



MODULE 13

SEGMENT 3



How To Build A Profitable Website & Use It Powerfully

In This Class

Session 3: Customizing Your Website

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 - **Branding Your Website** - How to add your logo and header to personalize your design
 - **Customizable Themes**- Learn to work with optional theme controls without writing any code
- * Remember, all parts of your theme CAN be edited but such changes may require a professional coder

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- **Save Time** - You'll learn how to quickly identify the extent to which your theme allows customization using the dashboard tools
- **Keep Branding Consistent** - You'll be able to install a theme that lets you use colors, headers and logos that match your current business branding
- **Save BIG Money** - When you know how to achieve the look you want without hiring a web designer, you can keep all that money in your pocket... sweet!

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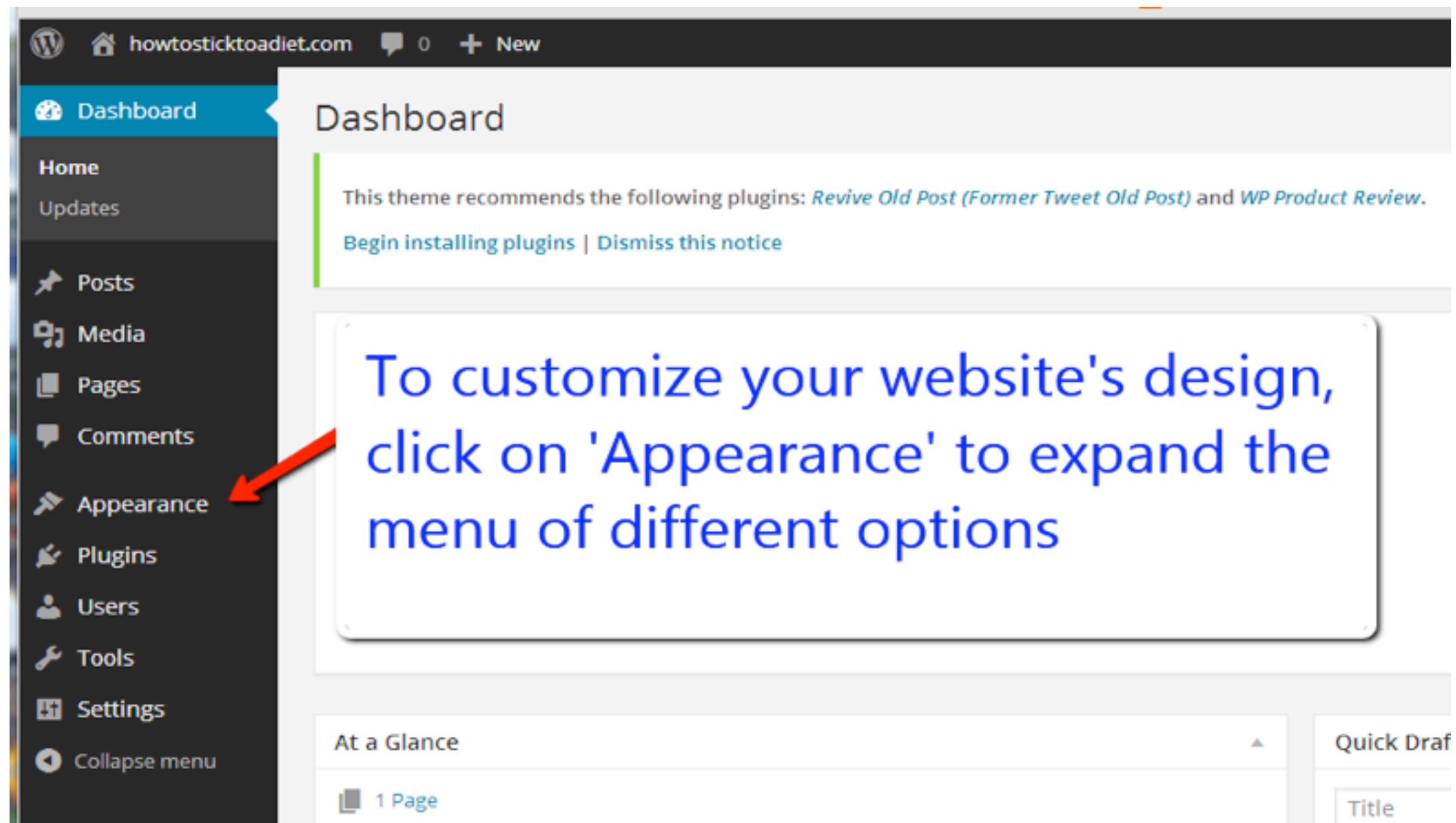
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- And, unless you know how to edit CSS or hire someone who does, you'll need to work with the default style sheet that comes with your theme.

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TIP: No two themes are exactly alike. Let's go back



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- they're all FREE, yes FREE

[DEMO <http://premium.wpmudev.org/blog/10-customizable-responsive-free-wordpress-themes/>]

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Coming up in the next section, you'll learn how to put together the various pieces of your website puzzle