The art of self-publishing and website creation

Premayogi Vajra

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Book introduction

This book is a compilation of Premyogi vajra's blog posts updated till date that he has created for demystifyingkundalini.com. Premyogi vajra is a self-aware and mysterious person. With his Kundalini awakening, there was a flood of high mentality in his brain. Impressed by that, he created many books and the above website. Regarding his experiences related to book-publishing and website-making, he made them known as his blog posts. A separate chapter has been created for each article. Readers will surely find this e-book interesting, informative, do it yourself type, and comfortable to read. Knowledge sharing is a fundamental tool to grow a society. Experience gained without subsequent sharing is of little value. It remains confined to a single man and gets perished with him. Therefore, to be able to properly and easily share one's experiences, one must know at least basics of self publishing and website creation for these are basic modern tools of sharing knowledge. Writer had to deal with great deal of hassel while learning self publishing and website creation. He took many years to learn their basic tips. So that people do not get suffered like himself, he complied all tips he got while learning these in form of this book. Hope that people will find this book brief, practical and easy.

Author introduction

Premayogi Vajra was born in the year 1975 in a small village in the beautiful basket valley of Himachal Pradesh, India. He is naturally fond of writing, philosophy, spirituality, yoga, public service, applied science and tourism. He has also done commendable work in the field of animal husbandry and veterinary medicine. He is also fond of polyhouse farming, organic farming, scientific and water conserving irrigation, rainwater harvesting, kitchen gardening, cow farming, vermicomposting, website development, self-publishing, music (especially flute playing) and singing. He has also written close to ten books on almost all these subjects, whose descriptions are available on Amazone Author Central, Author Page, Premyogi vajra. The description of these books is also available on his personal website demystifyingkundalini.com. He had also been a Vedic priest for a short period of time, when he performed religious rituals in people's homes with the help of his Vedic priestly grandfather. He has gained some advanced spiritual experiences (enlightenment and Kundalini awakening). His autobiography, along with his unique experiences, is particularly shared in the book "Physiology Philosophy - A Modern Kundalini Tantra (A Yogi's Love Story)" written in Hindi. The matching equivalent of this book in English is "Love story of a Yogi- what Patanjali says". This book is the most prominent and ambitious book of his life. This book contains the most important 25 years of his life's philosophy. He has worked very hard for this book. In a quality and unbiased review on Amazon.com, this book has been reviewed as a five-star, best, must-read and excellent book. Google Play Book Review also found five stars for this book, and this book was rated as good (cool). Premyogi vajra is a mysterious person. He is like a polymorphic man, who has no fixed form of his own. His actual form depends on the size and type of the trance/Samadhi that he is continuously experiencing in his mind, no matter what he looks like from outside. He is enlightened (self realized), and his Kundalini has also awakened. He had self realization or enlightenment naturally / through love yoga, and Kundalini awakening through artificial means / Kundalini yoga. At the time of natural samadhi, he was assisted by symbolic and uni-vehicular Tantra yoga, while at the time of artificial trance/Samadhi he got the help of complete and bi-vehicular Tantra yoga along with the majority of his own efforts.

For more information, please feel free to visit the following place-

https://demystifyingkundalini.com/

BOOK PART.1- SELF PUBLISHING

Self-publishing, a wonderful creation of modern technology

recently got an opportunity to prepare a book, whose name is "Shareervigyaan Darshan – Ek adhunik Kundalini tantra (ek yogi ki premkatha)", and which has been originally written by a mysterious yogi named Premyogi Vajra. First of all, I sorted the written material of the disorganized form that he had been extending for many years. After reading the material again and again, I took the entire contents into my mind. In fact, many people do the work of writing, but in the last round, all of them do not shield the written material in the form of a book. This is because it requires struggle, passion, meditation, perception and continuity, including a lot of hard work and hard work. Acute concentration and memory have to be retained for a long time. The entire book-material has to be seated together in mind so that the whole material can be sorted with reasonableness, attractiveness and decoration. Together, in which words cannot be reproduced second time. Then I removed many of his reimaginations, and started typing it on the computer in the form of a textually built-in form. Due to a shortage of time, it took one year for typing about 300 pages. Premyogi Vajra also continued to send written content, which I continued to add to that word file in between the context at the right place. I was typing on Microsoft Word 2007. So that mine typed material is not destroyed by computer malfunction or for other reasons, I would have kept my typed file in the D-drive (which does not contain windows-files) and on external storage as back-up also safely. I had bought Evernote at an annual subscription of INR 600 (on the discount offer, the actual value was INR 1500). It seemed to me the safest and the easiest way to get back-up, even better than on Gmail or Google Drive both of which are free. Evernote also has many other additional facilities. There is also an advantage for his commentator that even if there is anything remembered anywhere, anything can be written immediately on it, which gets stored for the future. Its search function is also very effective. Many times I copied the text from my second word file or blog post and pasted it into the book file. But due to the formatting error coming from it, the text becomes defective, or disappeared. Then I came to know that there is an option to paste in which style to paste. For that, that option has to be selected, in which "Keep Text Only" is written. It can also be selected permanently by accessing the Microsoft Word's base button "Word Option". And also many adjustments can be made from here at the convenience level, although rarely required or not required at all. Because the book was in Hindi, so the "Hindi language tool" of Google Input was downloaded. By typing on the English keyboard, the letters like Hindi are printed. Like typing "MEHNAT", Hindi's "hard work" is printed in the file. I also downloaded the Sanskrit tool, because there were many words in the book also of Sanskrit. The computer was connected with UPS (Battery Backup) so that the computer did not stop immediately when suddenly the power was lost, thereby giving the opportunity to save the file. By typing anyway, I

used to save the file again and again while typing. When my file went to be larger than 150 pages, added text was at times not able to directly be saved in that base text of the file while that being in pen-drive, and that had come to the notice screen. Then the file had to be copied from the pen-drive and pasted into the computer. Then the subsequently typed text was saved. In order to type in another place, shop etc., that fresh file had to be copied to the pen-drive. Many times the file stored in Pen-Drive did not open. That occurs mainly due to computer virus. So never use your pen drive on infected computer and keep antivirus programme installed on your computer always. So after typing anything I used to backup that file in Evernote (aforementioned cloud-storage). When the Pen-Drive file did not open, I would download the file from the Evernote. In this way, I never lost the typed text, not even a line. Another advantage of this was that if I had ever not a pen drive, then I would download the book-file from Evernote and type it on it, and would have saved it again in the Evernote. Although the pen drive always used to be in my hand bag. I saved the completed book-file for extra security even in the external hard drive. The line-spacing of the text was not equal. I used lots of fonts, but it did not matter. I also unchecked "Do note ad extra space before and after paragraph" of paragraph spacing-setting as per the instructions, but it did not work. I used to type in Ariel Unicode MS. Then I got a hint from the internet that non-English language letters in many fonts do not fit well in the line. Then I tried a lot of fonts, but only thing happened on the Cambria font, and the line spacing became absolutely equal and fantastic. I got rid of my big problem, especially to print the print version of the book, because the e-book was also working with uneven line spacing. One thing to note was that the Cambria font was being used only when the text was already typed or converted into Aerial Unicode MS, otherwise it would not. Both fonts are almost identical in texture, and are most suitable for Hindi. By selecting the text, the fonts can be changed at any time.

Then comes to convert the word book-file to e-book format. The margins around were made one centimeter. Headers and footers were removed. Header is that in the form of same sentence or word written automatically in the selected area at the top of each page. Similarly, the footer is written in the selected area of each page's bottom. Page numbers were also removed. Line spacing was made 1.5. Text alignment set on the left. If not photo, graph, table etc., then it is better; because these in e-readers are not very well displayed. The e-reader only has black and white characters. The picture can also be inserted if it is very necessary, although it occupies a lot of space, because it does not fit in between text- lines, but the entire space from the left margin to the right margin of the page is made by this unusable for text.

In the next chapter we will tell how to publish the ready word-file in KDP (Kindle Direct Publishing).

