

Naan Mudhalvan Project Report

- WordPress Blogging

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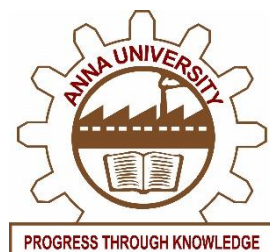


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1. Introduction:

1.1 Overview:

This project is all about how to create and launch a blog using WordPress website.

1.2 Purpose:

The main purpose of this project is inspire people with unique content that might include one's experience or ideas, informative news and updates and attract target audience and convert them into leads or customers.

2. Problem Definition and Design Thinking:

2.1 Empathy map:



Says

What drove us towards creating this travel blog?

The ultimate driving force was our passion to explore the world.

The audience that we gain day-by-day through our blogs extremely motivate us to impart creativity and experience the unexplored.

We loved creating content on the same that led us in creating blogs through wordpress.



Thinks

Team thoughts and perspectives in creating a travel blog

Specific type of travel, such as adventure travel, culinary travel, or eco-tourism.

Lesser-known destinations or off-the-beaten-path experiences.

Focus on travel for families, couples, or solo travelers.



TRAVEL BLOG

Not just a blog
but your guide to the
world's hidden gems

Having decided with blogging travel destinations, we had commenced with choosing a domain name and hosting provider in Wordpress.

This was followed by writing the content, uploading relevant images, selecting a suitable theme and finally publishing the blog that is ready to be live on the Internet.

After the domain selection, we had further proceeded with the free plan to create blogs and started off our blog titled "Tropical paradise: Bali".

Solo travellers, who are the growing segment of the travel market.

Millennials, who spend their entire life looking for unique and authentic travel experiences.

Families, who appreciate tips and advice on how to save money and make travel easier and couples who often look for romantic and relaxing getaways.



Does

How did we proceed further to put our travel thoughts and ideas into words?


[See an example](#)



Feels

Who do we target or choose to be the readers for our travel blogs?

2.2 Ideation and Brainstorming map:



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👤 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering
Aishwarya. A, Aswini. R, Durgadevi. S, Preethi. P


B

Set the goal
Create travel blogs exclusively for people who would love to explore destinations.

C

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →



Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#) →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

Branding our blog to all segments of population and gathering huge target audience.



Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

Person 1

- Focus on travel for families, couples, or solo travelers.
- Share tips for traveling on a budget or saving money on travel.

Person 2

- Focus on a specific type of travel, such as adventure travel, culinary travel, or eco-tourism.
- Build a community with other travelers.

Person 3



TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!



Person 3

Write informative and engaging blog posts that your audience find valuable.

Guest blog on other blogs, participate in joint social media campaigns, or even create joint content projects.

Person 4

Run ads on search engines, social media platforms, and other websites.

Brand identity including your tag name, logo and register should be uniform and memorable, and it should reflect the type of brand content that you create.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-clusters.

🕒 20 minutes



4

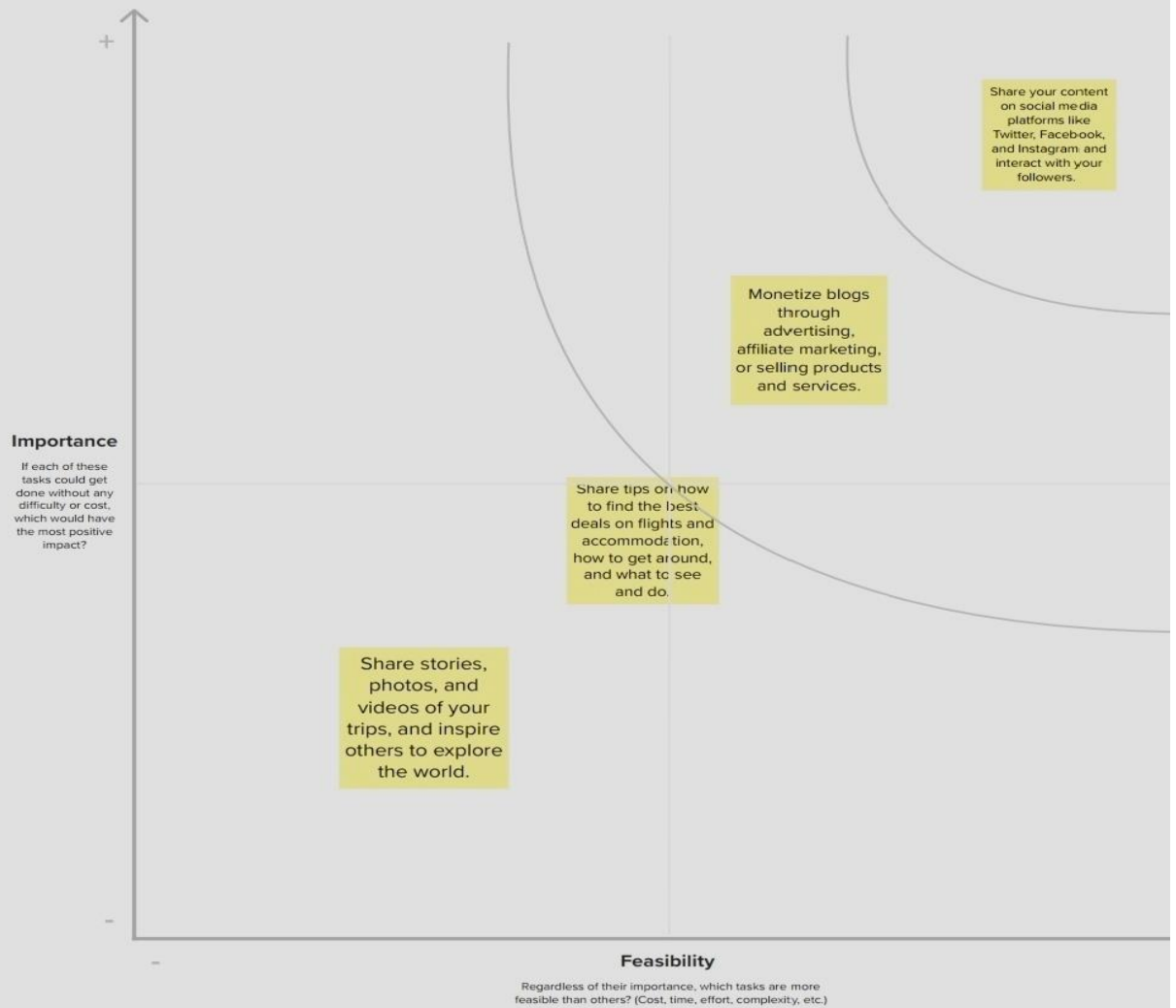
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the H key on the keyboard.

