

Omniversity Webmaster Initiative **Proposal**



Prepared By:

Name: Ashna Paul

Email: ashnapaularackal@gmail.com

Phone: +1 (672)-972-5285

Table of Contents

Sl.num	Title	Pg num
1.	Executive Summary	3
2.	Project Overview	3
3.	Key Website Features	3
4.	Hosting & Security	8
5.	Marketing & SEO	9
6.	Development Timeline	9
7.	Budget Breakdown	10
8.	Affirmation	10
9.	Additional Information	11
10.	Contact Information	11

1.Executive Summary:

The **Omniversity Webmaster Initiative** aims to create a robust, scalable, and engaging e-learning platform leveraging WordPress. This platform will deliver high-quality education in specialized fields such as Exopolitics, ExoSciences, PsiSciences, and Spiritual Sciences. By integrating comprehensive functionalities, the initiative seeks to foster a global community of learners and educators, providing both free and premium course offerings to accommodate diverse user needs.

2. Project Overview:

Omniversity is dedicated to sharing multidimensional knowledge suppressed by conventional universities. The Webmaster Initiative focuses on developing a comprehensive WordPress-based website that serves as a central hub for online education, community engagement, and resource dissemination.

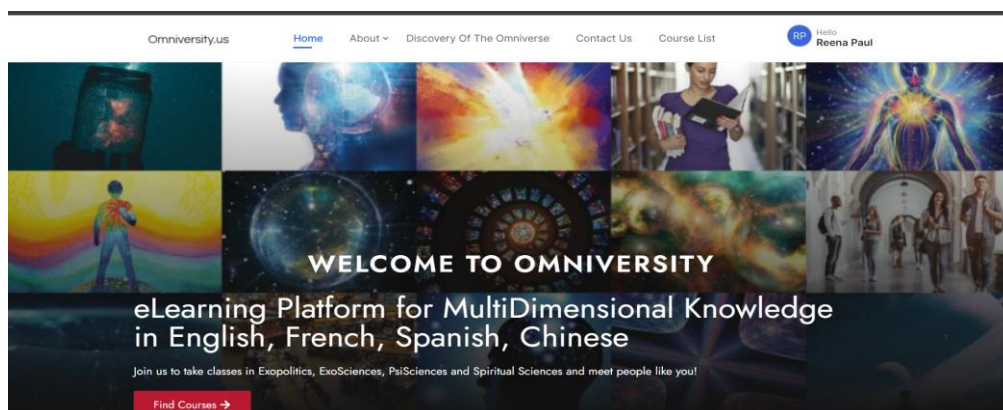
Key Objectives:

- Develop a user-friendly and visually appealing website.
- Integrate multimedia content for enhanced learning experiences.
- Foster community interaction through social media and discussion forums.
- Implement scalable hosting solutions to accommodate growth.
- Optimize the platform for search engines to increase visibility.
- Provide flexible course offerings.

3. Key Website Features :

1. Home Page & Navigation

The homepage will serve as the gateway to Omniversity, highlighting its mission, vision, and key offerings. It will feature intuitive navigation to ensure users can easily access various sections.



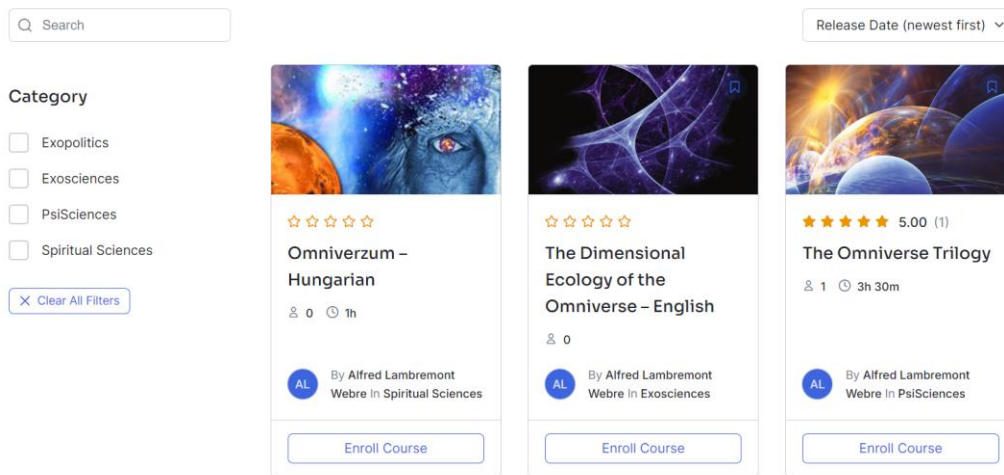
Example1: Home page and Navigation

- **About Omniversity:**
Introduces the platform's goals, vision, and unique value proposition.