Promotion of a compiled and predefined ebook by me

I had put that e-book on the KDP platform of Amazon kindle even before it was fully formed. I used to update the new written material on it every day. I had joined that book in Kindle Unlimited, according to which consumers of Kindle Unlimited could download that book for free. In this way, till the complete construction, my book had got enough exposure. Before my book has been complete, luckily I did not get any review of that incomplete book, because the book's shortcomings could be exposed to the readers. My book got the best review when it was presented to the readers in full form. I had made the landing page too long ago. The landing page is a website's webpage, mainly homepage, in which the complete information about the book is written, and also links to the online Book Store of that book are provided there. Interested readers reach the book store by clicking on the link, and buy that book from there. Landing pages are a book shop, and Book Store's Book-Detail page is a type of cash-counter. Whenever the ad-campaign was run for the book, it was given a link to the landing page tthere, not a direct one to book-store. That's because book-store has very little initial information about the book, and it does not encourage readers to buy the book more. In a way, the entire book in a landing page is in short form. I had made the entire website just for the sake of the book. It also benefited those readers, who could not buy or read a detailed book for some reason. I looked at Google's ad-campaign, but it did not seem to be a special advantage to me. I used to write answers to queries on quora. At the end of the reply, I used to link my website too. From that the traffic on my website had increased a lot, but the book was not able to be bought. Posting about my website on Facebook was also very low to attract traffic. I had put a link to my website on all my social media accounts. Because of the book's kindle unlimited, I had the opportunity to publicize that book in the form of a free book for 5 days in 3 months. Nearly 40 free books were downloaded by the readers. After that 4-5 paid books were also sold. Kindle unlimited fund is distributed according to the readership. I once put the book on Pothi.com by closing the Kindle Unlimited. In the free form, 15 books got up within two months from there, but none in the paid form. At the same time, I had inserted that book on other e-book sites like Smashword, D2D etc. None of books were downloaded from those. So I removed the book from all these sites, and rejoined it in Kindle Unlimited. Self publisher can not publish the book on another platform while being in kindle unlimited. In fact, Kindle is the leader of e-books, especially in India. More than about 70% of e-books in India are purchased through the Amazon Kindle Store. In India, only about 10% of the total books are read as e-books. I got the best sale from Facebook's ad-campaign. Customers can be targeted according to convenience. For example, I used to limit my clients to the words like Yoga, eBook lover, Kindle e-Reader etc. Location can also be targeted in it. I used to restrict my book to Hindi-speaking states and regions. Similarly, I used to target people aged 25-45 years of age. I targeted both men and women. It can be

instructed to spend rupees from one rupee to as much as you like. I had put the details of debit card / credit card in it. Facebook itself withdraw money from time to time. His special thing is that he does not deduct money from anyone watching the ad, but only when he gets to the landing page by clicking the link of that ad. One click ranges from about 1.5 rupees to five rupees, according to the device and many more conditions. Mobile Newsfeed is probably the most expensive. We can also set this to show how much fraction of ad to show on which app (Facebook, Messenger or Instagram). Otherwise Facebook itself maintains the best ratio. Later on, I also created the Facebook Page (Business Purpose) for free. It was even easier to add an ad to it. I had connected my website-blog to my Facebook page. Whenever I used to post a blog-post on my website, it would have been shared on my Facebook page at the same time. An option on the Facebook page came to boost the post. Once upon a time I suppressed that boost-button. After a few hours, I found the tremendous traffic on my website. 45 related shares were received in that respective post. That traffic was coming from Facebook. When I opened Facebook and found the ad-status, it was activated for that post. About 400 rupees had been spent. That post had received 32 likes, and it was seen by 15,000 people (Haryana, the self set). Along with my 3-4 books were also sold. It was a big loss deal, because those books were able to earn only Rs. 70-80. I immediately stopped the post's Boost. Then I got additional information from the Internet that the ad-campaign is far better and less expensive than Post-Boost. I also came to know that the book promotion is not as much as earning as much as it costs.

Typing art- a wonderful hobby

Typing is a great hobby

People think that special training is needed to learn typing. For professional typing, this may be true to some extent, but for personal typing, according to one's suitability, one can type with any style. Many people just type just with two fingers (one of each hand) faster than others. Many of these are even professional typists. While typing in English, the first letter of the sentence does not need to be written in the capital, as later it can be done together by selecting the text. For that, there is a change case button (Aa) in MS Word's top menu bar. By clicking on its Option "Sentence Case", the first letter of all the sentences of the selected text of the document gets itself capitalized. While typing, to give the indent-space to the first line of paragraph, do not press the tab key on the keyboard, because space made by this key is not accepted in ebook. Enter key should only be pressed to start new paragraphs, otherwise not. Adopted by several people, it is the wrong habit of pressing Enter at the end of each line. From this, MS Word takes each line as a new paragraph, so that many settings related to the paragraph are messed up. Indent of the first line of the paragraph (the distance of the beginning of that special first line from the left edge of the written part of the page) should be determined by the paragraph setting. For this, going to the indentation option, the 'first line' should be selected under 'special', and its indented spacing should be adjusted at 0.5 centimeters. From this, the first line of each paragraph will start from 0.5 centimeters inside. The first line indent does not look good in the part of book-introduction etc. before the start of the actual book, so that the first line indent should be zero by selecting that part. Therefore to divide one paragraph from the second paragraph of that initial part, there should be an extra space (more than the space between the adjacent lines) between adjacent paragraphs. For this, 'indents and spacing' of the paragraph setting is selected and then the option 'spacing' under that and 'before' or 'after' under that, and then the indent spacing is filled in as required. In many cases, while doing this the paragraph setting of the entire document becomes the same. To remove it, pressing the 'undo' icon again and again as per manipulative need limit that new setting to the initial part of the book as was selected. 'Find and replace' function of MS Word is also very great. The mistake of any word / article recurrent in the entire book-document goes away at a time. Even the extra or less space before or after comma, full stop etc. can also be cured from there. Extra paragraph made with pressing extra enter key can also be corrected with this. Type ^p^p in the find section and ^p in replace section.

Google input Hindi is best software for Hindi typing

Google Hindi input does not have a full-stop punctuation of Hindi, hence the dot in English has to be run. In the Find and Replace Function, we click the 'Replace All' button by typing the full stop bar of

Hindi in place of the replace and dot in place of find button, so thousands of replacements of the file are in the blink of an eye. In MS Word, there is inbuilt 'spelling and grammar' for the English language, which can make corrections. This software for Hindi is not created anymore. The best way to type in Hindi is by not watching the monitor screen, just keep typing while watching the keyboard. After some paragraphs are typed, make a correction with them while reading them altogether. This also increases the speed of typing. Whole document is selected by pressing Ctrl and A keys both together. Ctrl and C keys are pressed together for copying the text, and Ctrl key with V key is pressed for pasting the copied text. To remove typed matter press 'undo' button. Don't change font size from top menu bar for better viewing and typing for that will change file setting every time, but zoom from base bar for that will increase font size for single sitting only. Keep documents in backup along with settings / formatting for eBook or print book as per the case to avoid confusion every time you use that file. It's a good idea to type yourself instead of making typing by someone else. Others may have difficulty reading handwriting, and they cannot refine the article. While typing yourself, the drawbacks of the book also come in mind, the book gets expanded, the new ideas get energized, and the book gets a good grip. Typing is also like a hobby. It is fun to do it, the tension gets relaxed, and the mind also becomes calm. Instead of publishing the book with others, these above psychic benefit are received in a pronounced form from publishing the book by one / writer through his own / self-publishing.

Towards the print book

As I mentioned in the previous chapters, only 10% of readers in India read e-books. Most readers did not have to be disappointed, for this it was decided to print the print version of the book with the Pothi.com's self publication platform. Sometimes that used to take MS Word's Doxc file directly, then that had ever instructed to upload it in PDF format. Before converting word files into PDFs, it is necessary to format that for a print book, because we cannot change the formatting of PDF file. Likewise, it is easy to convert the word file to a PDF file, but it is almost impossible to convert the PDF file to a word file fully again. For that, the PDF Element has to be bought on the subscription. Herein document can be converted to a PDF file from a word file. Better, more effective and free option is using OCR. Read my separate webpost on OCR (OPTICAL RECOGNITION SYSTEM). However, the shortcomings still remain. Therefore, the original word file of any article must be backed up / stored properly.