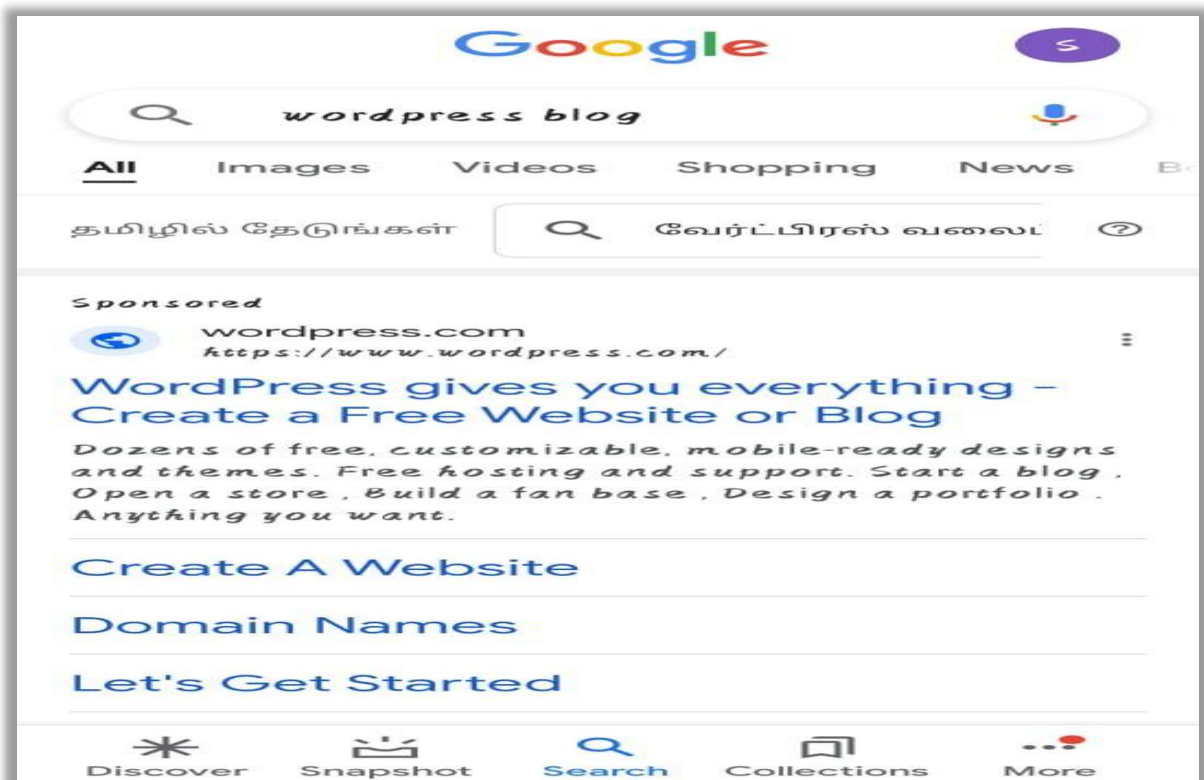


3. Result:

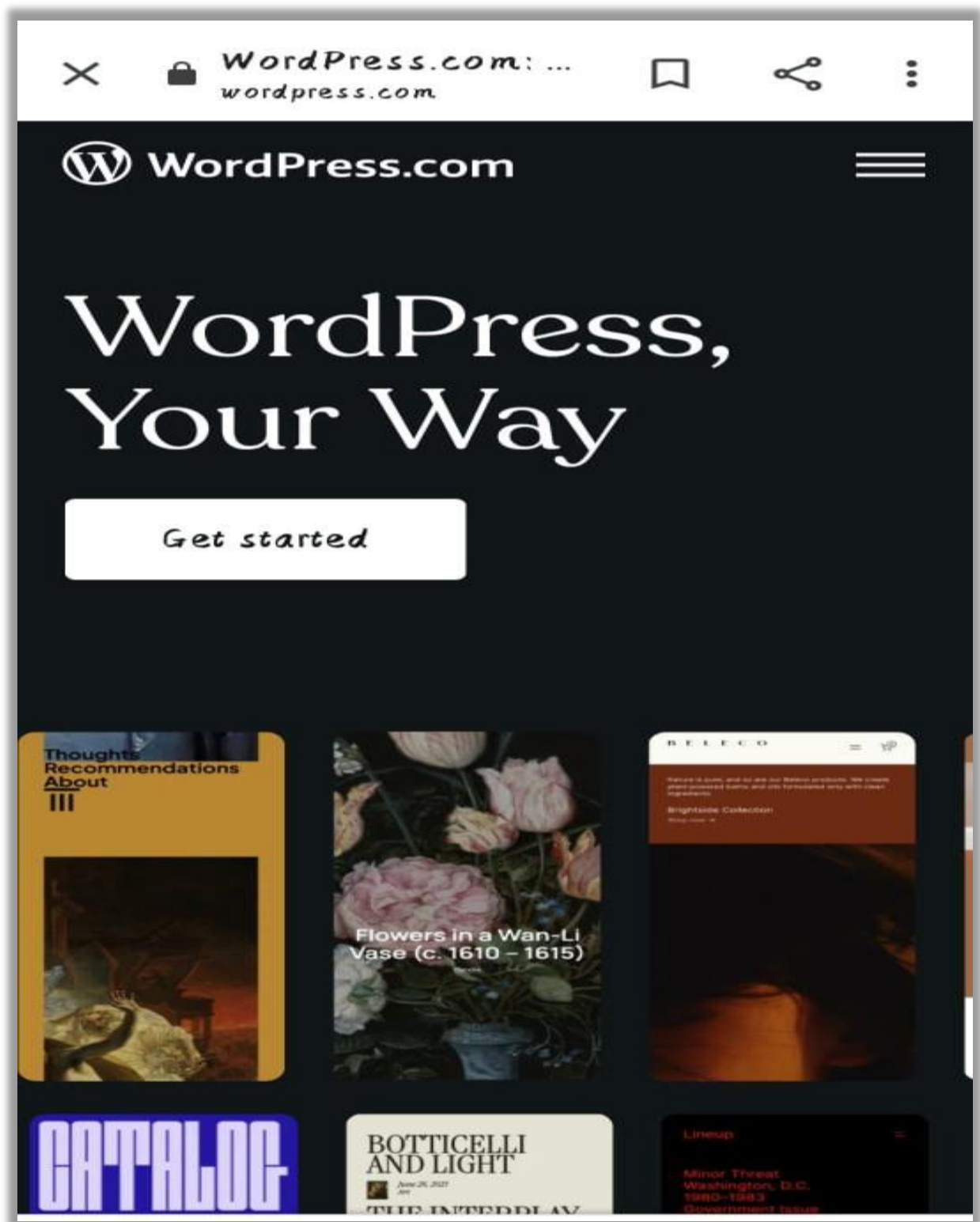
We have created and published a travel blog titled 'Tropical paradise: Bali' as part of this project and also have got the blog URL posted at Instagram for which 82 likes were received within a hour of posting. Screenshots of the procedure as well as the Instagram post are attached for the same and a professional email address was also created for our travel blog.

How to create a blog post in Wordpress?