- **About Alfred Lambremont Webre :**
Details the contributions and background of Alfred Lambremont Webre, establishing credibility and authority.
- **Contact Us:**
A streamlined form enabling users to submit inquiries, feedback, or support requests.
- **About Discovery Of The Omniverse**

2. Course Offerings

Courses are organized into main categories such as Exopolitics, ExoSciences, PsiSciences, and Spiritual Sciences. Each course includes comprehensive content and interactive features.



Example 2 : Course List



Example 3 : Course Intro

- **Course Content:**

- **Video Lessons:** Hosted on YouTube (unlisted) or downloadable formats.
- **Quizzes & Assessments:** To evaluate learner progress.
- **Articles & Resources:** Supplementary reading materials.
- **Discussion Areas:** Forums or comment sections for peer and instructor interaction.

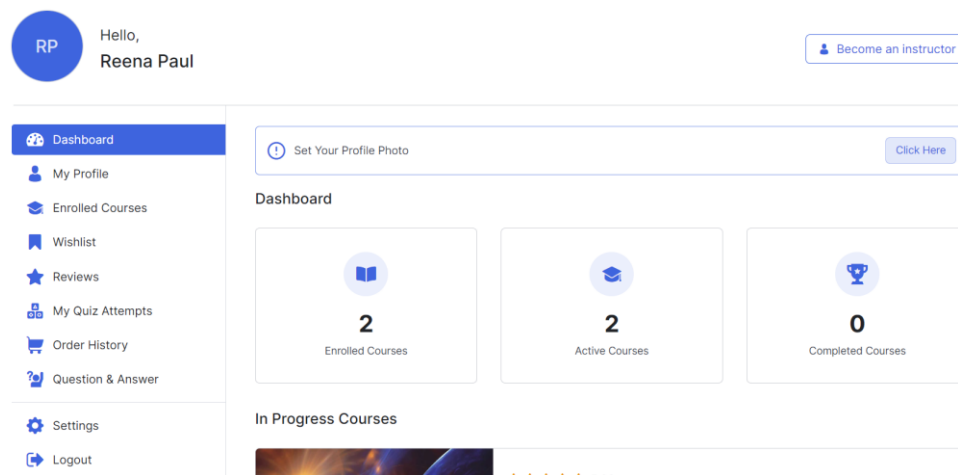
The screenshot displays a course interface for 'Exopolitics: Politics, Government, and Law in the Universe'. On the left, a 'Course Content' sidebar lists 'Exopolitics Basics' (0/3) with sub-items: 'Introduction' (00:00), 'Exopolitics Explained' (00:28), and 'Quiz1'. Below this is a question: 'How the Chronogarchy secret time travel government used DARPA-CIA time-travel technology?' (0/1). The main content area has a blue header with a back arrow, course title, progress indicator 'Your Progress: 0 of 4 (0%)', and a 'Mark as Complete' button. Below the header are 'Overview' and 'Comments' tabs. The 'About Lesson' section contains text about OMNIVERSITY.mn.co and a video player showing a UFO. At the bottom, a 'Join the conversation' section includes a user profile icon, a text input field with the placeholder 'Write your comment here...', and a 'Submit' button.

Example 3 : Course Content

- **Q&A & Announcements:** Facilitates real-time engagement between students and faculty, fostering a collaborative learning environment.

- **Enrollment Process:**
Simplified registration and enrollment system, allowing users to sign up for courses seamlessly.
- **Instructor Sign-Up:**
A dedicated section for prospective instructors to apply, subject to administrative approval and verification.
- **Flexible Pricing Model:**
 - **Free Courses:** Accessible to all users at no cost through January 1, 2025, allowing maximum engagement and user base growth during the launch phase.
 - **Premium Courses(Optional):** We can add a paid course option for advanced content or certifications, as per your preference. This would cater to users seeking more in-depth learning or professional credentials.

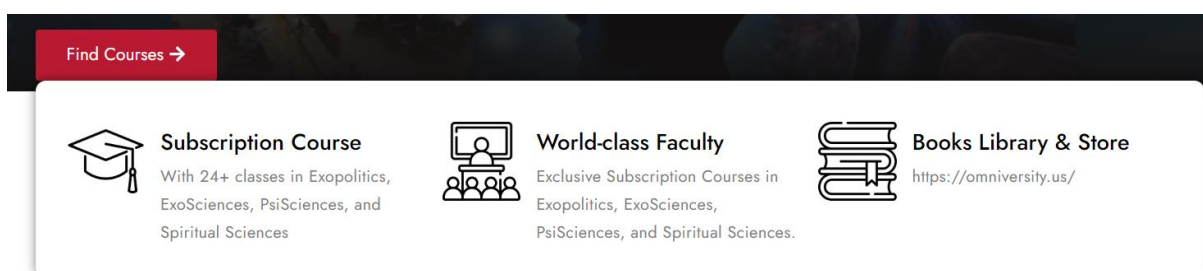
This model provides flexibility for both free and premium content, giving us the option to introduce paid offerings if required.