Word file has to be formatted separately according to the print, as the format of the e-book will not be available for the print book. First I went to the 'page setup' of the word. Pressed the 'margin' tab on there. Fixed top margin and bottom margin to 0.5", Inside Margin 0.75 in., Outside margin 0.4 inches, and gutter was kept 0.3 inches. Gutter of book is the drain between the face-to-face pages, in which the letters are suppressed little or more. That is why it is kept wide enough. I selected 'Mirror Margin'. Mirror margins are special for books. In this, face-to-face pages of the book look like each other's mirror-picture. Select the 'Portrait' and 'Whole Document' on the same page setup. Together, Header-0.2" From Top, and Footer-0.2" from Bottom. This page setup is enough for my book with 300 pages. With change in page numbers, only the inside margin and gutter vary little or more, not the other margins. Remember that the default page margins in Microsoft Word 2007 and above are 1 inch (2.54 cm) wide all around.

See below the consolidated information on a screenshot-

Screenshot_2018-12-06-12-31-55

Then went on the 'paper' tab. The first custom selection was selected. Then the paper Width kept 6" and paper height as 9", because the books of 6"x 9" are the most popular. These settings were applied to them themselves – 'First page – Default tray selected, Both for the first and other pages' and the 'Whole document'.

Then went to the 'layout' tab. Section Start- Odd Page. This means that the book will start with Odd Page (1,3 etc.), which is good in books. It contains the Even numbers (2,4 etc.) on the left page of the book, and the page numbers of the odd category on the right page. In the Header button located in the top-bar of the Word document, the title of the book was written in the header, and the subtitle of the book is in the footer (the lowest spacing of the book) . From that on each page, those names came in the same way. Word document converted to PDF will be best if "embed font" option is enabled in MS Word while saving the parent word document. With this, converting pdf file to word file becomes possible easily. For this, 'word option' button is to be clicked, and then save – embed fonts – embed only the characters used in the document (best for reducing file size), these buttons are to be pressed in this above sequence.

Then that formatted book was stored in Evernote so that it could work in the future. Then the Word document was converted to PDF from the online PDF Converter. But there were many mistakes in it, especially the text of many letters was faulty, which showed me on checking while reading the book. Eventually I used Google Drive's PDF Converter. In it all the Hindi letters and symbols are completely pure. For this, we have to upload the document to Google Drive. Then press the 'Open with the PDF Converter' button. If it does not come in the list, then you should search the PDF converter by clicking the "Connect New / More App", and add it to the list. Similarly, if we click on Google Translate in the list of 'Open With', we can translate the document in any language. Although the translation is faulty, it has to be corrected by hand afterwards. Yet it also saves a lot of time and brains. The condition is that approximately more than 80 pages of the word cannot be translated at a time. Therefore, the book has to be translated into pieces. Clicking 'Open with PDF Converter' comes a window, then has to browse it again and upload that stored book document in a drive of a computer. Only then clickable button named "convert" comes. Then open that PDF document. On top of it there will be a down arrow on the right. Clicking that will download it in the 'download' folder of the computer. That document will have the same settings / formatting, which was placed in its raw word document.

Now go to Pothi.com. After logging in, go to the 'print on demand button' anywhere and follow the instructions given in it, and publish the book. In 1-2 days that will be ready to be bought. Than uploading the cover by the newer self publisher, it is better to get help from an inbuilt cover designer. Upload a nice cover photo for that. The cover photo will become a back cover at the last page of the book. Enter the name of the book's title, subtitle, author etc. on the front cover. Together, write the name of the title and author on the book's rib (the central and rear side band of the book).

You can print copies of the book as much as you want, even the only book too with print on demand service. But this type book is more expensive than mass / traditional printing. Yet it has many benefits. This is not a waste of paper, as the book is printed only when it is needed immediately to read, and there is no need to print the book in Advance. It also highly reduces the total cost of investment, and also the publisher does not have the arbitrariness.

OCR, Optical Recognition System, a boon to modern publishing

Kundalini and writing arts are related to each other

Readers will think that what is the purpose of self-publishing and website-creation in the Kundalini-website. In fact, Kundalini-seeker should also have practical experience of self-publishing and website building. This is because, after the Kundalini-activation or Kundalini-awakening, the mind becomes like a flood of thoughtfulness. In that case, the person can create an excellent book and an excellent website. Together, it can also avoid the negativity of the worklessness. The same happened with Premyogi vajra.

How did I access OCR technology

Iencountered the OCR technique when I was trying to make an e-book form of a paper book written by my father about seven years ago. The name of that book was 'Solan ki sarvhit saadhna/सोलन की सर्वहित साधना'. Fortunately, the publisher found out the soft copy of that book. This saved me from scanning the book. Together, there is probably less inaccuracy in the e-book made with soft copies. That book was in PDF format. At first, I started taking the help of Online PDF Converter. I tried a variety of converters, as well as the Google Drive Converter. However, the word file that was coming after being converted by all of those was completely flawed. The book was looking like a Chinese book, not the original Hindi book. Then I used the PDF Element. There was facility for only few pages in free plan. The pages were extracted from the PDF file to the word file, but the pages were along with original decorations like straps, palettes, flowers etc. I was not able to remove those things of decoration. Some things were removable in word, but not all. It was also a labor intensive work. Even the quality of the letters was not better. I thought that may be something would be done with the plan of purchase. However, when I saw the value of it, I left it completely behind. Because its minimum annual price was about INR 3000-4000.

I have a lot of help with free online file converter

For several months, my plan was lying in cold storage. Then when I got some free time, I searched on Google. I had read about the OCR before, but I never fully understood it. Then I found out in a web post that the book has to be scanned for it so that every page of the book comes in the form of a separate picture. As soon as I was preparing for the scan of the book, I came to know that if the book is available as a PDF file, it could be converted directly into a picture file. I tried many online converters by searching on Google with keywords 'PDF Image Extraction'. Among those converters, I found the best available converter on Smallpdf.com. Extractor on ilovepdf.com is also good. I uploaded whole of the book-file in one go. After conversion whole of the converted book-file was

downloaded. In it, the entire book-file came in the download folder of the computer in the form of serial wise pictures (jpg images). All the pictures were in a zipped (compressed) folder. By making that folder unzipped (with WinZip etc. software), all images came in a simple folder.

There are very few OCR's available for Hindi language

Then I started finding online app on Google that could convert those pictures into the word doc (OCR app). There were many OCRs that did not offer Hindi language facility. Finally, I found the best online OCR for Hindi available on the website http://www.i2ocr.com. That was free. However, I was trying to upload the folder containing books, but it did not happen. Then I tried to upload all the pictures together by selecting all the pictures. However, even that did not happen. Then I found out in a web post that Batch Extraction OCRs are commercial, and are not available freely. Therefore, I had to convert pictures one by one. Like the book-pictures, the converted doc files also came folded serial wise in a folder.

Formatting a word file created with image extraction

Then I copied all the doc files into a single doc file in right sequence. However, the word-lines were unequal in length in the doc file, which were not being corrected even with the command of Justify alignment. Then I read in a web post that in the 'Find' section of 'find-replace' of MS Word, type the ^ p in the find section(^ symbol is printed by pressing the shift key and 6 number numeric key together), and insert a single blank space in the replace section. With the command of 'Replace All', all becomes all right. That is what happened. Thus, the e-book was prepared in this way.

It should be noted that if there are plenty of small word files to be clubbed together, then help of 'insert' of ms word should be taken. On clicking 'insert' button, search the 'object' button and click on triangle at corner of this. Now click 'text from file' on dropdown menu. A new browse-window will pop up. Select word files on it to be clubbed. Keep in mind that files will be clubbed in order of selection. It means, first file in selected group will come first in combined word file and so on. I advise to club only maximum of 10 files at a time for I feel it can produce error if very large number of files is selected together. In fact, many files were not being downloaded in word format after converting. I was doing OCR in Hindi language. Those files were being downloaded in the text format. However, the files with the text format were opening only in Notepad, not in wordnote. It is a loss to download text files that those cannot be clubbed together by giving commands like insert-object etc. as in word files. One has to copy-paste every file separately.