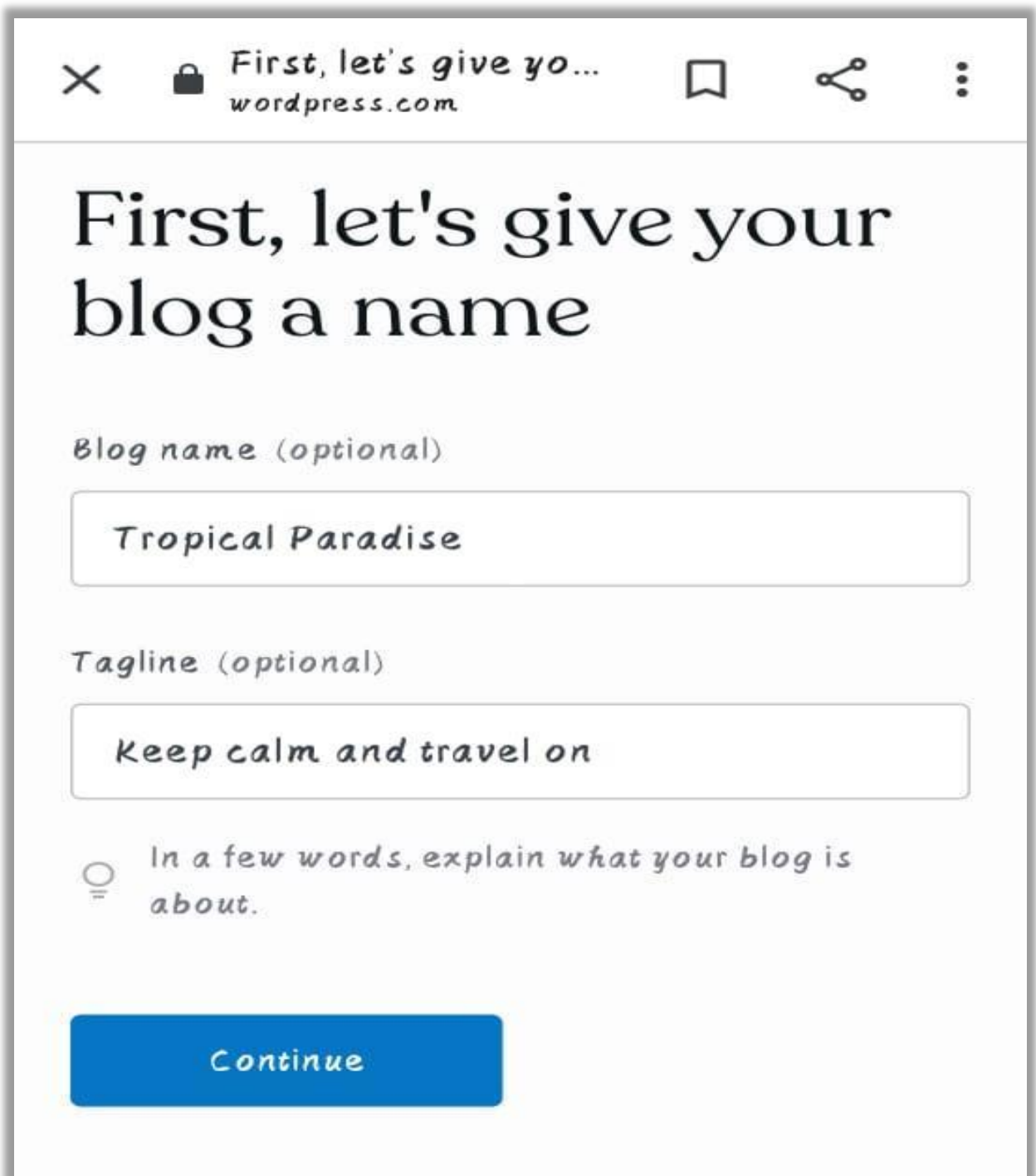
Step1: Search “Wordpress blog” and navigate through “wordpress com”.







Step2: Click “Get started” to commence with blog writing.



Step3: Choose a blog name and a tagline that best suits the content of your blog post and click “continue”.




The image shows a web browser window with the address bar displaying "First, let's give yo..." and "wordpress.com". The main heading is "First, let's give your blog a name". Below this, there are two text input fields. The first field is labeled "Blog name (optional)" and contains the text "Tropical Paradise". The second field is labeled "Tagline (optional)" and contains the text "Keep calm and travel on". Below these fields, there is a radio button icon and the text "In a few words, explain what your blog is about.". At the bottom, there is a blue button labeled "Continue".

✕  First, let's give yo...
wordpress.com   

First, let's give your blog a name

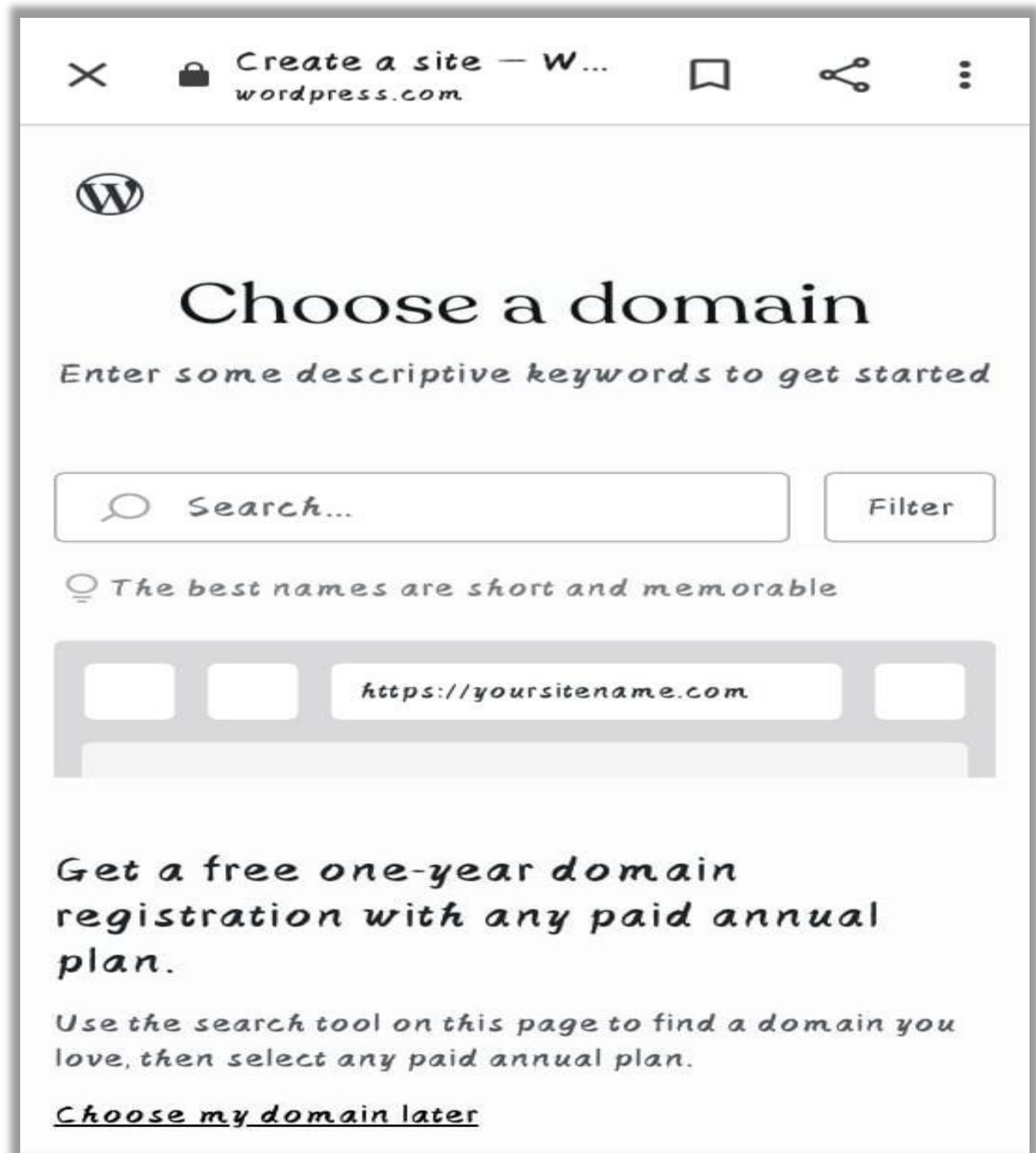
Blog name (optional)

Tagline (optional)

 In a few words, explain what your blog is about.

[Continue](#)

Step4: Then you will be asked to choose a domain relevant your blog post which is your blog's website.



