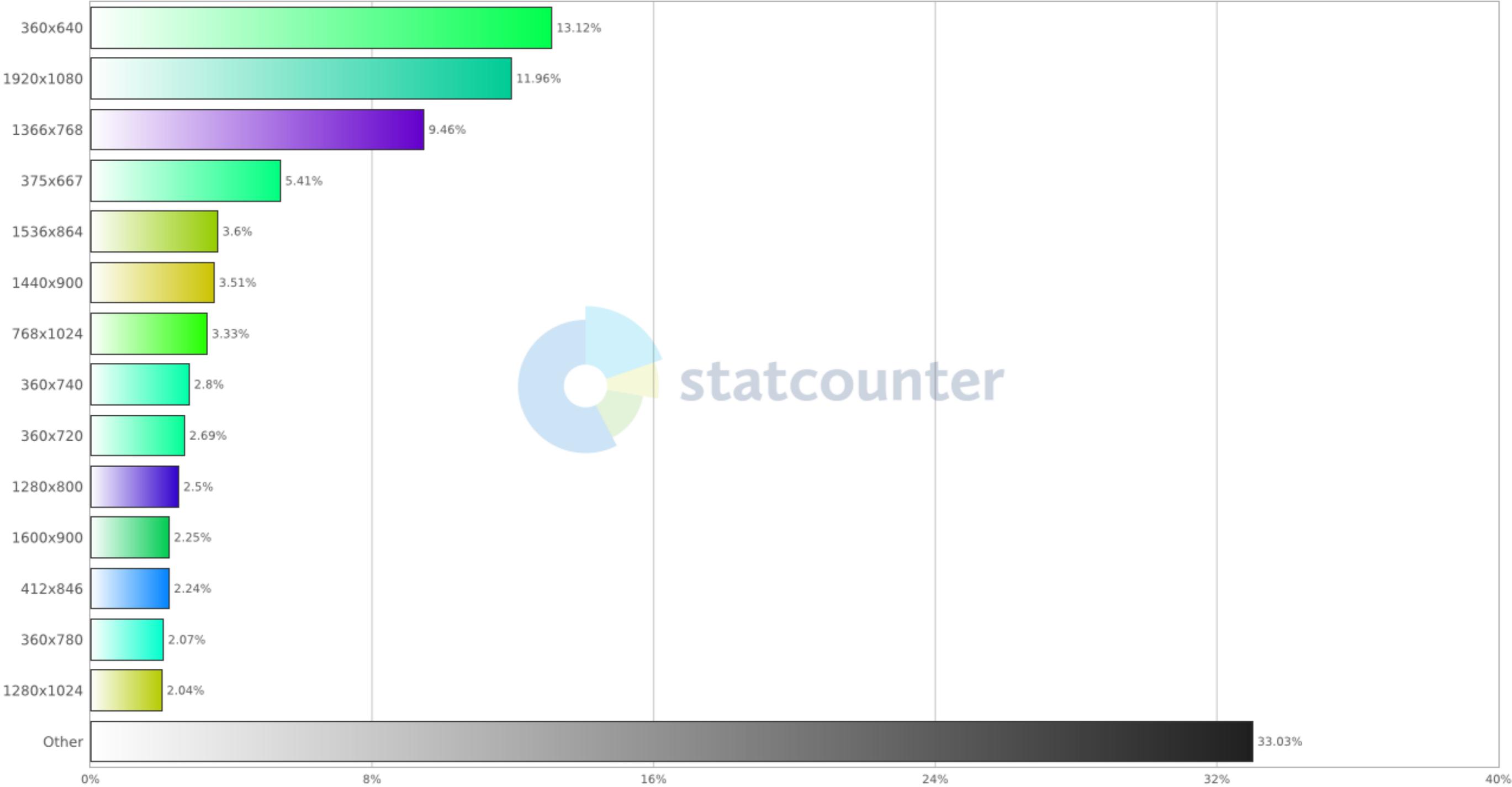


Inspirationen holen

StatCounter Global Stats
Browser Market Share Worldwide on Sept 2019