Final File Correction

There were two words attached to each other without space in that book at many places. For example, the words 'fruit is' of the original book became 'fruitis'. With a little manual correction, it was all right. Page break, line break, heading shape etc. were provided at the appropriate places by keeping the paper book in front, so that the e-book looks like a completely original book. Some pictorial pages of cover and initial part of book were inserted directly into the e-book. For editing these cover photos, I used online photo editor of 'photojet'. However, one needs to share it on face book before downloading the edited image. Online editor of pixlr.com is also good. Instead of copying images directly, the help of 'Insert- picture' of MS Word was taken, because copying image directly to the word file does not cause that to appear in the e-book at all times.

Some special things to note in OCR

Before scanning the book, see how much old the book is. OCR of old books is not available. Opening the book's bindings is required so that each page is scanned separately. By scanning the bound book by folding it, the scans are not good for paper-margins, so they cannot get good OCR. Later on, you can re-bind the book. Scanning the double page does not even make the OCR. The page will have to be placed on the scanner accordingly, as usually a single page is placed. The length of the page is placed in the direction of the length of the scanner. The page should be written like a normal book page, that is, the lines of letters cover the width of the page. The more straightforward the page on the scanner, the better the OCR. Therefore, the page should be attached to the backside plastic boundary of scanner-glass length. The page itself comes directly straight with this. In lengthwise, page should come in the middle of the scanner.

To improve the file, try the easy option before doing OCR

Many times, there is no need to do OCR, because converting fonts work. Universal fonts are Unicode. I converted a pdf article typed in a krutidev font into a word-article, but its characters were not being read. Then I put the file in online font converter and converted its krutidev font to Unicode. Then the alphabets were readable. Only 1-2 types of letters were wrong, that too only at few places. I corrected the article with a little hard work. The effort was much less than the hard work needed to do OCR. Yet OCR is a lot easier than re-typing.

Future technology 'hand text recognition'

Further technique is recognizing hand-written text by the OCR. This is called 'hand text recognition'. However, it has not evolved completely. Search is on. However, this technique works by inserting

letters one by one in predefined boxed compartments in the paper format. That is why the introduction-forms in recruitment etc. are hand-filled in the boxed format.

E-book cover Designing- a fundamental tool for successful self-publishing

Friends, if the art of sharing experiences with everyone is not learned, then those experiences would not have special significance. Those experiences remain confined to that single man, and perish with him. In India, there used to be a wave of spirituality. Spiritual learning was at its peak. But over time the tendency to share those disciplines began to stop. There were many reasons for that, which I do not want to go into depth. Gradually, many spiritual disciplines became extinct. In today's times, websites and e-books are the most important means of sharing experiences. Therefore, it is important for everyone to have basic knowledge of website creation and self-publication. The ebook cover is the most important part of the ebook.

It should not be forgotten that the demand for eBooks has increased due to the Corona Virus Locadown, and will increase further. Publishing houses are also offering good discount offers. Blue Hills Publication is also offering discount of more than 50%.

EBooks should be attractive

There was a time when people used to read books without cover. Their main purpose was the textual content of the book, not the cover. Now the time has changed. Nowadays people forget the text of the book in the glare of the cover. Many times, a book of excellent quality takes a very long time to succeed due to lack of cover, while the inferior book also succeeds due to dazzling cover. The reason for this is not that people get any special benefit from the cover of books. The real reason is that the whole world has access to e-books. If one lakh people out of 200 million readers also fell prey to the cover, then the book became successful. The second reason is cheapness of e-books. The third reason is the present-day materialism and outward view of living life.

The designing website that I found best to make a book cover

You'd be surprised that it took me 3 years to learn how to make a book cover. Canva dot com made my job a lot easier. For 3 years, my books were supported by book covers made by KDP itself. However those covers do not look beautiful and professional. I made a book cover on photo editor of adobe dot com. I had to do all the work myself, such as writing text on photos and editing it as desired. The resultant cover also did not look professional. I pasted butterflies, flowers, etc. on the cover photo of another book. The photo was pasted on a background plane paper at canva dot com. At that time I could not understand the full working of canva dot com. I got a chance to understand canva when I made a book cover through Blue Hills Publication for one of my books by paying 6000 INR along with getting my eBook promoted. Seeing 8 books of my remaining lot, the publisher said that my book covers did not look professional. Anyway, you have to lose something to get something.

How to do cover designing on canva

First create your account on the website and log in. Go to home. Here, there will be all your previous designs created by you. There is a custom dimension button. In this, we can create a cover of any size (pixel length by pixel width). This is necessary because every self-publishing platform has a different demand for eBook cover. KDP, Kindle Direct Publishing accepts a JPG image of 2500 by 1600 pixels. If you click on another option of ebook cover, then a smaller size cover (about 800 by 200 pixels) is created. Its size then has to be increased with different software. I found resizeimage dot in to be the best and easiest for this. Clicking the option of ebook cover or custom dimension, there opens a drop down menu. On top of that is the template button. This opens up hundreds of designs of books. Clicking on the template of any preferred design brings it to the working window on the right. Pressing the upload button from the left dropdown menu will show all the photos you have uploaded. Upload the desired photo from the computer by clicking on upload an image option. Drag that photo from there with the left button of the mouse and drop it on the selected template in the working window. Direct drop will paste it at a small space on the background of the template, as seen on the following book cover image in this post. That photo can be enlarged or reduced in size. To make that photo the background of the template, move the dragged photo here and there with the mouse over the template. The borders of the template will be green on one position and the photo will be spread over the entire template to be highlighted as its background. Drop that photo leaving the Mouse there. This will make this photo as the background of the template. However all the texts like headings, subheadings etc.; lines and boxes etc. on the template will remain the same. You can edit all these visual elements as you want and you can also remove them. You can also add the text of your choice. You can also change the size and texture of the text. You can also add text to a blank space on the template where there is no text already. All these facilities are available for free. The visual quality of the cover design is basic. Through paid subscription, you get chance to download the cover design that you have created in high definition quality. In the same way, by paying money one gets a lot of good templates.

All of photo designing can be done at Canva

Logos, blog banners, Facebook posts, Instagram photos, logos, posters, cards, etc. can all be created on Canva. A blog banner is a featured image of a website's page or post. The logo is in the form of a small circular photo at the beginning of the website or Facebook page. Photo backgrounds can also be made transparent on Canva although I think with paid subscription. Canva app is also available for mobile.

BOOK PART. 2—WEBSITE CREATION

Website creation, management and development (quick print, landing page, starting website, website theme, static page)

I had prepared my book in written form. After reading four to five times, I also cured all the impurities. In the previous post, I forgot to mention that I got many help from Quick Print. Quick print is provided by Pothi.com. In this service, the book is readily printed and delivered to the address given by the author. There is no need to format the book's Word file in it. Only the margins of the pages are determined according to convenience. Word default page margins (mean of themselves) are around 1 inch (2.54 centimeter). Inside margins, this is fine, but this margin is higher for other edges, which causes waste of paper. This is not the real book, it is only for correction. Therefore, you can also set other margins to 1 or half centimeters. It may be that the words are not cut when printing, so at least 1 centimeter should be there. Similarly, if you need more space to perform correction, you can also set the line spacing to 1.5. There is no need to do anything else. Then that Word file is converted to PDF with the help of Google Drive. That PDF file is uploaded to Pothi.com. In fact, correction of print forms is very easy, accurate, convenient and quick than to correct / edit document in the computer. Apart from the book, any document can be sent to Pothi.com, sitting at home, that too in the desired quality and binding. After making a correction in a quick print book, when I was convinced, I formatted the book for full print, and put demand for delivery of it. I considered the full print book as finished product only after reading and correcting it twice. Now my book was fully prepared by me. The website was created very long ago, although the creation of the website at war level started only after the completion of the book, because then I had an extra time available.