The screenshot shows the WordPress 'Choose a domain' interface. At the top, the browser address bar displays 'Create a site - W... wordpress.com'. Below the WordPress logo, the heading 'Choose a domain' is centered, followed by the instruction 'Enter some descriptive keywords to get started'. A search bar with a magnifying glass icon and the placeholder 'Search...' is positioned on the left, and a 'Filter' button is on the right. Below the search bar, a radio button is selected next to the text 'The best names are short and memorable'. A domain preview bar shows a placeholder URL 'https://yoursitename.com'. At the bottom, a promotional message states 'Get a free one-year domain registration with any paid annual plan.' and provides instructions to use the search tool. A link labeled 'Choose my domain later' is at the very bottom.

Create a site - W...
wordpress.com

W

Choose a domain

Enter some descriptive keywords to get started

Search... Filter

☒ The best names are short and memorable

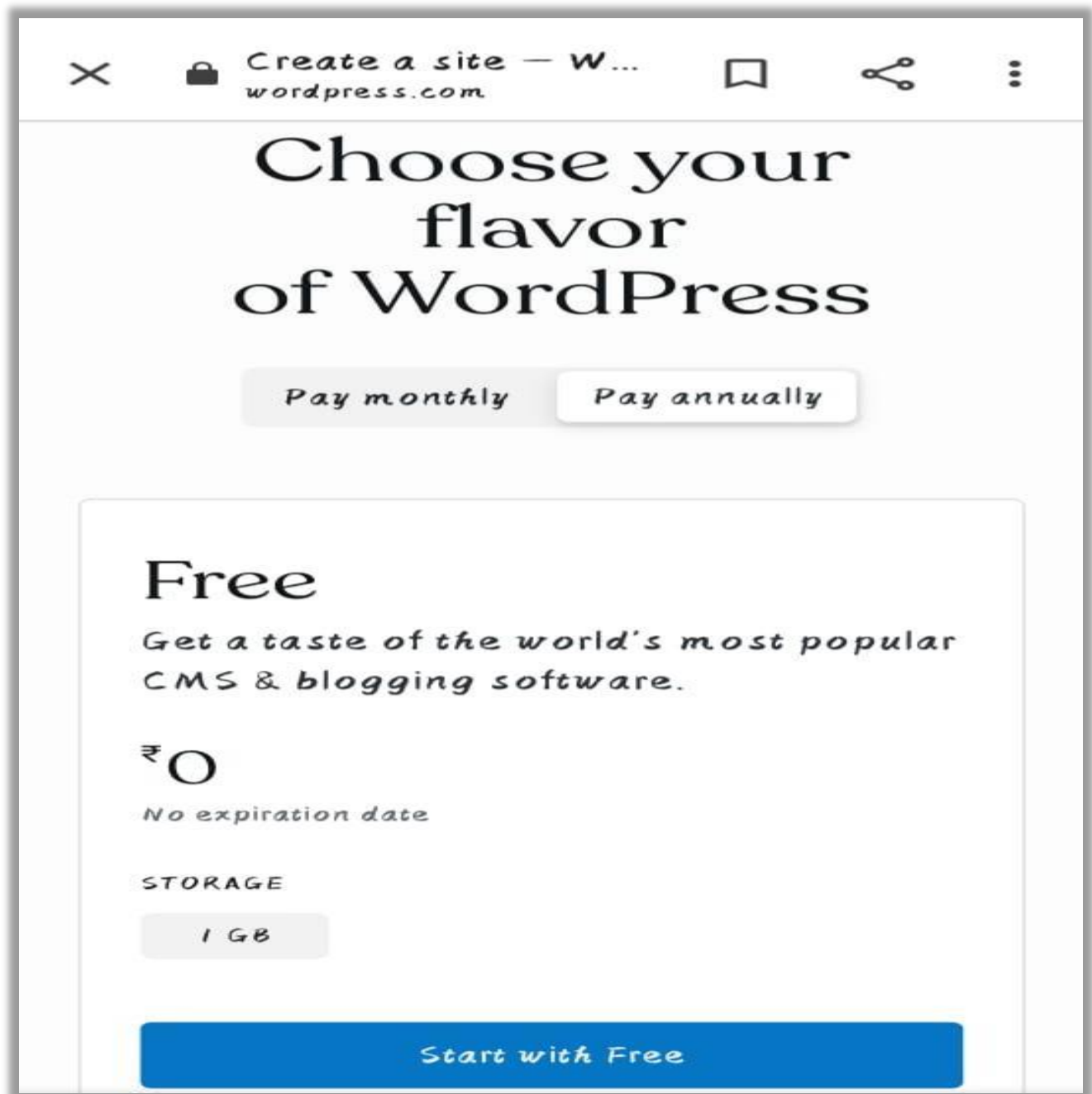
https://yoursitename.com

Get a free one-year domain registration with any paid annual plan.

Use the search tool on this page to find a domain you love, then select any paid annual plan.

[Choose my domain later](#)

Step5: Pick a plan that is right for you. However Beginners can proceed with free package by clicking “Start with free”.



The screenshot shows a web browser window with the address bar displaying "Create a site - W... wordpress.com". The main heading is "Choose your flavor of WordPress". Below this are two buttons: "Pay monthly" and "Pay annually". The "Free" plan is highlighted in a white box. It includes the text "Get a taste of the world's most popular CMS & blogging software.", a price of "₹0", and "No expiration date". Under the heading "STORAGE", there is a button labeled "1 GB". At the bottom of the white box is a blue button that says "Start with Free".

Create a site - W...
wordpress.com

Choose your flavor of WordPress

Pay monthly Pay annually

Free

Get a taste of the world's most popular CMS & blogging software.