Example 4 : Profile

3. Library Integration

Seamlessly integrate the existing [Omniversity Library](#) to provide access to a wealth of course materials, books, and additional resources. This integration ensures that learners have all necessary materials in one centralized location.

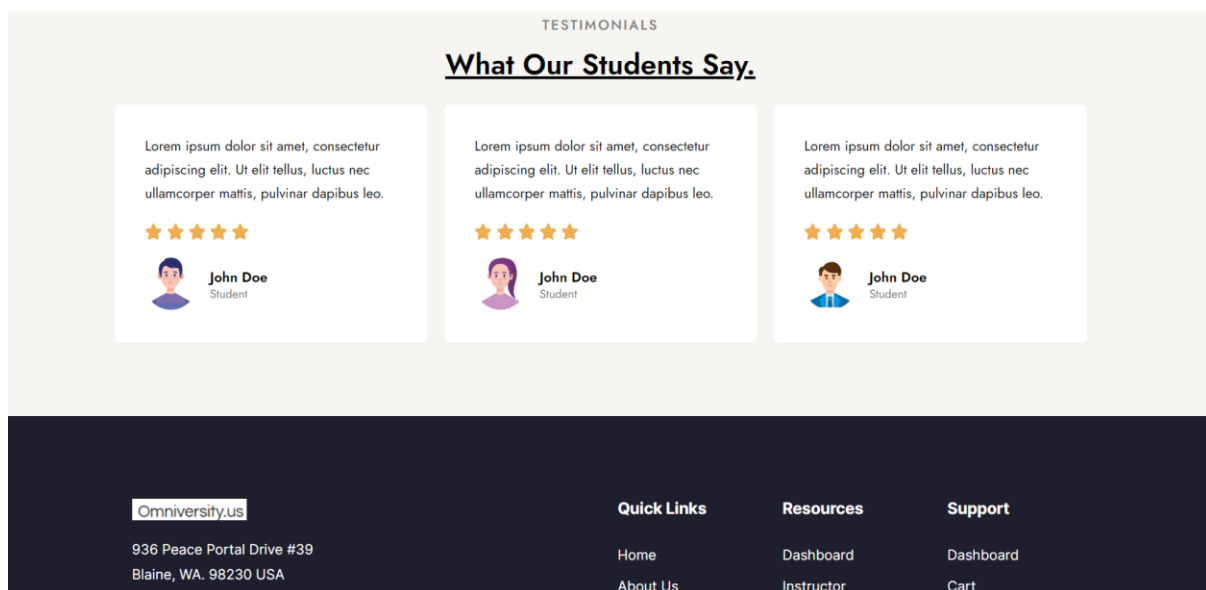


Example 5: Features

4. Social Media Integration

- **Platforms:**
 - **Instagram & Facebook:** For promoting courses, books, and events through regular posts, video clips, and articles.
 - **YouTube:** Utilize OmniversityTV for uploading course-related videos, optimizing for ad revenue through monetization strategies.
- **Engagement Strategies:**

Implement consistent content schedules, interactive posts, and community-driven initiatives to boost engagement and attract new learners.



Example 5 : Testimonials

5. Course Completion & Certification:

- **Personalized Certificates:**

Students will receive completion certificates via email upon finishing a course. These will be manually verified and sent to ensure accuracy.
- **Auto-Generated Certificates (Optional):**

If desired, we can implement automatic certificate generation using WordPress plugins. Free plugins are available, but premium options (around \$199/year) offer enhanced features such as custom certificate designs and integration with add-ons.

Potential Add-ons and Features (Optional):

- **Course Bundles:** Group multiple courses to sell as a package.
- **Social Login:** Allow users to register or log in via social networks (Facebook, Google, etc.).
- **Content Drip:** Schedule content release or unlock lessons based on certain conditions.
- **Multi-Instructor Courses:** Facilitate courses with multiple instructors.

- **Assignments:** Assign tasks to students and manage submissions.
- **Course Previews:** Unlock a few lessons before enrollment to let students sample the course.
- **Attachments:** Add private course files or attachments.
- **Google Meet & Zoom Integration:** Host live online classes directly from course pages.
- **Quiz Export/Import:** Easily manage quiz data.
- **Manual Enrollment:** Take control over student enrollment.
- **Gradebook:** Track student progress from quizzes and assignments.
- **Course Prerequisites:** Require specific courses to be completed before enrolling in others.
- **BuddyPress:** Enable course discussion and collaboration among students.
- **WooCommerce Subscriptions:** Capture recurring revenue with subscription models.
- **Paid Memberships Pro:** Monetize your courses by offering membership access to premium content.
- **Multilingual Options:** Utilize plugins like Weglot or WPML to offer courses in multiple languages for global reach.