My journey to website building was the following type. When I felt the need to publicize the book, I thought of making a landing page. As I have mentioned earlier in the previous posts, the landing page is a web page, which has full details about the book, potential readers are being encouraged to read the book, and on which there is entered the link-address of the business website that sells the book. There were many paid offers for landing pages when searching on Google. There were some less costly, then some were more expensive. Even then, I found that the expenditure was more expensive, and I did not even need the decoration of the landing page, as much as they were claiming. I just wanted a simple landing page. The best and free way for me was to create a website. In fact, many companies offer to create free websites, such as WordPress.com, Zimdo.com etc. Among them WordPress.com is a well-known and quality website-maker company. That is why I chose that. In 10 minutes website became ready in the simple steps. At first, I did not know what to do in it. I wrote a

few posts, which were not shown fully and anywhere they were lost. Were ever seen again. Then slowly I realized that I had to activate any free theme. Website-theme is actually the heart of the website. It determines how a web page will look. What will be the photo on it, where different buttons will have options?

Activated by the theme, almost 90% of my website-building work was completed. The remaining 10% of the work was to be applied to various widgets (like copyright, legal disclaimer, sharing etc.). Many themes only have Sidebar-Widget-Area, Footer-Widget-Area not. Slowly that work was also going on. First, the main task was to put content written on the web page. I copied book-introduction etc. from my e-book and pasted it on the homepage. I made the landing page only for the home page. For this, the homepage has to be made static page. From that LP / HP remains stable, and the posts put on time after time do not come to that, but website keep those on a different page, "My Post Page". Did you have similar problems while creating the website?

Website creation, management and development, part-2 (designing website, css code, custom domain, website plan, customizer control buttons, homepage setting, division of homepage)

Any page we create after creating the homepage can be added to the homepage, otherwise that remain in the form of free page. All the designs of the website are made from customize button. There is a theme button on that customizer so that we can choose the theme (Basic Outley). The free plan of the website offers a lot of free themes, on which the brightness and texture of the letters are also of normal quality. The paid plan is the cheapest personal plan, whose theme is good, still can not make the text more textured, nor does the website look like glitter. There are no shortcomings in the premium plan. That's fees are also high. The wordpress company has an annual fee of about Rs 4000 for premium plan. The value of the personal plan is Rs. 2400. The CSS code can be used in the premium plan, through which the header image and sidebar etc. can also be adjusted. CSS codes can be obtained from the company's Customer Care Service. There is nothing more in business plans, only more great business themes are available, in which various plugins (which work in different minor ways) can be installed and ads can also be placed on it. Advertisements can also be placed on the premium plan. Although money is difficult to earn from website directly. To get around 280 rupees, we need around 10,000 views. If a famous website links to any of your posts, then it's too good. So write good posts. It does not even have a footer credit (wordpress) on the webpage's base, but it does not make any difference to it. Business plan is very expensive, around 8000 rupees per year. A payment button can also be made in the premium and business plan, so that we can receive payment by selling anything online. There is no custom domain even in the free plan. For example, the custom (self-chosen) domain of my website is demystifyingkundalini.com. But when it was in the free plan, its domain was demystifyingkundalini.wordpress.com. If one year is subscribed to the website but not paid for next year, then only the extra features will be deleted Probably, facilities of free plans will remain forever. On pressing the Customize button there comes the following buttons: – Site Identity (This is written as the first, main and top line of the website, giving brief and effective details of the entire website); fonts (by this, type of text / texture is selected); Colors End Background (the style and color of the page's background are selected); header image (this selects the main image that is displayed on each webpage itself); menus (On this pages and subpages are given names, and subpages are created); CSS (code written for some personal and customized structure); Widgets (various content of the website such as copyright, disclaimer, link, blog State, follow blog, follow us etc. are selected and created from here). These can also be added in the Sidebar and Footbar, as per the selection; homepage setting (Here the homepage is made as static, not the latest post page). All pages can be edited here, otherwise the webpage will remain separate from the homepage. The main

page and the first page are created here, the other pages are then added to it, which we can name anything by subject. In fact, a webpage should not be more than 1500 words, only then it opens on the Internet with less signals also much quickly. If the home page or any other webpage is large, it can be devided in the subpages, and the names can be written such as Home 1 (the topic of the page), Home 2 (—-) etc. The homepage is opened by entering the website's original domain URL / address (such as demystifyingkundalini.com in the search engine). These are the main buttons.

All the paid plans have good customer care, in which all queries asked through chatting and email are explained in detail and clarity. Here's a description of the website platform named WordPress. This above told customize button pops on pressing the w button. The other buttons that are in that line are the following: Stats – gives the information of the visitors of the website, views, likes, comments etc.; Activity – gives information about any work done on the website whenever it has been done; Plan- Provides information about the ongoing plans and running plan of the website, information about the renewal option, and all the information about what can be done on the respective plan

Website creation, management and development, part-3 (main control buttons, types of websites, making web post)

Website key buttons

(4) Sites pages – This shows each webpage in a list. There is an option to edit it on each page, to know its state and put it in trash. Trash is like a recycling bin, from which we can retrieve the webpage. Therefore, the trash bin should never be made empty. There is also an option to add a page to it. (5) Blog posts – There is a list of all posts on there. We can also examine them all as per the above. (6) Media – The list of all the pictures of the website is displayed on it with some activities. (7) Comments- It contains all the comments (with Pingback and Trackback). We can approve or dispose these pings there. If a statement is false / spam, then it should not be approved. Anyway, such comments themselves go to the spam folder. Pingback and Trackback are also the comments, which are received when someone links our website to his website (by copying the URL link address of our website to his website). PingBack and Trackback is only provided by a service provider named WordPress. (8) Feedback – There is full details of all the messages on this, which have ever been sent to the website. (9) WordAds – as has been said before. (10) Sharing – By this, the website blog is connected to or disconnected to your Facebook, Twitter, Google Account etc. By connecting, all written blog posts are automatically shared on all the connected social media accounts.

Keep in mind that nowadays the full website is famous. In this, the benefits of both the website and the blog get together. Only a website can be a website. Similarly, a blog site can be just a blog site. Although these may be cheap, but do not appeal to mind much. WordPress offers full website support. Some Static Pages make up the website in it, and the other pages are kept for blog posts. (11) People – This list contains – Team (This includes the details of the Admin, Editor, Author, Contributor, We can extend them), Follower (Details of all the Follower people), Invitee (Invited from outside, the details of the invited people and their role, we can give any invitee any role as above). The above buttons are mostly and main.

Writing a blog-post on WordPress

As already mentioned, a blank webpage opens to write a post by pressing the plus-mark paper on the top of any of the webpage. At the top there is a separate place for the title. The words written on it are themselves in large size. Then the heading of all the paragraphs of the post should be written in the heading-2. If sub headings have to be made under the heading, write it in 'H3' heading. Give the whole article a left alignment, central or left if it is a poem and keep poem in verse block. You can

guess web post formatting by looking at the style of this post. Like MS Word, there are all the facilities for writing. It would be good if you made the original post first in MS Word, then post it on the blog page. Then keep undoing small defects there. That's because the blog page does not have the ability to fix spelling and grammar, and sometimes it gives a cut in the already written text if some text added afterwards.

Website creation, management and development, part-4 (adding media, referral traffic, importance of quora, search engine ranking, viewship, backlink, what is wordpress)

In the previous chapter we were talking about writing a web post, which is also in this post. To insert some photo / video etc., pressing the plus sign of the top left corner causes the media button pop out.

From the aforementioned 'Stats' button, we can also see what is the source of referring / directing people towards our website. Such as quora or facebook or twitter etc. In fact, referrals have to be resorted to in the beginning, because traffic from the search engines is almost zero. For this, on every social media, on the forum, on the conversation and comment, reference of website should be given by putting a link of your website. Answering the questions on Quora is the best way, because now quora is the number one quiz website. There is the maximum discount for putting a link of the website on quora, and from there the referral traffic starts immediately, and it lasts for a long time. Similarly, we can also find the website's search-rank and backlink status from the online apps. Search Engine Rank means that on which page and on which position the website is positioned, when searching any keyword of website in the search engine. There are 10 websites on one page. Such 10 pages are shown only in search. If the first page is reserved to the website then it is a good thing, if it comes in the first / top three positions, then the best. If the keyword is famous, then only people will search it. For example, if the keyword "kundalini" brings website to the first page, then the best traffic will be obtained, because the word Kundalini is very popular. But if "the revelation of Kundalini", this keyword-group / key phrase brings the website on the first page, then there is no special advantage, because people searching for this word-group are very few.