₹0

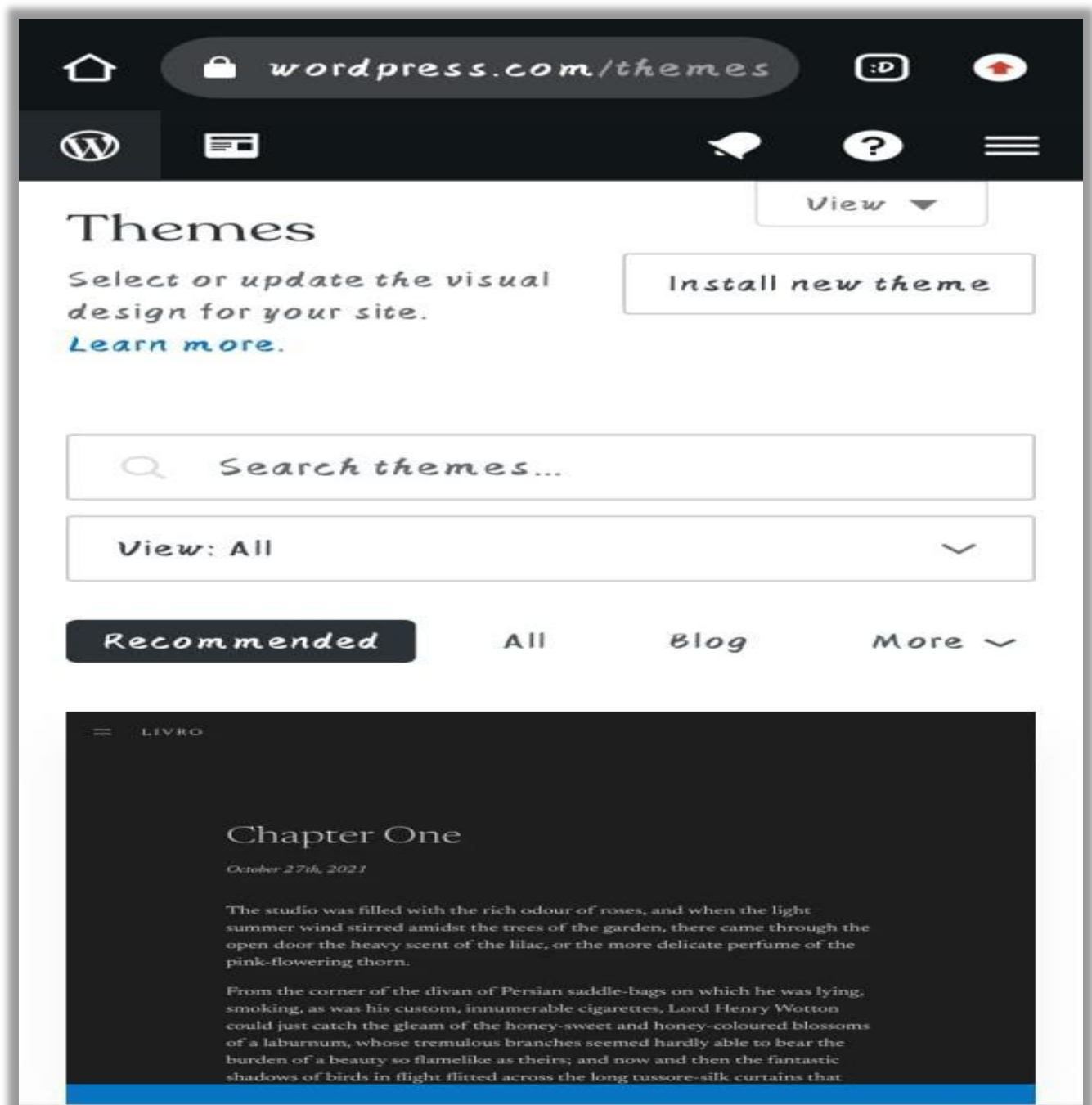
No expiration date

STORAGE

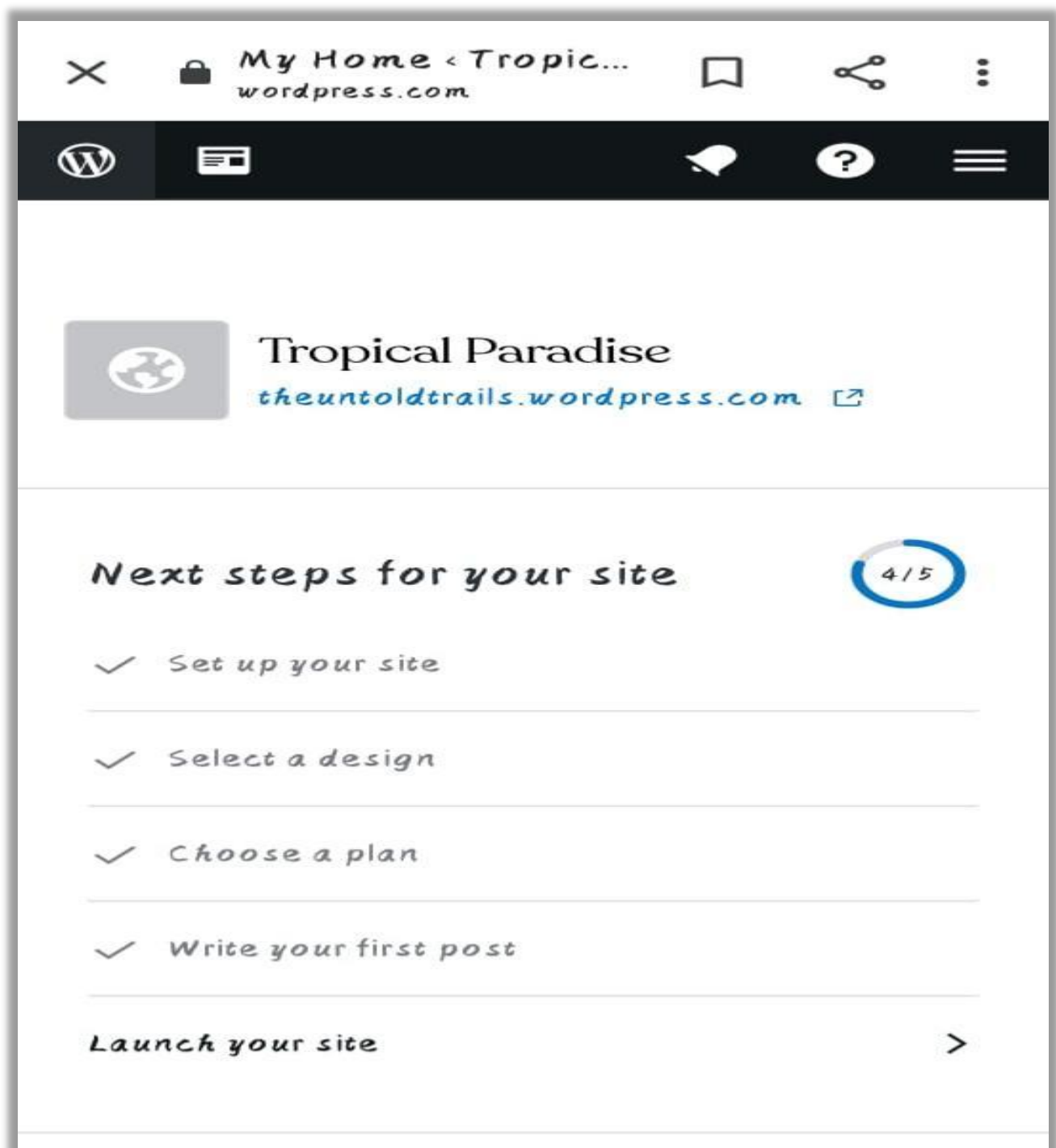
1 GB

Start with Free

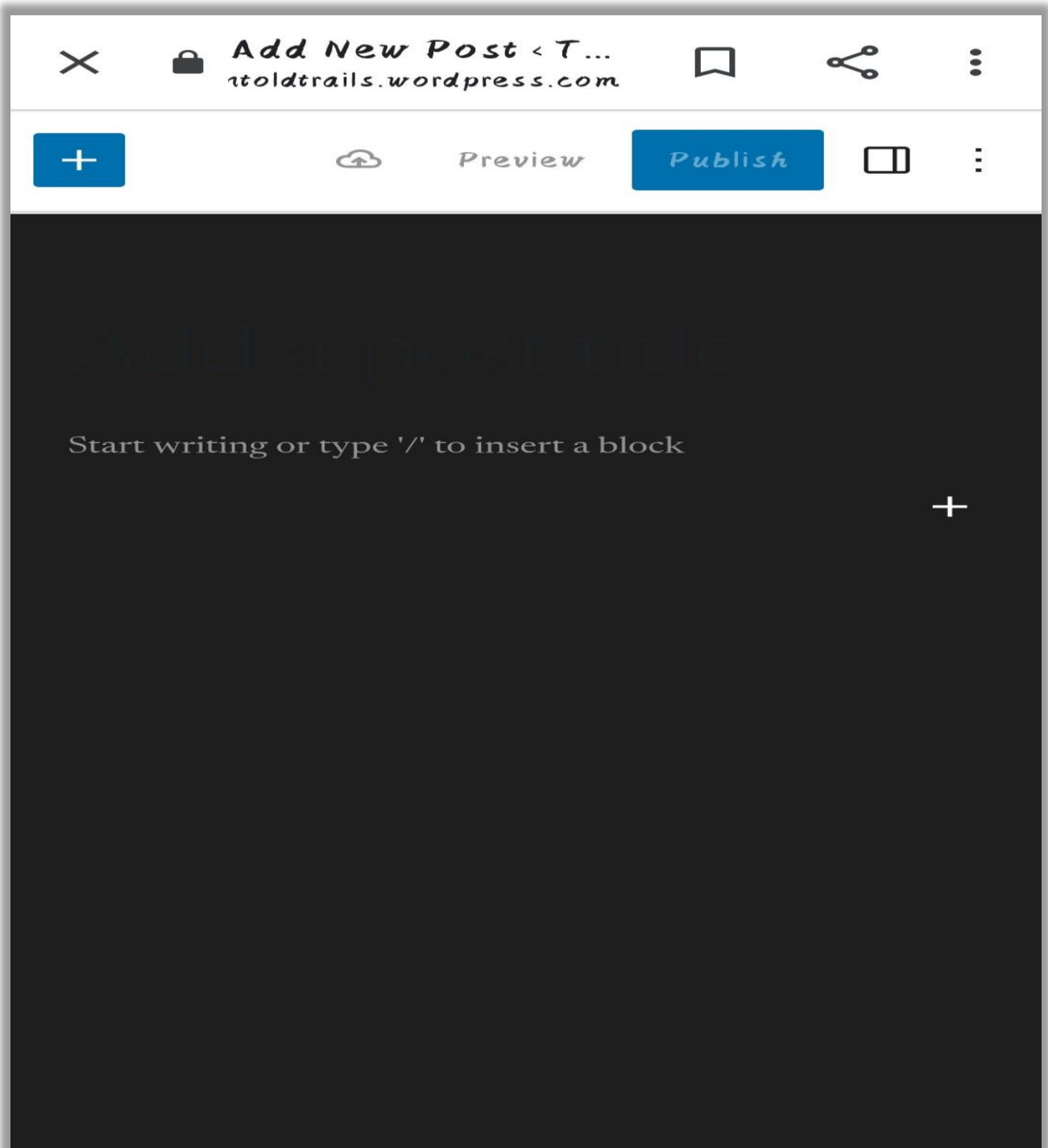
Step6: Choose a theme related to your blog post by clicking “Install new theme”. After installing, click “activate to embellish your blog content.



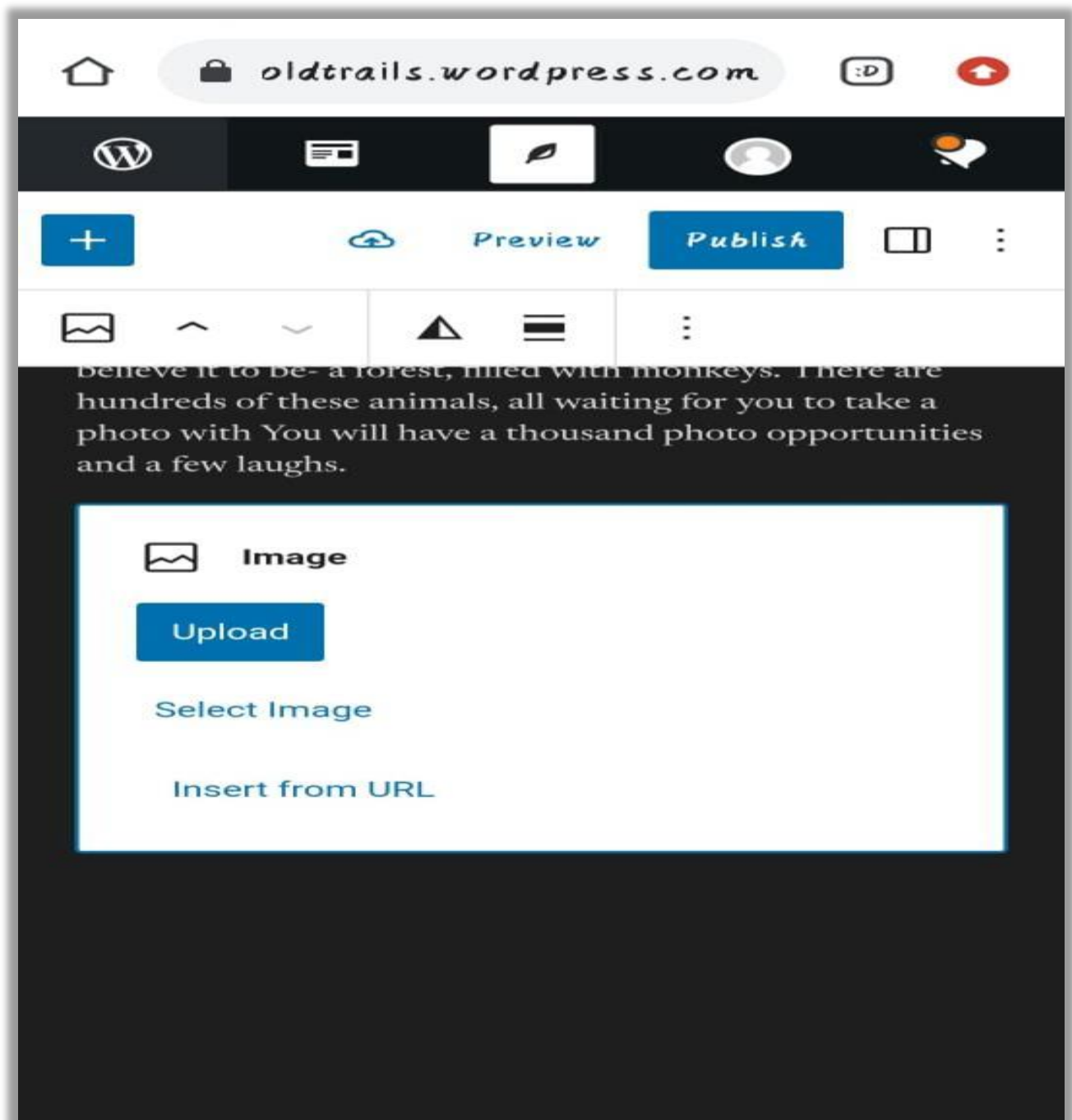
Step7: Now you are all set to write your first blog. Proceed further by clicking “Write your first post”.



