Welcome: your platform at a glance

Getting started · https://schoolyland.com/docs/welcome-to-your-platform/

Your Schoolyland platform is a complete business website that you own: code, content and data, forever. Everything a digital business needs is installed, licensed and connected from day one: courses, a store, funnels, email marketing, a CRM, automations, forms, SEO, an affiliate program, video hosting and a private community. On top of it all sits an AI layer that lets you run every system by talking to Claude, ChatGPT, Grok Bot, Manus or any MCP-compatible assistant.

This article is your map. Each system below has its own guide in this knowledge base.

The systems on your platform

- **Courses**: LearnDash, the LMS your lessons, quizzes and certificates run on. Create your first course.
- **Video**: Presto Player connected to secure, download-protected video hosting (20GB storage, 200GB monthly traffic included). Upload and stream video.
- **Store**: WooCommerce for one-time products. For recurring payments you can add WooCommerce Subscriptions, sold separately. Sell your first product.
- **Funnels**: CartFlows for optimized checkout pages, order bumps and upsells. Build a sales funnel.
- **Email & CRM**: FluentCRM with a sending package of up to 12,000 emails per month. Email marketing from your platform.
- **Automations**: FluentCRM automations plus Uncanny Automator, connecting your store, courses and CRM. Make your systems work together.
- **Forms**: Fluent Forms for contact forms, lead capture and questionnaires. Forms and lead capture.
- **Community**: FluentCommunity, a private space for your members on your own domain. Set up your community.
- **Affiliates**: AffiliateWP for running a partner program. Run an affiliate program.
- **SEO**: Rank Math Pro for titles, descriptions and sitemaps. Get your platform found.

- **Pages**: Elementor Pro with the Kadence theme for landing pages and site design.
- **AI layer**: the MCP connection that lets your AI assistant read data and take actions across all of the above. Connect your AI.

What "you own it" means

The platform is delivered on your domain with full access credentials in your hands. There is no subscription lock-in: the platform, its content and its data are yours without time limit. The accompanying services (hosting, plugin licenses, email sending, video hosting, support and the AI layer) are included for your first year, and renewing them afterwards is your choice. See Hosting, backups and ownership.

Where to start

1. Log in and look around (Your logins: WordPress admin and the customer portal).
2. Connect your AI assistant. It is the fastest way to work: Connect your AI.
3. Build the first thing your business needs: a course, a product or an email list. The guides above walk you through each one.

Stuck at any point? Open your account portal and ask the assistant. It knows every system on your platform. If it can't help, open a ticket and a human normally replies within one business day.