Note: These plugins are optional and can be included based on your specific needs and budget.

This setup allows flexibility with both manual and automatic certificates, based on your preference. Should we include any of these additional features or refine this further?

4. Hosting & Security:

To ensure a cost-effective, scalable, and secure hosting environment, the following solutions are proposed:

- **Hostinger Business Plan:** <https://www.hostinger.com/wordpress-hosting>
 - **Cost:** \$3.99/month (with a 48-month upfront payment of \$199).
 - **Features:** Enhanced speed, uptime, and security tailored for business needs.
- **Amazon S3 (Free Tier):**
 - **Usage:** Store and serve course videos and other content securely.
 - **Benefits:** Reliable storage with scalability, free for the first year, aligning with initial growth phases.
- **Security Measures:**
 - **SSL Certificates:** To secure data transmission.
 - **Regular Backups:** Automated backups to prevent data loss.
 - **Firewall & Malware Protection:** To safeguard against potential threats.

5. Marketing & SEO :

A strategic approach to marketing and SEO will drive traffic and enhance the platform's visibility.

- **Google Ratings:**
Implement strategies to encourage students to leave positive reviews, boosting credibility and search engine rankings.
- **Social Media Campaigns:**
Regular updates and targeted ads on Instagram, Facebook, and YouTube to reach a wider audience and promote courses effectively.
- **SEO Optimizations:**
 - **Keyword Optimization:** Identify and incorporate relevant keywords throughout the website.
 - **Structured Data:** Implement schema markup to enhance search engine understanding.
 - **Backlink Generation:** Build quality backlinks from reputable sites to improve domain authority.
- **Content Marketing:**
Develop blog posts, articles, and video content related to course topics to attract organic traffic and establish authority in the niche.

6. Development Timeline:

Phase 1: Planning & Setup (Week 1)

- Finalize project requirements and specifications.
- Set up the development environment and install WordPress.

Phase 2: Design & Development (Weeks 2-3)

- Design website layout and user interface.
- Develop key website features, including course listings, enrollment systems, and library integration.

Phase 3: Integration & Testing (Week 4)

- Integrate social media platforms and Amazon S3.
- Conduct thorough testing for functionality, usability, and security.
- Optimize for SEO and performance.

Phase 4: Launch & Training

- Deploy the first version of the website.

- Provide training for administrators and instructors on managing the platform.
- Gather initial feedback for future improvements.

Additional Features:

- Any enhancements or additional features requested by the client post-launch will require additional time based on complexity and scope.

7. Budget Breakdown:

Item	Cost	Details
Hosting	\$3.99 / month (\$192 for 48 months then \$8.99/month)	Hostinger Business Plan : https://www.hostinger.com/wordpress-hosting
WordPress Plugins	Free	Utilizing free versions of necessary plugins
Amazon S3	Free (1 year)	Storage for course videos and content
SSL Certificate	Included	Provided by Hostinger
Security Measures	Included	Firewall, malware protection via Hostinger
Design & Development	Included	Covered under the initiative scope
Marketing & SEO	To Be Determined	Initial strategies included, ongoing may require budget adjustments
Total Initial Cost	\$192	Primarily hosting with additional free resources

Note: Future premium plugins or additional tools may incur extra costs beyond the initial budget.

8. Affirmation :

“I agree to submit the Omniversity Webmaster Initiative on September 30, 2024. If selected and approved, I agree to carry out the Proposed Omniversity Webmaster Initiative as Webmaster in return for Thirty Percent (30%) of monthly book sales at UniverseBooks.com and its approved Omniversity Affiliates and Thirty Percent (30%) of Omniversity Monthly classes, courses & events sales at approved Omniversity sites.

This agreement is non-exclusive, and I may enter into Webmaster agreements with other parties for other Webmaster tasks.

I may also sub-contract with others to assist me in carrying out the Omniversity Webmaster agreement and compensate such parties from my 30% share of Omniversity revenue.”

Signed,
Ashna Paul

9. Additional Information:

- **Customization:**

The platform is highly customizable to meet client-specific requirements. Adjustments to design, functionality, and content can be made based on feedback and evolving needs.

- **Demo Availability:**

A demo version of the website has been developed locally to showcase the basic layout, including sections for courses, instructors, and the founder. This demo is available on <https://youtu.be/lb0aAar9ETQ?si=tdFSNUtUO-8bHwh8>

- **First Version Release:**

The initial version of the website will be ready for launch within four weeks from the project start date. Additional features or significant changes post-launch will require extended timelines based on their complexity.

10. Contact Information:

Name: Ashna Paul

Email: ashnapaularackal@gmail.com

Phone: +1 (672)-972-5285