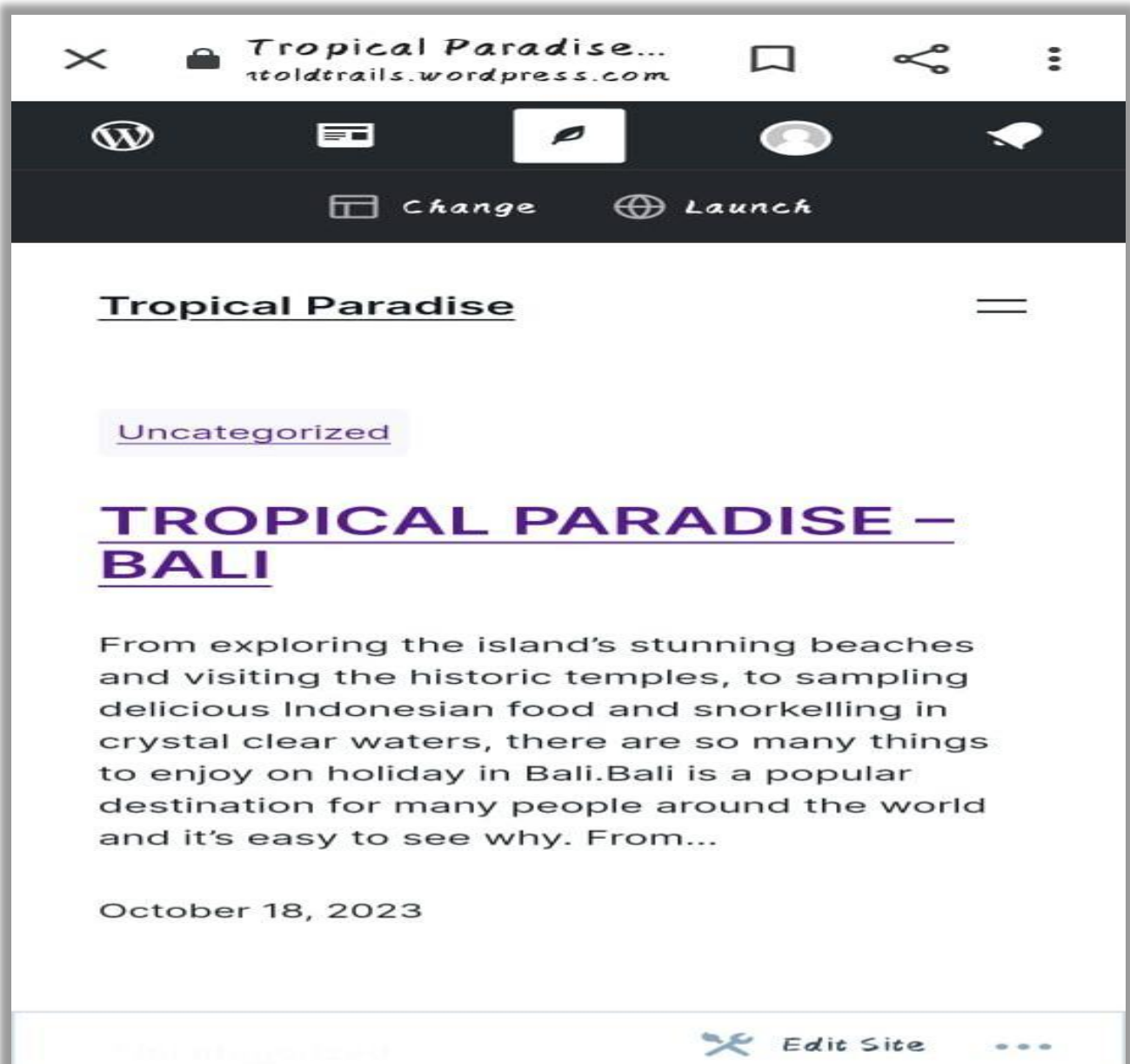
Step8: You will be redirected to blog writing page where you can add your content by clicking the “+” button.



Step9: Once you are done with writing, add images related to your blog post by clicking the “image button” and “upload”. Then click “publish”.

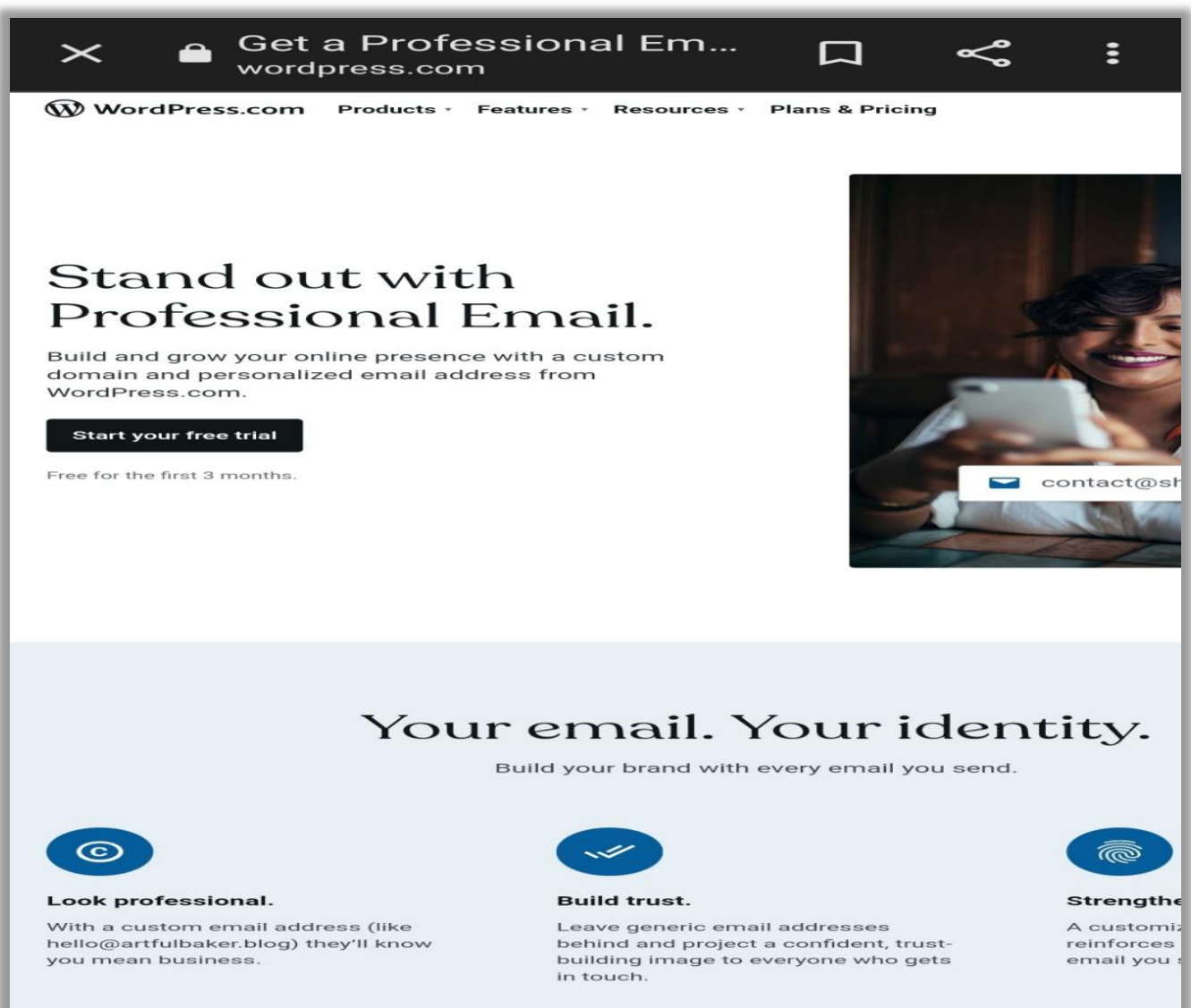


Step10: Finally, the blog is ready to be live on the internet.
Check your content once with customized theme and
if in case editing is required, click “Edit site”.



Professional email address creation using WordPress:

Step1: Navigate through WordPress website, scroll down to the last. Click “Professional email” and you will be redirected to a page like this.