Search-Ranking increases with viewship, and that should also come from Google search, not from referral sources. Viewship means how many views per visit are there. If the viewship is low, it means that the website is boring. In fact, the traffic from the search engines increases website-ranking, not the referral traffic. Similarly, there may be more traffic from backlink, especially if the backlink is from the popular website. Backlink means that the other website is linking to our website.

WordPress available through WordPress.org (org- organization) is actually a public and free software for creating websites like Linux's free Windows operating software. It is also called open source software. This is there to run the website, just as Windows software is there to run the computers. It can be improved by any software expert through his art. That's why there is no cost to make the

website. But there must be knowledge of the laws and rules related to it, such as providing the site map to Google, installing Google Analytics, SEO (Search Engine Optimization) etc. Together, by choosing a company for the hosting service, one has to pay the fee. The company keeps all the data stored on its cloud service safely, and makes it available on the web. Looking at all these problems, the WordPress.com (com-commercial) was created. The company provided all other services with the free WordPress platform. With this, people got rid of all the hassles in some cheap way. Their work was left to write on the website only. As mentioned earlier, they have three plans.

Website creation, management and development, part-5 (different website plans, making web pages/posts, making links, making category and tag for post)

There are three plans of WordPress.com. These are personal, premium, and business. The price of personal plan is 3000 INR per year, about 4500 INR is the price for premium plan, and approximately 8000 inr for the business plan. Personal plan for most people is enough. Those who write a lot of audio and video posts, sell something on the internet, receive payments, earn money from ads, and like more snappy website-themes, they only need another plan. Traffic is also much higher with the simple plan, because it loads quickly, and it is simple in design. I thought it was best to have a personal plan. WordPress.com also has a free plan, in which it keeps sending its ads, and does not even support customer care. Free plans should never be taken, not even for learning, because there is always the fear of losing data. I had only taken a free plan for 5-6 months of the start. When my traffic increased, and the data grew too, then I upgraded it to the personal plan. I got one-month window-time in which I had to get the entire refund back once I again downgraded that. When my website was completely ready, then I upgraded it to the premium plan (it also had a one-month window-time). However, I kept working for six months in it, and when my mind was full, and considered it as nonsensical, then I downgraded it. With the exception, I got the full refund back.

Now we talk about the creation of posts and web pages. Post has the option to create categories and tags. The category makes it easy for readers / website-visitors to access posts. For poetry, 'poetry' is named after category and all poems are inserted in it. There may be more than one category for a post. The keywords are written as tags. As for the post related to Kundalini, Kundalini-Yoga, Spirituality etc., kundalini or/and yoga words are put in the form of tags. The tag makes search engines easy to find posts. Similarly, there is an option to enable comment, Pingback, and Trackback. Making a link in the website is very important. The link connects the whole world with the post / website. First, the anchor text is selected by going into the edit mode of the post. The anchor text is the sentence or word of the post that the linked material is attached to, and putting mouse on which the hand mark evolves, and clicking on which opens the page with the link contents. After selecting anchor text, the link mark is clicked in the top editor bar. From that, it asks for the link-page URL (which is in the top of the to be linked page, in Google-search-bar). Copying that address, it is pasted in editor and saved. Do not select the option "Open the link page on a separate tab". Clickable buttons are created from the art of creating link, like "Next page", "Previous page" etc. In the next chapter we will tell about the page jump link.

Website creation, management and development, part-6 (page jump link, naming website, history button on web page, w-setting button)

Page Jump Links are also created by adding additional code with simple link address. Normally, the link is lending only at the top of the link page by clicking the link. If we want to lend directly to a particular paragraph in the middle of the page, then the page jump link is created for it. For this, by entering the single space after the word "style" in the beginning of the targeted paragraph, in the edit mode of the 'to be linked page' (in the HTML, not in visual), this code is written, id="Write anything" single space– —- Content of the post —. Then when the web address of that 'to be linked page' is filled, then at the end of it, the same code is written without any spaces with hash tag, that is, #write anything (which is written with the above said id). This marker can be written in anything and in any language, although it should be in uniform (with the same spacing) in both places, that is, on the targeted paragraph as told above and in the address bar of the above link building. It is good if words related to pages are written. For example, Kundalini 1 for the first page jump link in the page related to Kundalini and 'Kundalini 2' for the second etc. The same page can jump from one paragraph to another on the same page from Jump Link only, as per the requirement, such as 'go to top of page' etc.

The name of the website should be kept that, which is most linked to the contents of the website. New and substantial long post should be posted in the intervals of ten days. With that, the number of readers keeps increasing. A post must have at least 500 words. If a post is bigger than 1500 words in Word press, then the word 'longreads' should be added in its tag, because the long posts have different junkies. You can invite any person to join your website. You can make him a follower, writer, admin etc.

I feel that all people should have their own website and a book. This gives complete understanding of each other's thoughts and lives. The website is completely secure from any error. If there is an error in writing, then we can overcome it without any difficulty. On top of any webpage in edit mode, there is a history button. There are many variations of the website for several weeks and months. We can return to any form anytime. This feature exists on the desktop, not on the mobile device. Similarly, we can put any webpage in the trash bin anytime. It is like a recycling bin, and we can get it back to the webpage anytime. However, after a month the trash bin itself is empty.

As aforementioned, there is a 'setting' button at the end of the drop-down menu of the main 'W-My site' button of the top left. There are five heads in it. We can delete unwanted post-category by

visiting the Writing Head. In the Discussion Head, we can choose to notify us for which contents via e-mail.

Website creation, management and development, part-7 (duplicate content, broken link, website ranking, website recharge, boosting website)

Google can penalize duplicate content. If any content on the web is copy-pasted / is exactly the same, then it is called duplicate content. The only way to avoid this is to insert a link to the liked content on your website, not copying the content. This allows readers to access content safely. Similarly, never delete a published post. Deleting a post creates a Broken Link, which causes the Website defamed. Broken link is that, clicking on which page does not open. The way to avoid this is not to tamper with the post URL of published post. Similarly, make the guest-writers clear that their article will not be returned, nor can they place it on another place on the Web, to avoid duplicate content. Maybe they can keep it limited to Facebook friends. After publishing a new post, traffic increases on the website for a few days, and post shares also increase. Then suddenly traffic goes down, and the shares also stop. This is due to Google's and Facebook's ranking algorithm. When more changes are made to the website, Google extends traffic from its search engine for a short time. Google is testing the readers' responses so that the website can be ranked.

Recharge your website plan 1-2 months prior to expiry. If the domain expires at the last minute due to a problem with recharge, then there are many problems. The personal plan of the website is better than the premium plan, because the website is simple, thereby it has less confusion, and it loads quickly, and also increases traffic on it. Like Google, Ranking algorithm runs on Facebook too. The more reactions (shares, likes, comments) the post gets, the more it spreads. Initially, organic traffic (without payment / ad / boost) is low, but gradually increases, if the post is wonderful. After publishing the post, test it by putting a minimum of 40 rupees for one day. That way, it should be test-boosted and looked after. If that gets a good reaction, boost can be increased; otherwise, the money spent does not have any special advantage. Well, in the case of failed cases, the views are found enough, but the reaction is not found. Reactions put wings to the post. Many times, only a single good post lets the website enjoy the stardom. After successful boost, organic traffic also increases. Good post can also spread without boost, but it can take a lot of time.