StatCounter Global Stats
Screen Resolution Stats Europe on Sept 2019





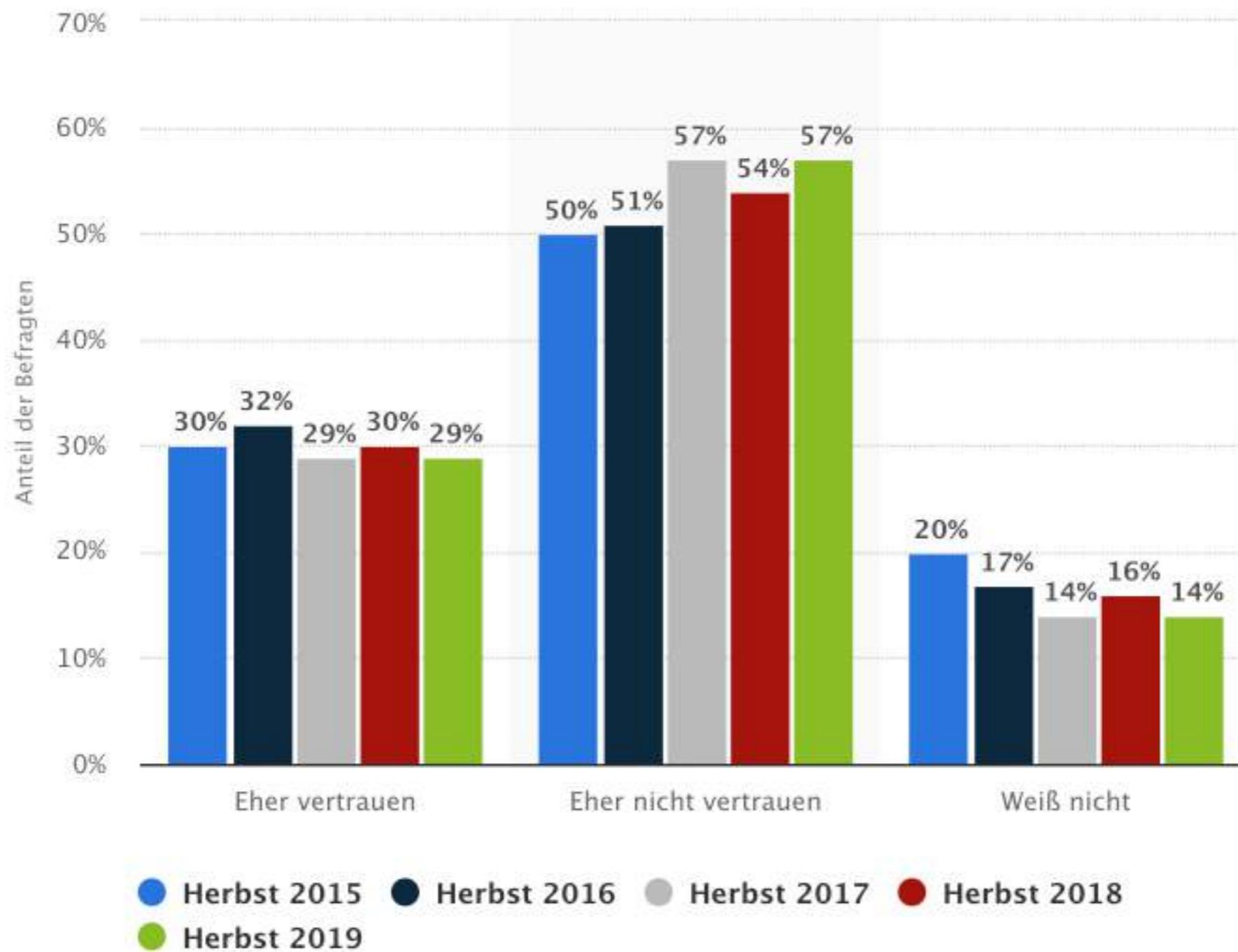
Nutzer-
verhalten

Referenzen