The screenshot shows the WordPress Professional Email page. At the top, there's a dark navigation bar with a close button, a lock icon, the text "Get a Professional Em... wordpress.com", a bookmark icon, a share icon, and a menu icon. Below this is a white header with the WordPress logo and links for "Products", "Features", "Resources", and "Plans & Pricing". The main content area has a large heading "Stand out with Professional Email." followed by a subheading "Build and grow your online presence with a custom domain and personalized email address from WordPress.com." and a "Start your free trial" button. To the right is an image of a woman smiling while using a smartphone, with an email address "contact@sh" overlaid. Below this is a light blue section with the heading "Your email. Your identity." and the subheading "Build your brand with every email you send." This section contains three columns, each with a blue circular icon and a heading: "Look professional." (with a copyright icon), "Build trust." (with a checkmark icon), and "Strengthen" (with a fingerprint icon). Each column has a short paragraph of text below the heading.


WordPress.com Products Features Resources Plans & Pricing

Stand out with Professional Email.

Build and grow your online presence with a custom domain and personalized email address from WordPress.com.


[Start your free trial](#)

Free for the first 3 months.




Your email. Your identity.

Build your brand with every email you send.




Look professional.

With a custom email address (like hello@artfulbaker.blog) they'll know you mean business.



Build trust.

Leave generic email addresses behind and project a confident, trust-building image to everyone who gets in touch.



Strengthen

A customized email address reinforces your brand and email you send.

Step2: Once you click “Start your free trial”, you will be asked to choose a domain name say “blogtravel.guide” if you are gonna create travel blogs.

Create a site — WordP...
wordpress.com

Choose a domain for your Professional
Enter some descriptive keywords to get started

blogtravel

Filter

Recommended

blogtravel.blog

Free for the first year with annual paid plans
₹397.98 ₹1,809.00/year

Select

Best Alternative

blogtravel.in

Free for the first year with annual paid plans
₹658.00/year

Select

blogflying.com	Free for the first year with annual paid plans ₹987.00/year	Select
blogtravel.co.in	Free for the first year with annual paid plans ₹658.00/year	Select
blogtravel.net.in	Free for the first year with annual paid plans ₹658.00/year	Select
blog-travel.org	Free for the first year with annual paid plans ₹987.00/year	Select
blogtravel.agency	Free for the first year with annual paid plans ₹641.16 ₹1,644.00/year	Select
blogtravel.tips	Free for the first year with annual paid plans ₹1,216.56 ₹1,644.00/year	Select
blogtravel.guide	Free for the first year with annual paid plans ₹2,466.00/year	Select
blogtravel.deals	Free for the first year with annual paid plans ₹2,466.00/year	Select

Show more results

Step3: Choose a plan (Select “free” if you are beginner) and Fill the personal details to own your professional Email address with business name (blogtravelguide.wordpress.com).

The image shows a split-screen view of a WordPress dashboard on the left and a domain search interface on the right.

Left Panel (WordPress Dashboard):

- Site Title:** blogtravelguide.wordpress.com
- Status:** Coming Soon
- Upgrade Offer:** Free domain with an annual plan (Upgrade button)
- Navigation Menu:**
 - My Home
 - Statistics
 - Upgrades** (Free)
 - Plans
 - Add-Ons
 - Domains**
 - Emails
 - Purchases
 - My Mailboxes
 - Posts
 - Media
 - Pages
 - Comments
 - Feedback
 - Jetpack
 - WooCommerce
 - Appearance
 - Plugins
 - Users
 - Tools
 - Settings
 - Collapse menu

Right Panel (Domain Search Interface):

- Back** button
- Search for a domain** header
- Information:** Domains purchased on a free site will get redirected to blogtravelguide.wordpress.com. If you upgrade, use your own domain name instead of having W
- Search Input:** blogtravelguide
- Recommended Domain:** blogtravelguide.blog (Sale tag, Price: ₹397.98)
 - ✓ Exact match
 - ✓ ".blog" is a common extension
- Best Alternative:** blogtravelguide.guide
- Other Domains:**
 - blogtravelguide.in
 - blogtravelguide.com
 - blogtravelguide.store (Sale tag, Price: ₹78.92)
 - blogtravelguide.co.in
 - blogtravelguide.link (Sale tag, Price: ₹88.80)
 - blogtravelguide.online (Sale tag, Price: ₹98.64)
 - blogtravelguide.net.in
 - blogtravelguide.org

**Posting the blog URL at Instagram and likes
Received:**



82 likes

w_o_r_d_s_p_i_r_e

<https://theuntoldtrails.wordpress.com/2023/10/18/tropical-paradise-bali/>

Planning for a holiday trip? Then this blog is for you!!
Having celebrated for its stunning natural beauty, Bali is a place where ancient culture, lush landscapes, and pristine beaches converge to create a truly unforgettable experience. So, there is no doubt that these memories are gonna last forever. Navigate through our blog website to uncover the authentic essence of Bali...

1 hour ago

4. Advantages and Disadvantages:

- **Advantages of Blog creation using WordPress:**

1. WordPress is a user-friendly platform, even for beginners with no coding experience. It has a simple dashboard and a variety of drag-and-drop tools that make it easy to create and manage your blog.
2. WordPress offers a wide range of themes and plugins that allow you to customize your blog the way you like.
3. WordPress is designed to be SEO-friendly, which means that your blog posts are more likely to rank higher in search engine results pages (SERPs). This can help you attract more visitors to your site.
4. WordPress is free and open-source software, which means that you can use and modify it without paying any licensing fees.

- **Disdvantages of Blog creation using WordPress:**

1. WordPress is a popular platform, which means that it is also a target for hackers. It is important to take steps to secure your WordPress site, such as installing security plugins and keeping your WordPress core and plugins up to date.
2. WordPress requires regular maintenance, such as updating your core and plugins, backing up your site, and monitoring for security threats. This can be time-consuming, especially if you are not familiar with WordPress.
3. If your blog is not properly configured, it can experience performance issues such as slow loading times. This can frustrate your target audience and interfere with your SEO.

- **Advantages of Posting a Blog in various Social media platforms:**

1. Social media platforms have billions of users, which means that you have the potential to reach a much larger target audience than you would if you had your blog posted on your own website.
2. When you share your blog posts on social media, you can include the blog URL as well to your website, which can help to drive traffic to your site.

- 3.** Social media is a great way to promote your brand and build awareness of your blog. By sharing your content on social media, you can get more people to know about your blog and what you have to offer.
- 4.** Social media allows you to interact with your audience and build relationships with them. You can respond to comments, answer questions, and participate in conversations. This can help you to create a loyal following of readers.

- **Disadvantages of Posting a Blog in Various social media platforms:**

1. Social media is a great way to promote your brand and build awareness of your blog. By sharing your content on social media, you can get more people to know about your blog and what you have to offer.
2. Your blog might receive negative comments on social media, both from people who agree with you and those who don't. It's important to be prepared for this and to handle negative feedback in a professional manner.
3. Social media algorithms change frequently, which means that what works well today may not work well tomorrow. You

need to be adaptable and constantly experiment with new strategies for your blog to reach your target audience.

5. Applications:

1. Blog creations are done today mainly to write about hobbies, interests, or professional work. This can help people establishing themselves as an expert in their field and attract new clients or customers.
2. Branding products and services, running campaigns and giveaways for promoting blogs and sharing updates about companies have become common.
3. Income generations via selling advertising space and offering affiliate products
4. Reviews on food and destinations are the trendsetters of blog websites.

6. Conclusion:

From this Naan Mudhalvan project, our team had learnt the entire process of blog creation using WordPress website and also managed to create a professional email address for the blog that we have created. Posting the blog at social media platforms were extremely helpful in analyzing our segment of target audience and their responses gave us an insight on improving our part of content creation. Also, the ideas brainstormed among our team members served as the primary root to start off with this project that eventually lead to creating empathy and brainstorming maps that made us complete this project successfully within the stipulated time.