

Use the WordPress platform to build an art embroidery painting sales website for Shop Tranh Trà My - Phố Yên - Thái Nguyên.

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Abstract: The research aims to meet the online business development needs of Shop Tranh Trà My through the design and implementation of a sales website based on the WordPress platform. The research process includes market analysis, identifying technical requirements, and designing the user interface (UI/UX). The website is built to ensure professionalism, ease of use, while effectively supporting the promotion of art products and customer outreach. The topic contributes to improving service quality and expanding the shop's business scale.

Keywords: Online sales website, WordPress platform, UI/UX design, Online business, Embroidery art