

How to create your website with Odoo CMS

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Discovery Track @ Foyer Royal

AGENDA

1 Introduction to Odoo CMS apps

2 Live Demonstration

3 Q & A

4 Related talks

5 Conclusion

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INTRODUCTION

So you want to manage a website?

Do you want to launch or improve your website?

Or is it your customer who desperately needs something **waw** yet simple to use (a *Do It Yourself* tool)?

Why do you want a website?

How fast do you want it up and running?

And so many questions but what follows is surely your **integrated, empowering, and fastest** CMS solution. Check this out!

Benefits: How super is Odoo CMS for you

✓ Create your website in a few minutes

- Inline edition of everything with a WYSIWYG editor. It's all drag & drop!

✓ Reach a global audience

- Easy translation, offer online payments & delivery methods such as DHL, UPS, etc.

✓ Make your business more visible

- Powerful native search engine optimization capacities (SEO & SEA)

✓ Activate more features when you need them

- Want to sell online? Good, install the eCommerce; Recruit personnel? Install the Jobs application etc. It's that simple!

A web application for each need

✓ Many website apps:

Build stunning websites



Website
Builder



eCommerce



Blog



Forum

✓ Each application extends existing Odoo features

✓ Complete integration with your other Odoo apps:

- No synchronization needed
- Access your partners, inventory, finance etc.



Projects



Inventory



Purchase



Manufacturing

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USE CASE

USE CASE

Let's take a service company that Installs and maintains heaters

They need a website for the following:

- Enhanced their visibility
- Sell heaters and locks
- And acquire leads

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LIVE DEMONSTRATION

Live demonstration

Guided by this use case we will:

- Introduce the website builder and eCommerce
 - How easy you can build pages, change their look and feel
 - Improve search results for customers looking for services/products such as yours
 - Start selling online
 - Let the visitors contact you
- Show how smoothly everything is integrated with your other odoo applications

DEMONSTRATION



- Editor bar:
 - Left = Building blocks and translations
 - Right = Content, customization, marketing
- Menu
 - Create pages and structure them
 - Add link to existing pages or embed a video
- From front-end Install the contact form and ecommerce application
- Copy-paste text and do SEO per page

DEMONSTRATION



- List vs Kanban view, add to cart
- Products attributes 1 Website categories
- Building blocks: Further product description
- Boost sales (Optional products):
 - Propose installation services for each heater
- Flow:
 - buy a heater + installation service
 - Integration: Check inventory, finance & task scheduled

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Q & A

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RELATED TALKS

Related talks: Thursday 4th

- 2:00 to 2:20pm: **How A/B testing can help optimize your website**
(@Foyer Royal by Simon Goffin, [Discovery track](#))
- 2:30 to 2:50pm: **How to enrich your blog posts with smart snippets**
(@Foyer Royal by Samuel Cabodi, [Discovery track](#))
- 3:00 to 3:20pm: **How to convert website visitors with smart call to actions**
(@Lauzelle by Geoffrey Bressan, [Functional track](#))
- 3:30 to 3:50pm: **Shipper integration: UPS, DHL, Fedex**
(@Lauzelle by Johnny Mallie, [Functional track](#))
- 4:30 to 5:20pm: **How to increase online sales with up-selling and cross-selling**
(@Foyer Royal by Jean-François Dufour, [Discovery track](#))
- 5:30 to 5:50pm: **How to promote your brand with SEO and SEA**
(@Lauzelle by Martin Geubelle, [Functional track](#))



Thank You

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