

# **CREATING A BLOG USING WORDPRESS PLATFORM**

## **PROJECT REPORT ON DIGITAL MARKETING**

**by:**

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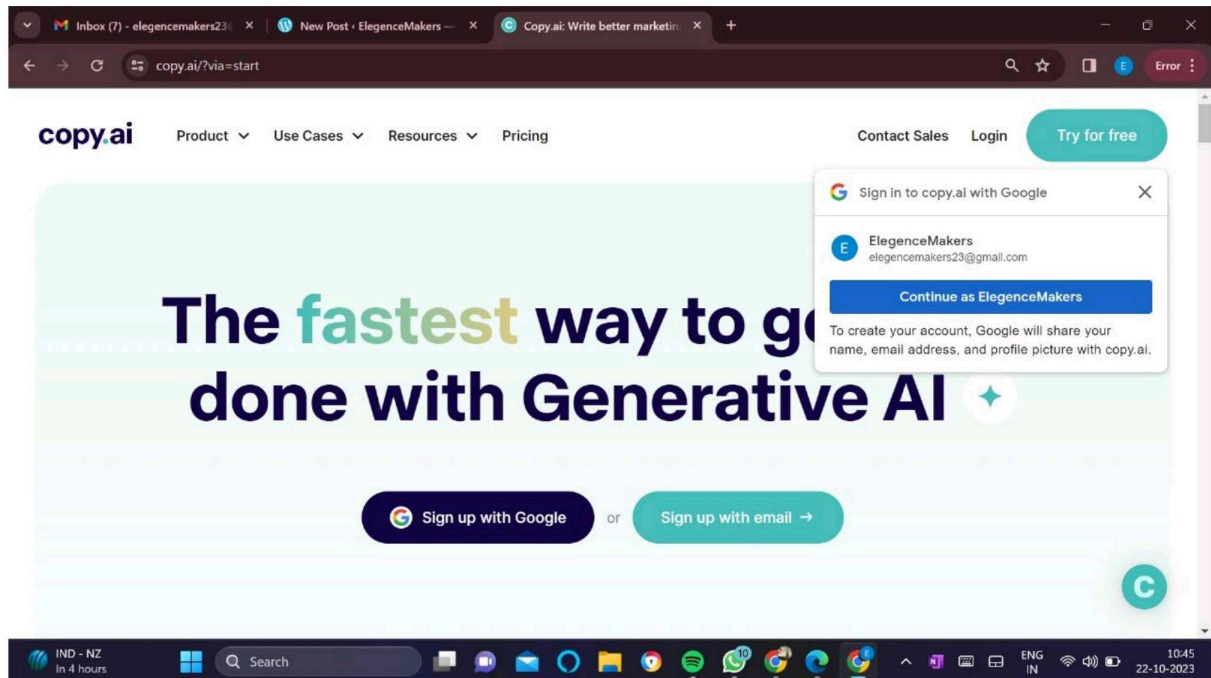


