

PROJECT REPORT ON
CREATING BLOG USING WORDPRESS PLATFORM

BY

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PROJECT REPORT

1 INTRODUCTION

1.1 Project Overview

Our Blog gardening tips and techniques section provides practical advice on everything from soil preparation and watering techniques to pest control and pruning. We believe that successful gardening is a combination of knowledge and hands-on experience, and we're here to guide you every step of the way. Garden design is an art form, and we're excited to share our insights on creating beautiful and functional outdoor spaces. From small urban gardens to sprawling landscapes, we'll delve into topics such as layout, color schemes, and plant combinations to help you transform your garden into a personal oasis. We understand the importance of sustainability in gardening, and we'll explore Eco-friendly practices such as composting, water conservation, and using native plants. Our goal is to help you cultivate a garden that not only thrives but also contributes positively to the environment. Join us on virtual garden tours, where we'll showcase stunning gardens from around the world. From botanical wonders to hidden gems, these tours will ignite your imagination and provide endless inspiration for your own gardening endeavors. Logo At The Leafy Oasis, we believe that gardening is a journey of continuous learning and growth. We invite you to be part of our community, where you can share your experiences, ask questions, and connect with fellow plant lovers. Together, let's cultivate a greener, more vibrant world, one plant at a time. So grab your gardening tools, put on your sun hat, and join us on this exciting adventure into the world of plants and gardening. Let's nurture our green thumbs and create thriving, beautiful gardens together.

1.2 Purpose

A Blog can be used to showcase the products that the Plant shop has to offer. This can include product descriptions, images, and information. A website can help the plant shop reach a wider audience by making it easier for people to find and purchase their products online. A Blog can help the Plant shop build brand awareness by providing a platform to showcase their brand identity, values, and mission. A Blog can be used to provide customer support by offering a way for customers to contact the plant shop with questions or concerns. A website can be used to collect customer data, such as email addresses, which can be used for marketing purposes.

2 IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition

Problem Statement:

Create a dynamic and user-friendly blog using the Word Press platform. Our goal is to design an appealing and responsive website that not only showcases compelling content but also offers a seamless user experience. We will customize the theme, configure essential plugins, optimize for SEO, and implement a user-friendly content management system, enabling effortless content creation and management. This Word Press blog will serve as a platform to share valuable information, engage with the audience, and establish an online presence effectively.



2.2 Empathy Map Canvas

Template



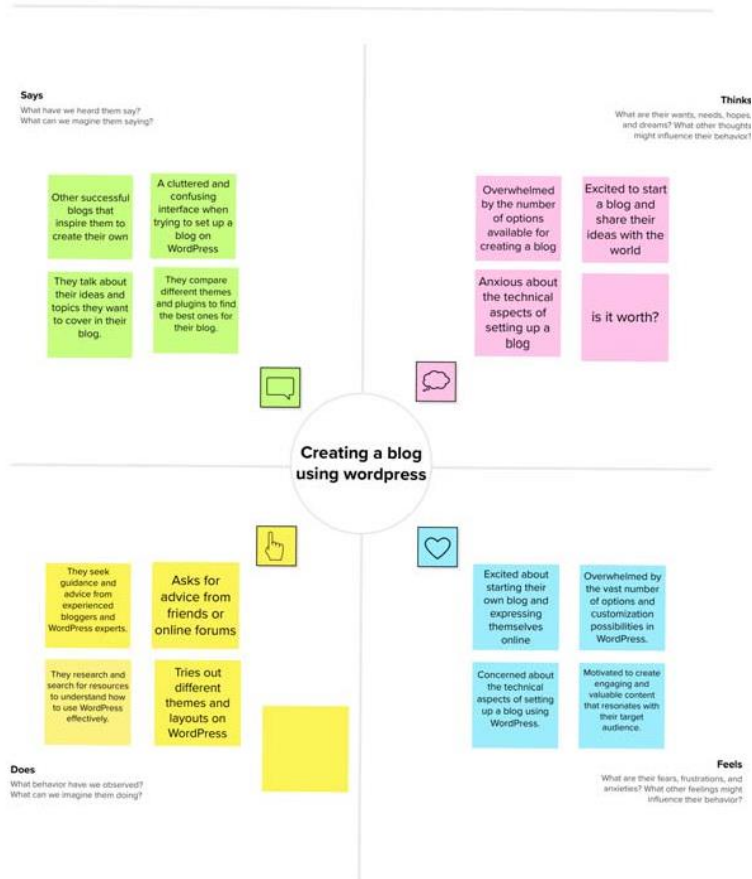
Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

 [Share template feedback](#)

Build empathy

The information you add here should be representative of the observations and research you've done about your users.



2.3 Ideation & Brainstorming



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

🗨️ Share template feedback



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



Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

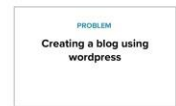
[Open article](#) →



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



Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

Step-2: Brainstorm

2

Brainstorm

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

🕒 10 minutes

TIP

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



Person 1

Choose a
domain
name

Choose a
web network

Person 2

Installation
WordPress

Selecting
WordPress
theme

Person 3

Customizing
blog

Create
blog pages

Person 4

proper data
for
visualization

Outcome
analysis

Step-3: Group ideas

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all 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-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Choose a
domain
name

