**Naan Mudhalvan Project**

**Digital Marketing**

Hemachandran S

Kirubaburi D

Sudalaimani S

Hariharan R

**Brand Name :** Farm Culture

**Category :** Agriculture Education

**Target Audience :** All (Farmers, Students, Public ).

WordPress Blog URL:

[Farm Culture (wordpress.com)](https://farmculture3.wordpress.com/?fbclid=IwAR3vKkDFknYMsJlNHXqj1aPA256sY4T6Ur2-M0HMZaobF7HURCNhzwXKchM)

Facebook page URL:

[**(20+) Hemachandran S - The article has published about the Biggest... | Facebook**](https://www.facebook.com/61550049669013/posts/122161135580001655/?mibextid=rS40aB7S9Ucbxw6v)

**Facebook Page Name:** Farm Culture

**Procedure**

**Step 1: Set Up a WordPress Website**

**Choose a Domain:**

First, decide on a domain name for your blog. Make sure it's related to your blog's topic and is easy to remember.

**Step 2: Configure Your WordPress Blog Log In:**

Access your WordPress admin dashboard by going to http://yourdomain.com/wp-admin/ and log in with your credentials**.**

**Choose a Theme:**

Select a WordPress theme for your blog. You can choose a free theme from the WordPress theme repository or purchase a premium theme from a trusted source.

**Customize Your Blog:**

Customize your blog's appearance by modifying settings in the WordPress Customizer, including header, colors, and typography**.**

**Step 3: Create and Publish a Blog Post**

**Add a New Post:**

In the WordPress admin dashboard, go to the "Posts" section in the left sidebar and click "Add New."

**Write Your Article:**

Add a title for your article in the provided field and start writing your content in the editor. You can use the Gutenberg block editor, which is the default in WordPress.

**Add Media:**

Insert images, videos, and other media into your post by clicking the (+) icon in the editor and selecting the appropriate block.

**Formatting:**

Use the editor's formatting options to style your text, create headings, and add lists as needed**.**

**Categories and Tags:**

Categorize your post by assigning it to one or more categories and adding relevant tags. This helps with organization and SEO.

**Save Draft:**

Save your post as a draft while working on it. You can come back later to finish or edit it.

**Preview:**

Before publishing, use the "Preview" button to see how your post will look on the front end of your website.

**Publish:**

When you're satisfied with your article, click the "Publish" button. Your post is now live on your blog.

**Share:**

Promote your article by sharing it on social media, through email newsletters, or other channels to attract readers.