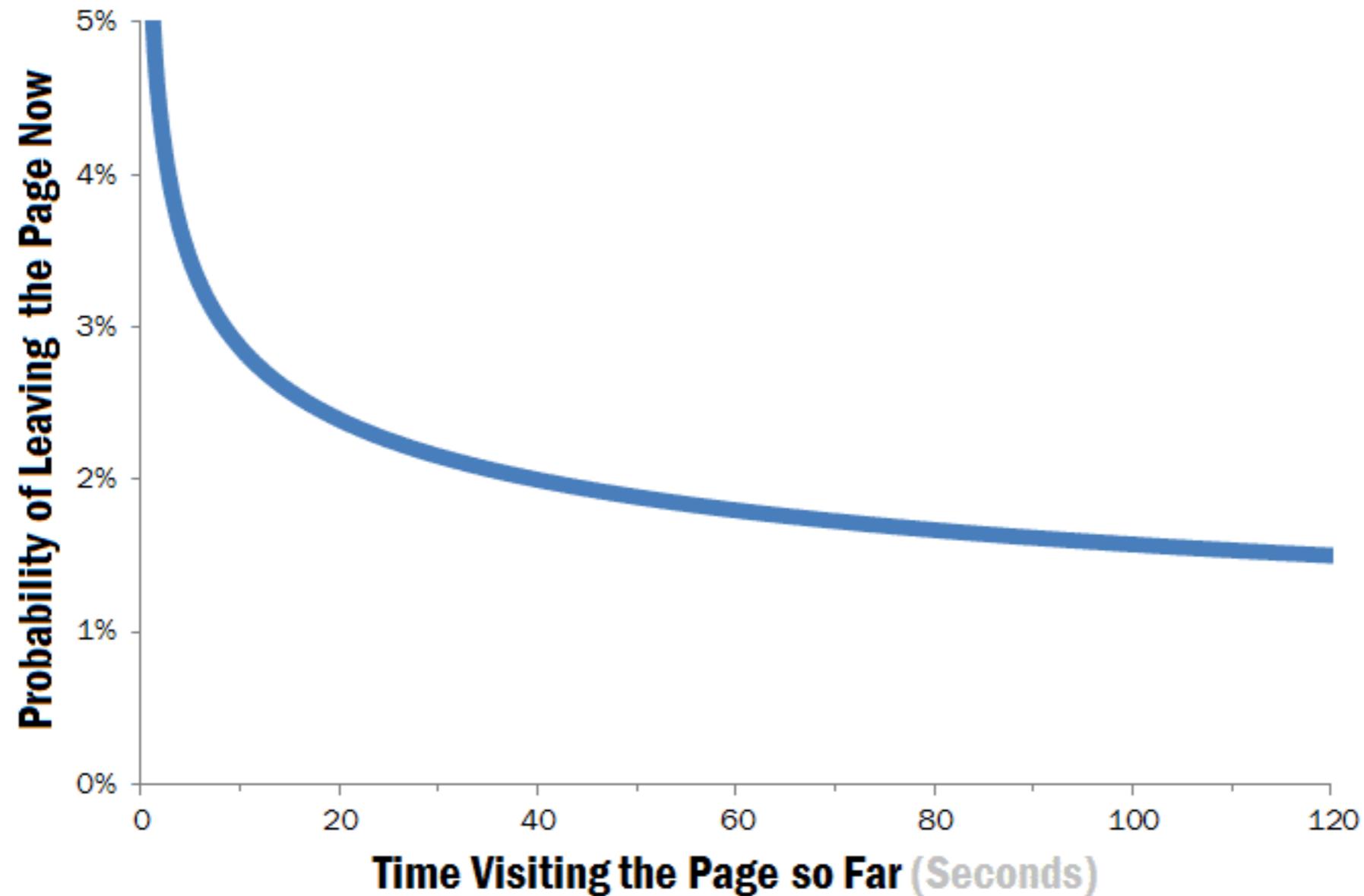
Relevanter Content
& Keywords

Seitenstruktur & Technik

Wie sehr vertrauen Sie dem Internet?