**ANNA UNIVERSITY REGIONAL CAMPUS – TIRUNELVELI  
DEPARTMENT OF ELECTRONICS AND COMMUNICATION**

## Step1:

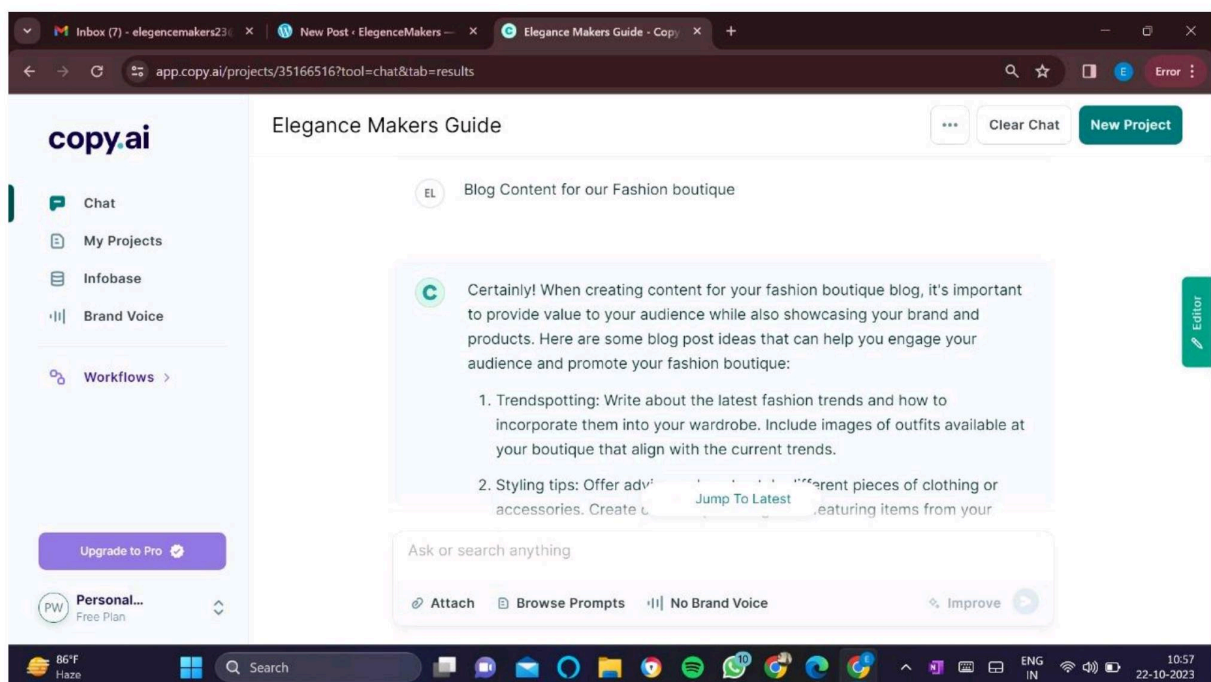
Sign up or Login to Copy.ai

<https://www.copy.ai/?via=start>



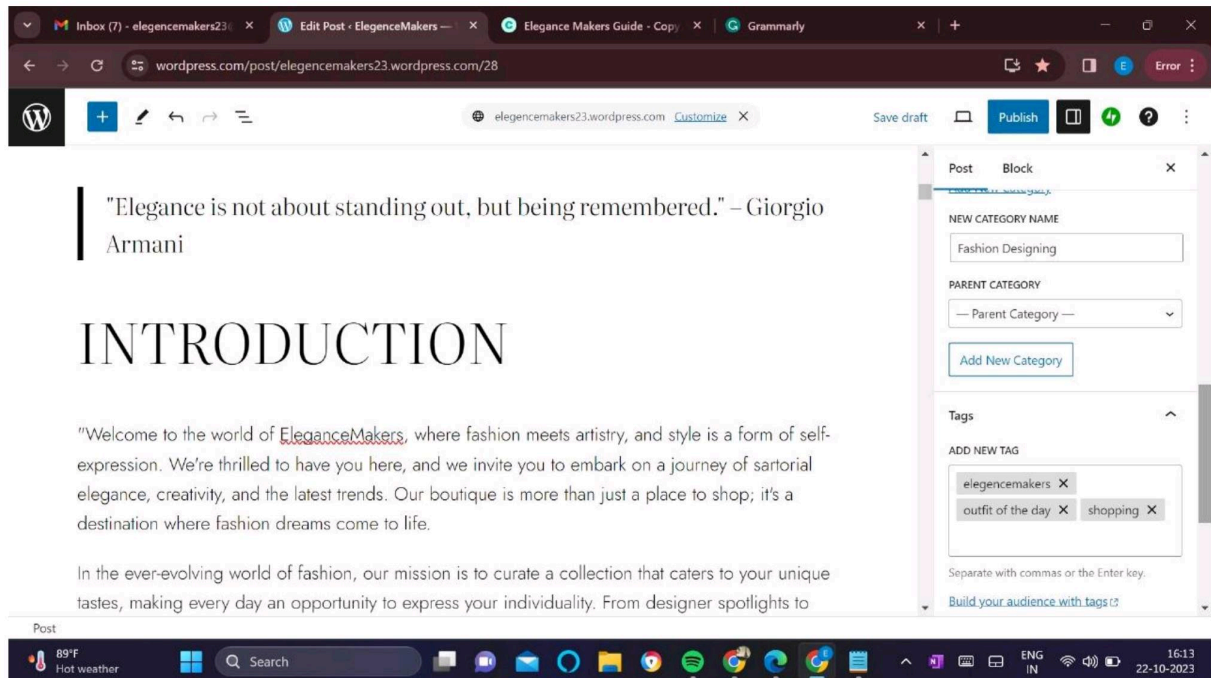
## Step2:

Type the blog Title in Copy.ai

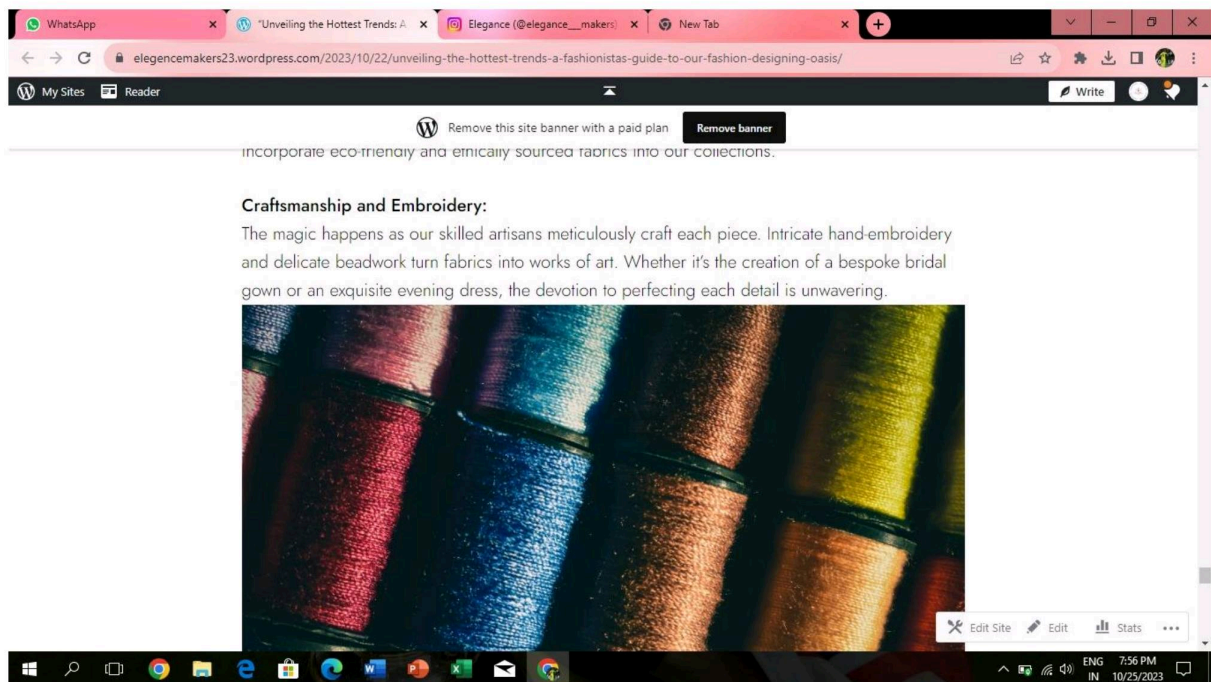


## Step3:

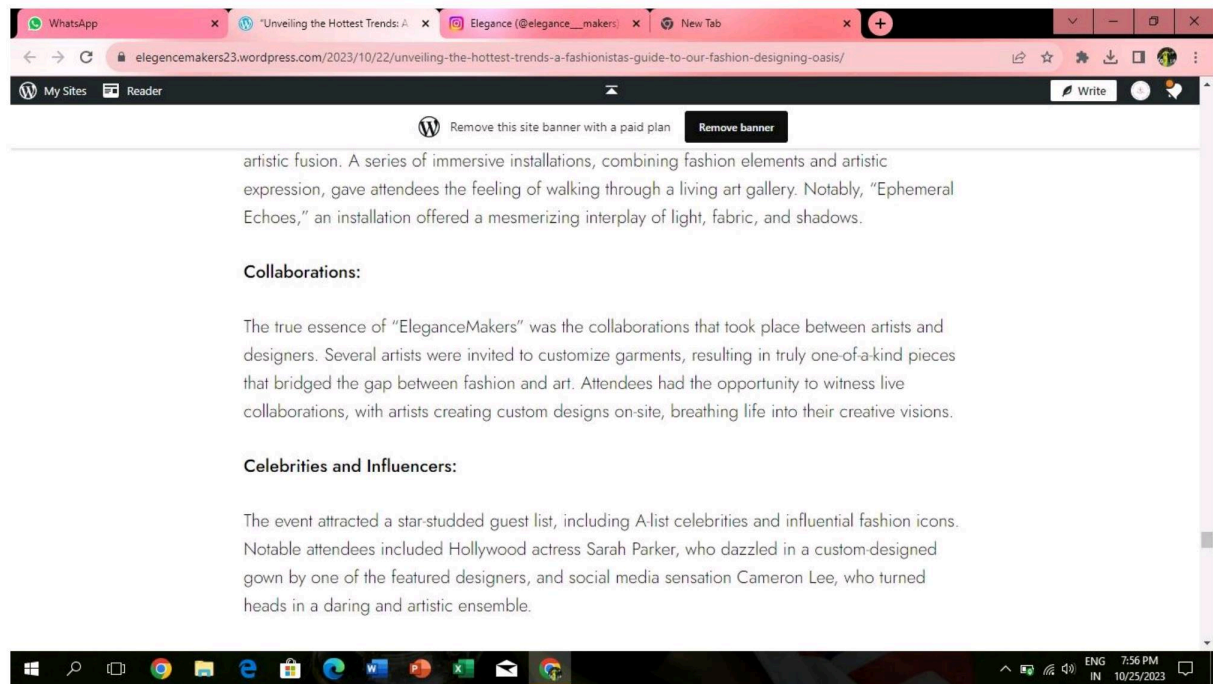
# Copy contents from Copy.ai and paste it in Wordpress



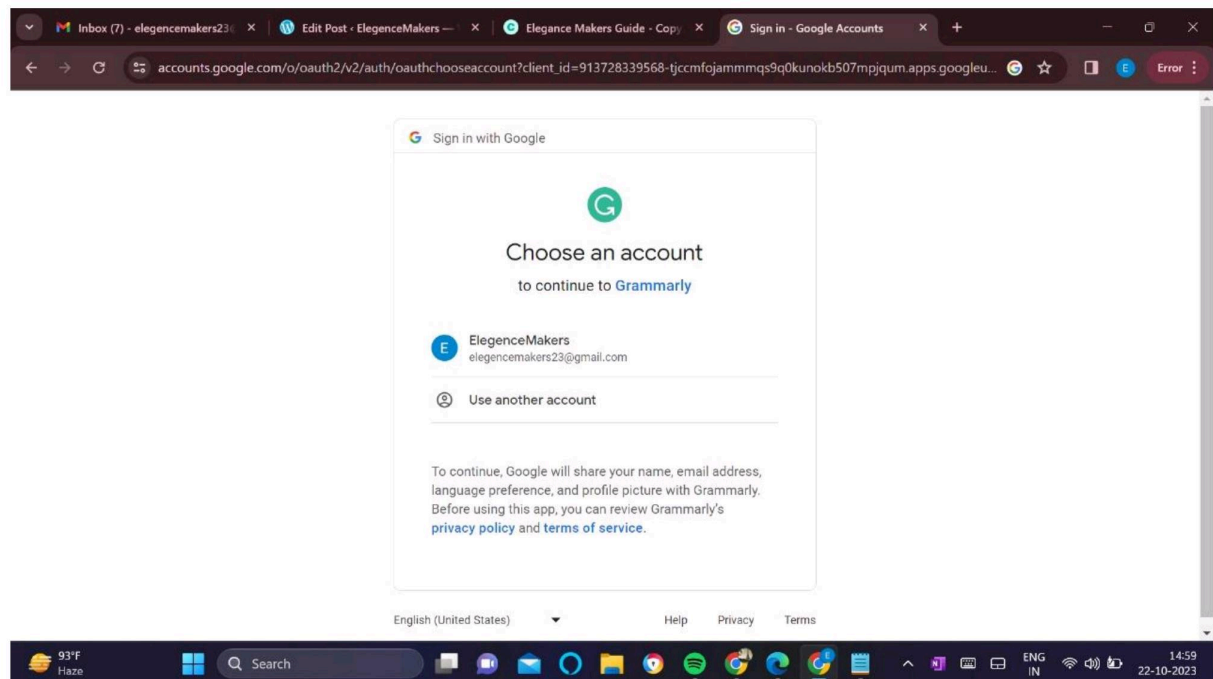
The screenshot shows a WordPress editor interface. The main content area displays a quote: "Elegance is not about standing out, but being remembered." – Giorgio Armani. Below the quote is a large heading "INTRODUCTION". The text below the heading reads: "Welcome to the world of EleganceMakers, where fashion meets artistry, and style is a form of self-expression. We're thrilled to have you here, and we invite you to embark on a journey of sartorial elegance, creativity, and the latest trends. Our boutique is more than just a place to shop; it's a destination where fashion dreams come to life." Another paragraph follows: "In the ever-evolving world of fashion, our mission is to curate a collection that caters to your unique tastes, making every day an opportunity to express your individuality. From designer spotlights to". On the right side, the "Post" sidebar is visible, showing the "NEW CATEGORY NAME" as "Fashion Designing", the "PARENT CATEGORY" as "— Parent Category —", and a list of tags including "elegancemakers", "outfit of the day", and "shopping". The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 16:13 on 22-10-2023.