Website creation, management and development, part-8 (duplicate content, publishing frequency, website transfer, reader button)

In a free website plan, the website does not have any size-type according to the size-type of mobile, which reduces traffic significantly. Many people say that in order to avoid the penalty of duplicate content, it is necessary to put a canonical tag in the post. The truth is that Google automatically chooses the best form of webpage / web article for search rankings. Yes, if Google finds it as a tactic to increase search rankings, then it can also penalize it. However, as far as possible, for security purpose, duplicate content must be avoided. Google's bot keeps coming at the estimated time of posting, and satisfied with the new post dose, keeps increasing traffic. So if the post is not put at the fixed interval, then he is hungry, so that he may not return for a long time. It is therefore good, if continuing to post is kept at set time and interval. Weekly posting, on the day of weekend, such as on Saturday, and at time between 6 pm and 9 pm is the best, because at that time all the people of the world are awake and also in the Relaxed mode. The website cannot be edited on the mobile phone in the free plan. Personal pages can also be made on the website, which nobody else can see. All your personal information can be inserted on it.

Similarly, the "nofollow" code should not be included in any post as it does not make available link juice to anyone, and is destroyed. Even if the link juice is being blocked from going to the Linked website, there is no benefit as other bloggers will also apply this code, so that the link juice of their blog is not available to us. In short, short-term measures should be avoided to increase traffic. Most of these measures are illegal, due to which Google can penalize. If one does not have the ability to write new content for his webpost or webpage, then by changing slightly the words and sentences of their old content, they can possibly write it again. Although it should not be stolen from others' content. There are many well-known internet-men, who have become famous only by tinkering with others' content.

If you want to get increased traffic continuously, then add new posts twice a week. But this can be a loss for readers do not get much time to read new posts. Posting a post twice a week can also be practiced to keep the traffic uninterrupted, but the e-mail followers who receive frequent notifications may be upset. It may also be that they did not read the post because of the mental burden.

The website can also be transferred. The website can also be named with another man. Many people want to stay away from the ownership of the website themselves, especially on which money

transactions happen. Public sector workers face problems from such websites, especially during the time of income tax return. There are also other legal obligations. In such a way, they make websites in the name of their wives, and become their administrators. The owner (the wife on here) is also the admin itself. Many people transfer their website to others' account when they are famous. For that, the WordPress account (for wordpress platform) has to be created for the new website owner. The international debit card of the wife etc. has to be created so that the website can be recharged or upgraded. The general informative website can also be run by government employees, in which there is no money transaction, no political rhetoric, and the articles of government's dislikes have not been written. The right to express thoughts is for everyone, even though with some conditions for a government employee. With his ideas, his official work should not be affected. If beneficial to his official work, then it is very good.

Clicking the Reader button in top bar of WordPress opens the dropdown menu. The first button is "Followed Sites". Posts are displayed from all the followed sites on it, serial wise, the newest first of all. The lower button is of "Conversation". It shows the comments of all the posts on the comment of which the website owner has put the "like" himself, or a comment has been made by himself, in an orderly fashion, the newest post with liked comment appearing first of all. Still lower button is that of "Discover". The best posts are selected by WordPress-readers on it. The lower button is that of "Search". There are so many recommended posts on it. The most recommended posts are the first. There is also a search bar on which we can search the post. The lower button is that of "My Likes". There are all the posts on it, which have been liked, respectively, the most recently posted posts being first in line. The bottom is the "Tags" button. On this, we can add tags to our liking, so that every time we click on that tag, the posts with that tag continue to open. For example, if someone likes topics related to "Kundalini", then he can add the word "Kundalini" in the tag.

Website creation, management and development, part-9 (making and customizing web page, widgets)

Click "My site" to create any webpage. From that, drop down menu opens. It has a button named "Site Pages". Click on "add Page" written in its corner, from which an empty site-page opens for writing. It is written and published. It is not delivered to an email follower like web post, but it remains anonymous somewhere in the website. The webpage has to be added in a menu or in a widget. To enter in the menu, open the primary menu from the customizer. All the pages of the menu are visible in it, and finally there is an "add item" button below. Clicking on it will open the list of all the WebPages. Now select that new webpage. It will be added to the primary menu. All items in the menu can also be reordered (up-down), and sub-menu can also be made as a dropdown list of any item. It has the advantage that the sidebar of the website does not get too long and does not hang down to the bottom of the main content.

To enter a webpage in the widget, go to the widget button from the customizer. Accordingly select Sidebar widget or Footer Widget. There is a button named "add Widget" on the bottom of the list of widgets in the website. Clicking on it opens a new and long list of widgets. Select the "Pages" widget on it. That widget will be added to the list of widgets in the website. Now click on it and name it. All the pages of the website will be added to it, and a long list of them will be added to the sidebar. There will be all the pages in that list, even those, which are already visible in the primary menu. Together, this widget does not even have a dropdown list. It occupies a lot of space, so that the sidebar goes down very far. To prevent this, the website-theme can also be activated with double sidebar (both on the left, both on right, or one left and one on right). This can be a loss for the main content can get a lot less space, mainly on the desktop. The second solution is not to use this widget. According to the above, create an item in the primary menu named "Other Web Pages" etc. Put additional webpage in it with "add item" button and reorder all of them. Make submenu of that "other webpage" item. From this, all the pages below it will come in the form of dropdown list, which will occupy less space. There are many other widgets, such as "Recent Posts", "Top Posts and Pages", "Text" etc. The "text" widget is used to write simple information such as copyright notification, and disclaimer etc.

If you want to show the number of shares below each post, go to "My Site". Click the "Sharing" button in the dropdown list. Now click on "official buttons" on it. Endurance should be maintained in case of website development. Never change the domain name and subject matter of the website. The name of the domain should also be kept according to the website. As this website is related to Kundalini, so its domain name has been chosen as "demystifyingkundalini".

Website creation, management and development, part-10 (widgets, plagiarism, stats)

The authority-website is one that holds dominance in its respective areas. If someone has made millions of rupees by writing a blog, then the topic of the type "How to be a Millionaire from Blog" will be called his Authority blog or website, not the person copying it. In the same way, one who has experienced a true Kundalini-awakening, his Kundalini-Website will be called as an authority website. However, it happens that his website is buried under the flood of other Kundalini-Websites. Now Google is taking proper cognizance of this, and it is giving more importance to the authority website.

The widgets should be re-ordered in such a way that the most important widget is at the top, and the least important is at the bottom. In the personal website, any type of post can be published, but there should be only one topic in the professional website. That is because the personal website is created to fulfill the hobby, not to earn money or fame.

As I mentioned earlier, the "Top Post" widget can be installed. The drawback of it is that it only counts the views generated in last 48-72 hours. If you want to create an all-time top post, then apply the 'text widget'. Write "All Time Top Post" etc. in its title. Select the text button from the box below. Type the name of the post in it. Then select that name and click the "Link" button on the bar above it. Enter the URL address of that post in the box made from it. In this way, a list of top posts can also be made on the lower side, and that list can be made as a bulleted list or a numbered list. In this way, with help of text widget, we can put any text and links in the sidebar.

Keep in mind that the double sidebar can reduce the space for the main content, especially on the desktop. I like the theme with a single sidebar.

Writing the old text is called data spinning, data scraping, or plagiarism. If Google gets to know it, then it surely puts a penalty. In fact, it is not even a penalty. The Google bot only leaves the post unread and unranked, leaving the website itself down. Many say that text should be rewritten by changing it too much. However, no benefit appears from that, because with less than that hard work, a new text can be written. If someone copies and pastes data from his private chat, like email, then it probably is not a duplicate content. If you accidentally created a webpage with duplicate content, then you do not need to delete it. Only make it as a private page. This will remove it from the Internet, and Google will not be able to see it. Although that page will always be available to you.

As previously mentioned, the drop down list opens up by pressing the Menu button 'W' (Website). This list also has a "STAT" button. All information related to Website's performance is found by clicking on it. These are, number of views, number of visitors, number of likes, number of comments, information about viewed pages / posts etc. There are also archives / home pages in views. This is not a special post or page. In fact, there is a list of months for a widget called "archive" on the homepage. Clicking on any of those months opens all posts for that month on a self-made and temporary page. Clicking on a month name adds a view to the name of the archive / homepage. This means that a visitor was on the homepage, when he clicked over a month of archive. If someone clicks a particular post of that month and opens it in its original form, then only a view will be added in the name of that particular post, otherwise it will not. Similarly, the same thing happens with the homepage-category widget. By clicking on one of the tags below the post, all the posts related to that tag are opened up on the above-mentioned floating page. The rest of the process is the same.