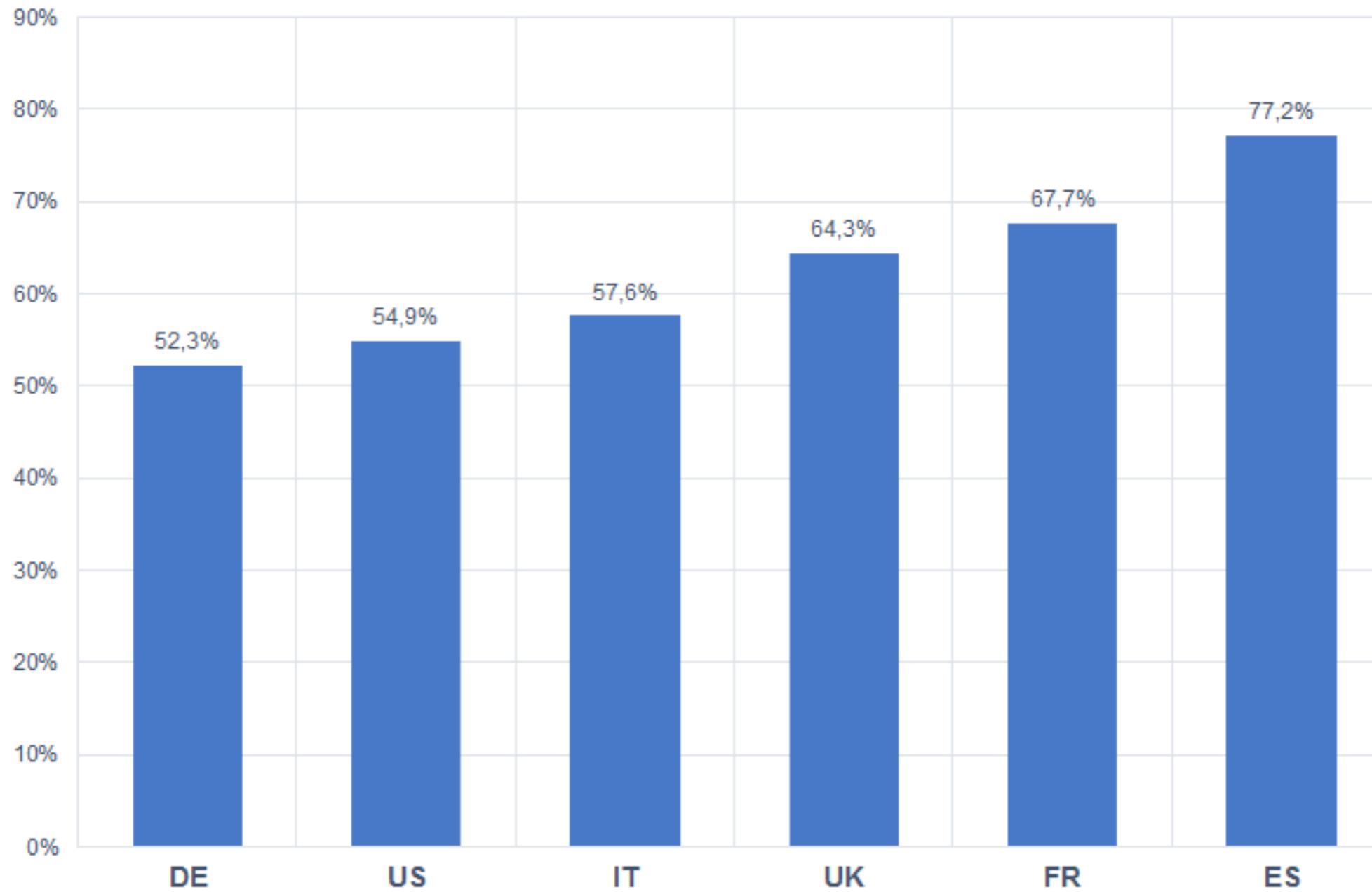


Die ersten 10 Sekunden entscheiden



Wie viel ist der Platz 1 bei Google wert?