The screenshot shows a WordPress post titled "Unveiling the Hottest Trends A Fashionista's Guide to Our Fashion Designing Oasis". The post content includes a section titled "Craftsmanship and Embroidery:" followed by the text: "The magic happens as our skilled artisans meticulously craft each piece. Intricate hand-embroidery and delicate beadwork turn fabrics into works of art. Whether it's the creation of a bespoke bridal gown or an exquisite evening dress, the devotion to perfecting each detail is unwavering." Below the text is a close-up image of several spools of colorful thread in shades of red, blue, and yellow. The WordPress editor interface is visible, including the "Remove this site banner with a paid plan" notice and the "Edit Site" button. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 7:56 PM on 10/25/2023.



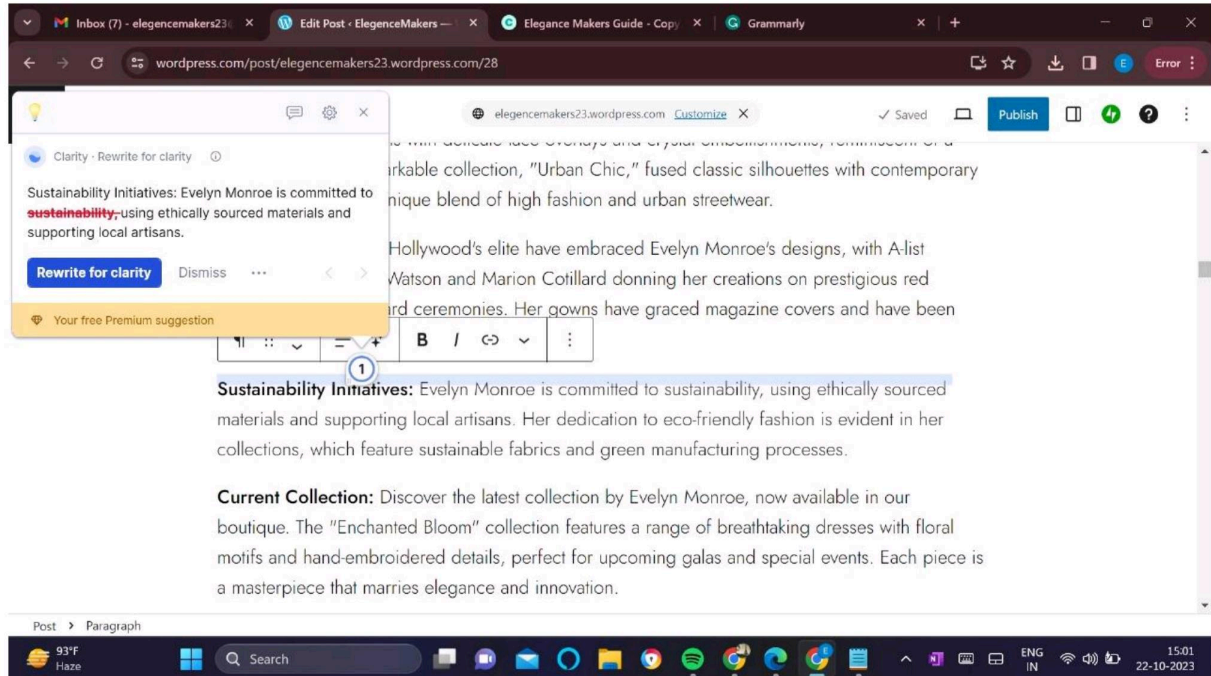
## Step4: Search Grammerly and Sign in





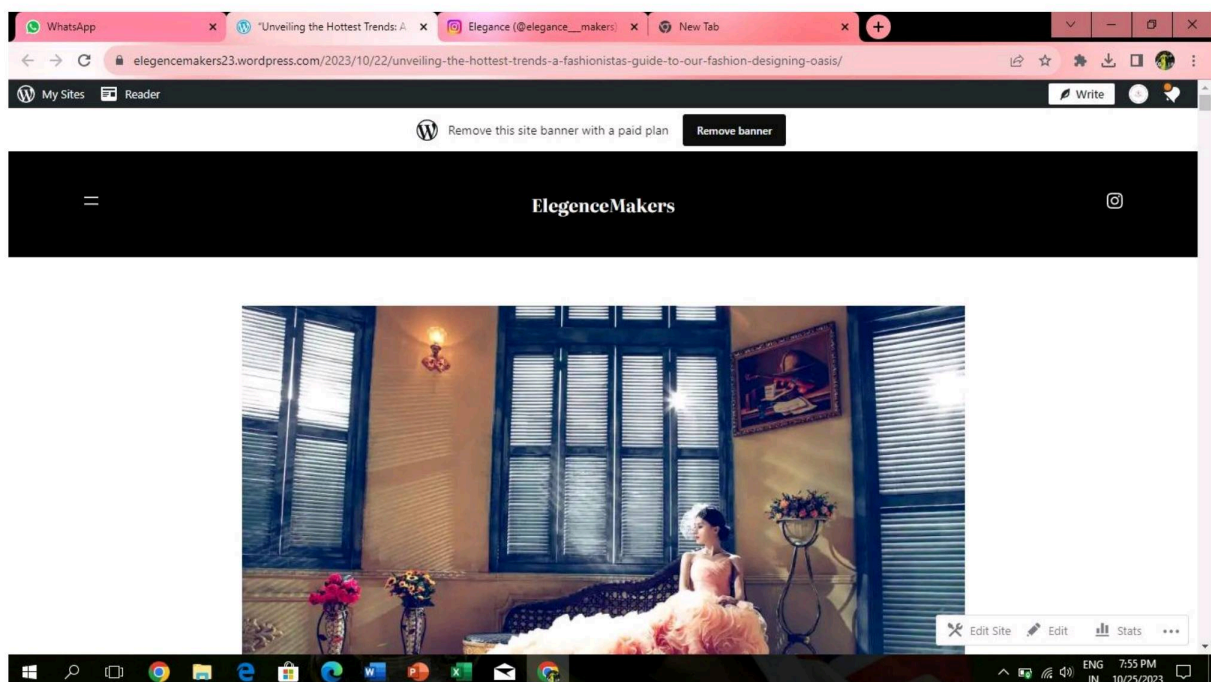
## Step5:

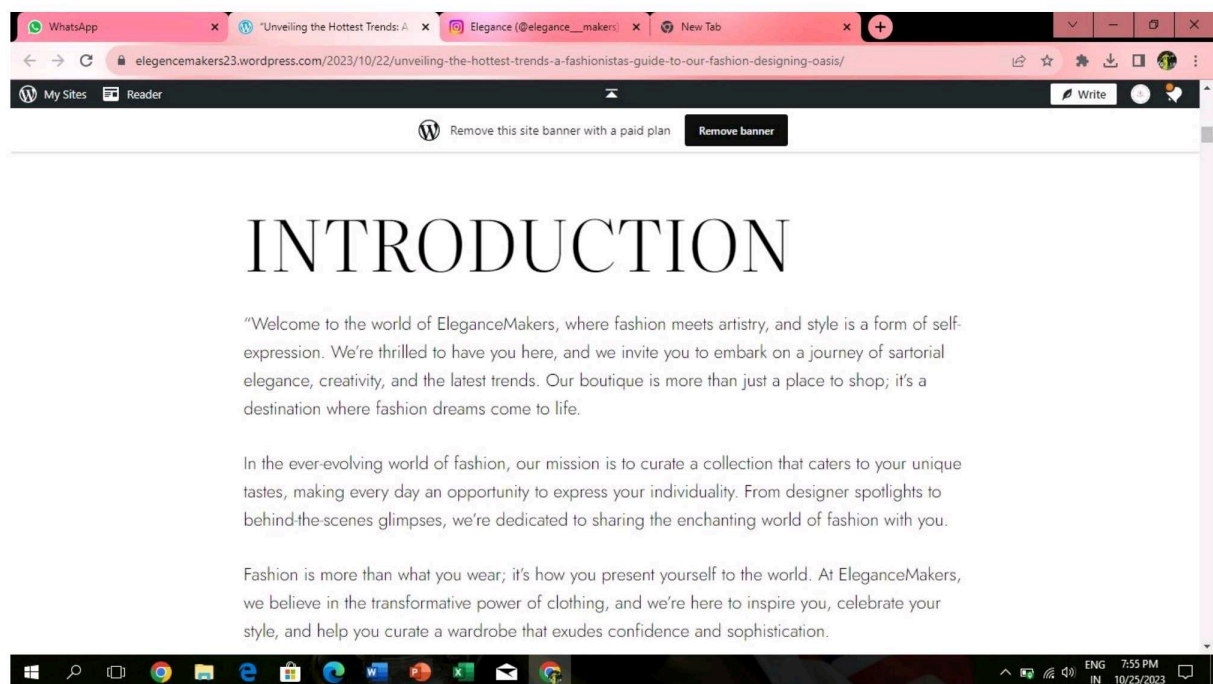
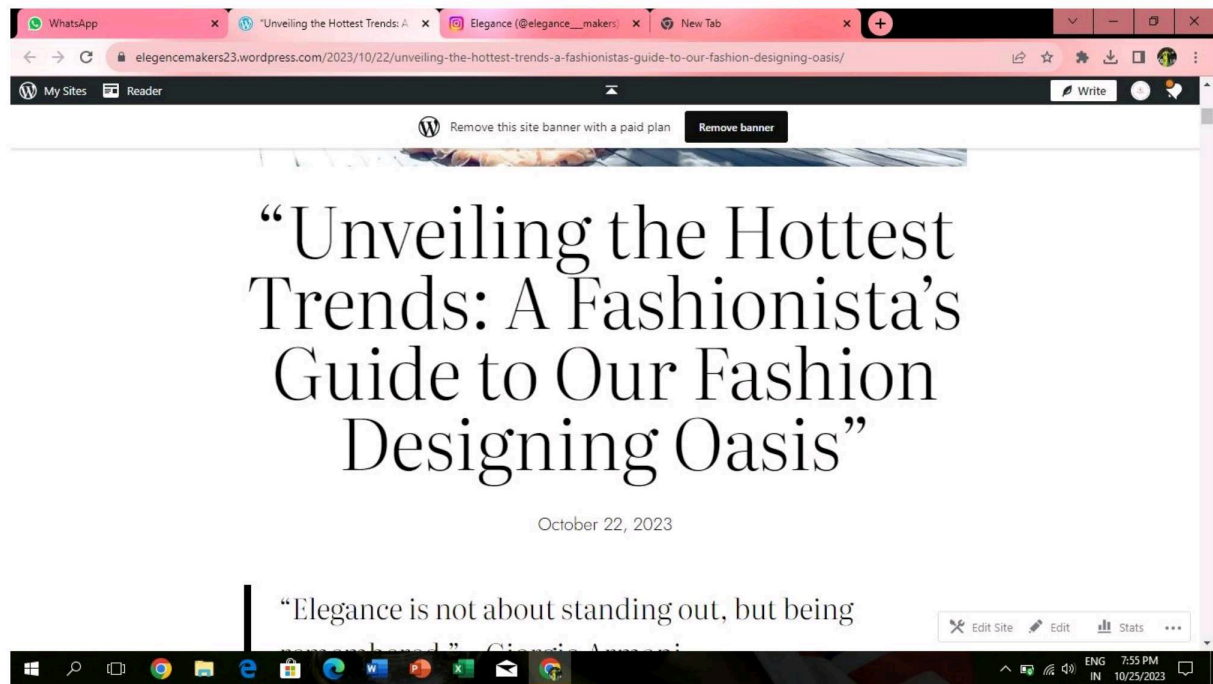
### Use Grammarly to check Grammar errors and spellings



## Step6:

### Wordpress Blog is Ready





**Step7:**  
**Prepare a poster on canva and post it in social media.**