Website creation, management and development, part-11 (keywords, different website plans, multilingual website)

The categories and tags of the post are not useful in Google search. They only search the post in WordPress dot com. Both categories and tag keywords should not be more than fifteen. By filtering out posts with more than fifteen keywords, WordPress put those into spam. The main keyword is in the category, while tag has all the sub keywords of that main keyword. For example, for the post related to Kundalini awakening, "Kundalini" is fit for the keyword category, while the "Kundalini awakening" is fit for tag.

It can also be that only the categories of keywords are given for a post, not the tag. WordPress dot com considers both of them alike. Even if no category or tag is given, it still finds the keyword from the main content of the post.

Now the tag button under the website's reader button does not mean that the keywords written in it will only find posts with the tags of that keyword. In fact, the name "keyword" appears better than "tag".

Now talk about the difference between the free and purchased website plans. The free domain name for the website is WordPress.com after the name of the website. This suffix does not appear in the website with the payment plan. This is the difference, nothing else. For example, the domain name of the free version of this website will be, demystifyingkundalini.wordpress.com; while the domain name of its paid version will be, demystifyingkundalini.com

My website's domain name (demystifyingkundalini) is safe in both cases, and any other cannot take it. One advantage in the paid version is that it offers valuable email and chat support for customers. Together, the company does not take responsibility for the security of data in free website plan. Therefore, one has to keep doing backup regularly in case of free plan.

All the information related to the website development related to this series (No. 1 to 12), some of which I have also received from Customer Care Support has also been allocated there. Therefore, it is not less than a boon for the creator of the free website.

Now comes the multilingual website. The first method is to insert both languages' pages and posts in the same website. For this, the names of the menu items and widgets will be kept in both Hindi and English. Links to pages and posts will be inserted from one language to another. Now blog posts can

be written in two types in this website. In the first method, a post is first written in the original language, and then it is rewritten in the same post below it in the translated language. A page Jump link is provided at the top of the post, so that clicking on it sends the visitor to the translated language.

In another way, separate posts are created for original Hindi, and for its English translated form. The link is inserted in both posts to get to each other. This method seems to be something more good for the search engine rankings. I prefer this style most for bilingual website. Although the followers of a particular language continue to receive the second language post. The way to avoid this is to create a separate website for the translated language. You can also create free website. Links are inserted to go from one website to another. Probably the new website opens from the main website menu, because the newer website is built on the setting of the parent website. For example, if the main website is demystifyingkundalini.com, then demystifyingkundalinieng.wordpress.com can be made as another website. The domain name is to be changed little or more. Together, that domain name should also be available. However, I think that English and Hindi both are complimentary to each other in a single website particularly in Indian condition.

Google is strict in terms of translation. It is not easily satisfied with the quality of English. That is why it is said that it does not accept machine translation or Google-translation. However, I believe that if a basic translation from Google is corrected by hand, then the translation is accepted.

Website creation, management and development, part-12 (payment and backup)

Payments in website

The WordPress website pays through PayPal or credit card or debit card, and takes payments to renew the website. Although the card must be international. As such, it does not accept the Indian Rupey card. Internet banking mostly does not pay. The company confirms the card with the bank. The message from the bank comes to the website owner, if his mobile number is recorded in the bank.

Changing host

There are many hosting companies for websites. Everyone is priced and rated differently. If someone is finding his current hosting expensive or inaccurate, then they can also get another hosting for the same website. For this, he has to backup his website and import it on the empty website of another host. For this, he has to create his account in the new host.

Exporting website

One cannot make full backup of website in personal plan. However, you can export it. There is a button (customizer button) under the setting. Clicking on it will bring all the text content in the form of a zipped folder, which can be downloaded right there. It also comes on the email, which stays there for 7 days. It does not contain media and uploaded documents. For that, there is a second button for export media. By the way, all paid websites are very safe. However, if something untoward happens, we can retrieve the website from that export file. Although the theme and website customization has to be done afresh, because there is no backing of theme and customization in it. Therefore, the export file should be stored in several places in the cloud, hard disk etc.

Other ways to protect the website

There is another offline method for this. Make an e-book of your website pages, and self-publish it on KDP. You can start with 10000 words. Store its copy on the cloud too. It is the safest method. You will say that every week you print the post, how will it come in the e-book. For this, collect the posts and create another e-book, and publish it. You keep adding every week's posts to it, and keep uploading it on KDP. It has become a permanent material, and both of your website and book will grow together.

Iwill tell you another most effective way. The e-world is not as stable as the paper world. When the e-world comes in trouble, even then the paper world will be safe in the boxes lying in the corner of the house. With the help of Print on Demand, you make and maintain print books of your above-mentioned e-books. There will not be any expense for publishing in this. Paper and bindings will only have to be paid with a small commission. If needed, you can recreate the text file from these paper books with the help of OCR. With this, you can make your website stand again and easily from scratch.

Website creation, management and development, part-13 (block editor and important tips)

Block editor

Anew block editor is now available in the WordPress website. Through this, we can edit different paragraphs in different forms. Each paragraph exists as a separate block. 'Verse' block is used for poetry. For writing Quotes, writing the source of references and provide other light or special information, Quote 'block' is used. It also enhances the beauty of the post. If we have to provide a book or file for download for free, then keep it in the 'file' block. How many such files are downloaded, it will also be shown in the website's 'stat' button. Media blocks are used to show a picture or video.

Some other important information related to the website

Buttons like the reader's tags, likes etc. are stored in the name of the account holder, not in the name of the website. Therefore, by opening the website with two different accounts, they will look different. This happens where there are many members of a website, such as admin, moderator, writer etc.

Initially or for one year, the website service provider collects less payment for hosting and domain. That is, the domain name is given free. There are also many companies giving domain names. Some also offer free service.

To create a pop up follow button one has to sign up on Mailchimp. Only one audience can be made on the free plan. The meaning of the audience is the person visiting the website here. On creating an audience, click the pop up subscribe button from the menu bar. A code is generated. It is to be copy-pasted in the mailchimp widget of the website. Then press the Final Publish button. It is done.

Aheader image is one that appears on every page and post. We set it with customizer. A featured image is one that is only for a single page or post. We set it with edit button.

Changing the theme does not necessarily bring all the old settings and styles on the new theme. Many times a lot of hard work has to be done again. If a theme looks wrong, you can also switch to the old theme. The same old setting will be found again. I call this 'w' button (at the top of the website, on the left) mostly as the setting button. It can also be called a customizer button. Press the 'design' button after pressing the 'w' button. There will be a 'themes' button under it. It will contain the name and information of your current theme. There will also be information about all other available themes. To see all the old themes and revert them, press the 'Activity' button under Tools. All your previous themes will be found there with their prefixed settings / customization.

Other books written by Premyogi vajra –

1) Love story of a Yogi- what Patanjali says

2) Kundalini demystified- what Premyogi vajra says

3) कुण्डलिनी विज्ञान- एक आध्यात्मिक मनोविज्ञान

4) Kundalini science- a spiritual psychology

5) स्वयंप्रकाशन व वैबसाईट निर्माण की कला

6) कुण्डलिनी रहस्योद्घाटित- प्रेमयोगी वज्र क्या कहता है

7) बहुतकनीकी जैविक खेती एवं वर्षाजल संग्रहण के मूलभूत आधारस्तम्भ- एक खुशहाल एवं विकासशील गाँव की कहानी, एक पर्यावरणप्रेमी योगी की जुबानी

8) ई-रीडर पर मेरी कुण्डलिनी वैबसाईट

9) My kundalini website on e-reader

The description of these above books is available on Amazon, Author Central, Author Page, Premyogi vajra. The description of these books is also available on the web page "Shop (Library)" of his personal website https://demystifyingkundalini.com/shop/.

To receive new posts weekly (especially related to Kundalini) and to keep in regular contact, please follow / subscribe to this website, https://demystifyingkundalini.com/ for free.

Good luck