Klickwahrscheinlichkeit auf Position 1 nach Land



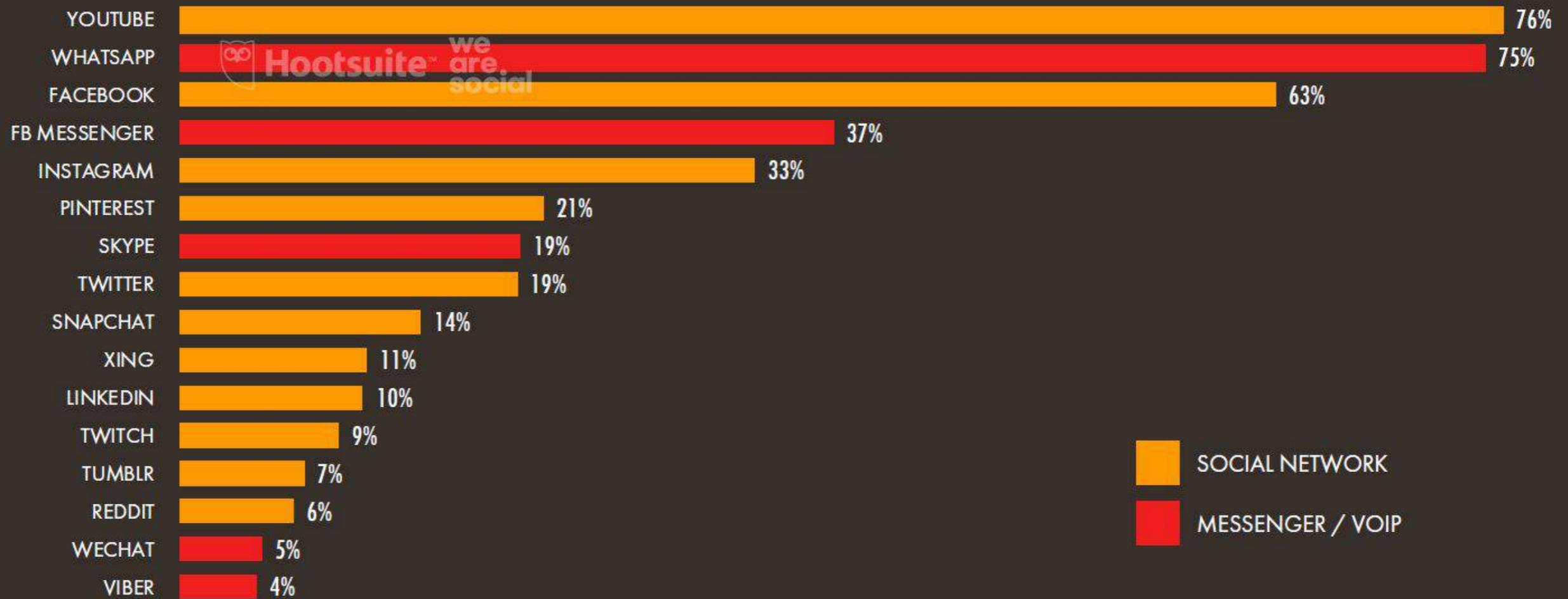
Sistrix 2015

Meistbenutzte Social Media Plattformen

JAN
2019

DIE AKTIVSTEN SOCIAL MEDIA PLATTFORMEN

PROZENTSATZ DER INTERNETNUTZER, DIE DIE EINZELNEN PLATTFORMEN NACH EIGENEN ANGABEN NUTZEN [UMFRAGEBASIERT]





WordPress Power Day



■ Primary Template
 ■ Secondary Template
 ■ Variable Template
 Page Type

Ihr Konversations-Experte



tobias@gestalttraeume.de

0170 3429799

