



# How to create awesome websites and e-Commerce

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# Agenda

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- 1 Introduction
- 2 Use case
- 3 Demonstration
- 4 Q & A
- 5 Conclusions

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Intro



## Benefits for your business

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Odoo CMS will help you to **easily**:

- 1 Create professional websites in a record time
- 2 Promote events and organize online subscriptions
- 3 Boost your sales by setting up an e-Commerce

And much more!

No technical skills required. **It's all Drag & Drop!**



## Workings

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- 1 Install the Odoo Website Builder in one click
- 2 Then you can immediately start building your website
- 3 Using Drag & Drop features, you can easily build impressive pages.

*« It's a child's play! »*

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# Use Case



## Use Case: Organic'A!

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Let's take a fictitious company, **Organic'A!**

They specialize in organic food delivery

They only started last year

Next objective:



« *Set up a website to promote our activity.* »



## Building Our Website

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We will perform the following

- Design an attractive homepage
- Create a blog
- Set up a webshop (e-Commerce)
- Manage job offerings online

No need to hire a professional webmaster.  
We will do it ourselves!



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# Demonstration

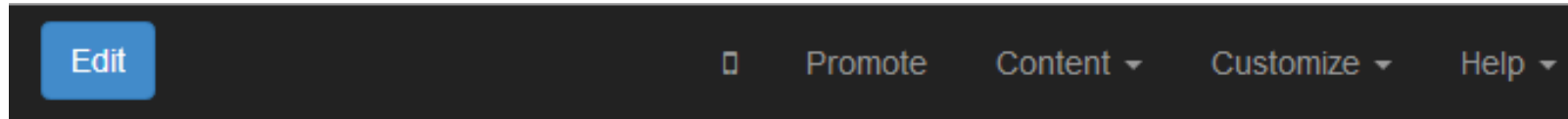


# 1. Homepage design

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- General presentation of the website builder
- How to structure your pages and edit the menu
- Use Drag & Drop building blocks
- Resizing and positioning elements on your pages
- Choosing another theme and installing more apps



1. Click on **EDIT** to chose and modify building blocks
2. Click on the phone icon to see how your site looks like on mobile devices
3. Click on **PROMOTE** to advertise your site
4. The **CONTENT** menu helps you create items (eg. a product)
5. **CUSTOMIZE** allows you to activate more functionalities



- Installing the blog app
- Activating more blog functions
- Edit your first blog post
- You can retweet phrases or comment on the blog.

OrganicA!

[Home](#)
[Shop](#)
[Events](#)
[News](#)
[Jobs](#)
[Contact us](#)
[Sign in](#)

News / Why choose organic food?


## Why choose organic food?

📅 05/23/2014 10:18:40

Yes, organic foods generally costs more. But so they should: organic farmers – if they are truly organic – are husbanding the soil and the environment. And this costs more than running a mainstream farm. Mainstream, non-organic farmers are taking more from the soil than they give back – it is impossible to sustain this mode of agriculture.

Conventional foods are subsidized by the environment so their cost does not reflect the true cost of their production: fuel, transport costs and subsidies, chemical regulation and testing, health and downstream social problems and other externalities. Mainstream agriculture has a higher ecological footprint than does organic agriculture. In the long-term, an organic approach to agriculture is the only sustainable mode of food production.

Organic farmers have most of the costs of mainstream farmers, but they also have the additional costs of replenishing and maintaining the



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### Our Blogs

News

### Archives

[May 2014](#) 1

### Tags



- Installing the e-Commerce app
- Immediately start managing your products
- All online sales are visible inside your system
- Entirely integrated with your Odoo system:  
manage sales, warehouse and invoicing as usual.

Organica!

Home Shop Events News

Search...

**All Products**

- All
- Beverages
- Snacks
- Vegetables

<p><b>Juice</b> Pure juice multiple tastes 2.00 € </p>	<p><b>Chips</b> Tasty salted chips with Paprika aroma. 3.00 € </p>	<p><b>Daily Vegetable Bundles</b> This bundles has at least 7 different vegetables that provides your daily recommended intake. 7.00 € </p>
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**Our products & services**

- Home
- Events

**Pour nous joindre**

- Contact us
- Jobs
- News

info@organica.com

**Organica! - A propos de nous**

We are a team of passionate people w everyone's life through disruptive prod solve your business problems.

Our products are designed for small to to optimize their performance.

[English](#) [Français \(BE\)](#)



- Installing the Job Offerings app
- Start publishing job offers
- Entirely integrated with your Odoo system: edit job offers, get applications, manage emails.





# Example: Job offer

## Developer

📍 Chaussée de Namur 40, 1367 Grand-Rosière, Belgium

Responsibilities	Must have	Nice to have
Develop apps/features that users care about	Object oriented programming	Python
Work on framework or existing apps	Relational databases	HTML5 and CSS3
Coach small distributed development teams	HTML and Javascript	Contributions to Open Source projects
Bring a real value to the product	Several programming languages	Interest in enterprise application development
	Passion for the internet and its culture	Unix/linux Platform
	Quick and autonomous learner	
	Read and written English	

**What we offer**

This well crafted job offer has been edited by our HR manager. No IT-skills required.

To modify an element on any page of your site,

1. click on **EDIT** in the top-left corner
2. click once on the desired element to select it
3. Then apply the desired modification

To activate any element of a module,

1. Click on the menu eg. Click on « Shop »
2. Then click on **CUSTOMIZE**
3. And activate the desired functionality

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Q & A

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# Conclusions

- 1 With Odoo CMS, **you are the webmaster!**
- 2 It is as simple as **dragging & dropping building blocks**
- 3 It is **integrated with your existing apps**
- 4 Odoo CMS offers you powerful tools to design your website and update the content **by yourself.**

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Thank you!