Installation
WordPress

Selecting
WordPress
theme

Customizing
blog

Outcome analysis

Step-4: Prioritize

4

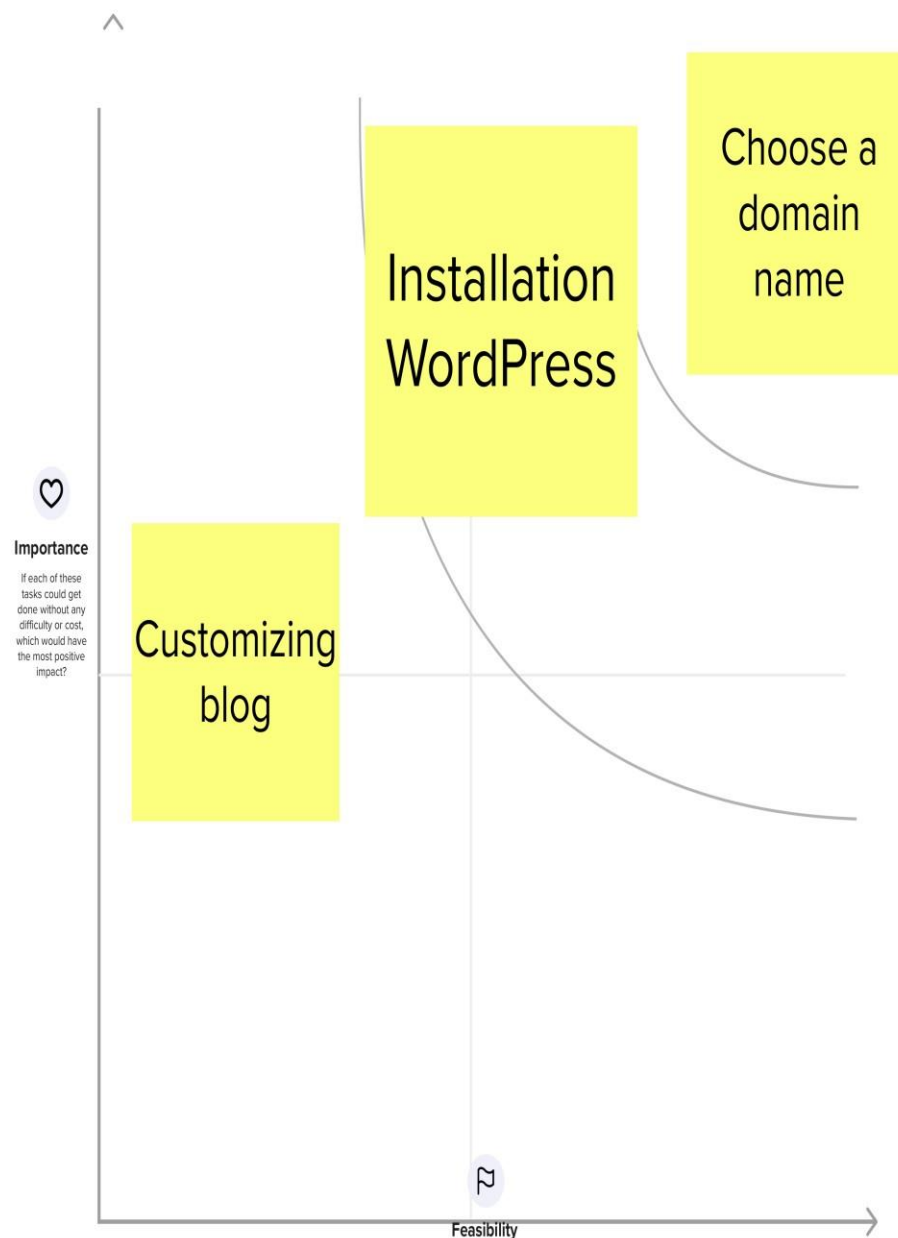
Prioritize

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.



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A

Share the mural

Share a **view link** to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



Strengths, weaknesses, opportunities & threats

Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

[Share template feedback](#)

2.4 Proposed Solution

S. No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	To create a dynamic and user-friendly blog using the WordPress platform. Our goal is to design an appealing and responsive website that not only showcases compelling content but also offers a seamless user experience. We will customize the theme, configure essential plugins, optimize for SEO, and implement a user-friendly content management system, enabling effortless content creation and management. This WordPress blog will serve as a platform to share valuable information, engage with the audience, and establish an online presence effectively.
2.	Idea / Solution description	<p>Choose a domain name and web hosting account: The first step is to choose a domain name and web hosting account. You can register a custom domain name for free and choose the best web hosting provider that suits your needs. Install and set up WordPress: Once you have a domain name and web hosting account, you can install and set up WordPress. You can follow the instructions provided by your web hosting provider to install WordPress. Select and customize a theme: After installing WordPress, you can select and customize a theme that suits your blog's niche. You can choose from thousands of free and premium themes available on WordPress. Create an editorial calendar: Creating an editorial calendar is essential to keep your blog organized and consistent. You can plan your blog posts in advance and schedule them accordingly. Create high-quality content: Creating high-quality content is crucial to attract and retain readers. You can write informative and engaging blog posts that provide value to your readers.</p> <p>Optimize your posts for search engines: Optimizing your blog posts for search engines</p>

		<p>can help you rank higher in search engine results pages. You can use keywords, meta descriptions, and tags to optimize your posts.</p> <p>Add call-to- actions: Adding call-to-actions to your blog posts can encourage readers to take action, such as subscribing to your blog or purchasing a product. You can add call-to-actions at the end of your blog posts.</p> <p>.</p>
3.	Novelty / Uniqueness	<p>One novelty or uniqueness of creating a blog using WordPress is the flexibility and customization options available. WordPress offers thousands of free and premium themes that can be customized to fit your blog's niche and branding. Additionally, WordPress has a vast library of plugins that can be used to add functionality to your blog, such as social media sharing buttons, contact</p>

3 REQUIREMENT ANALYSIS

3.1 Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Content Management	<ul style="list-style-type: none">- Ability to create, edit, and publish blog posts, articles, and multimedia content.- Support for categorizing content by topics, tags, and categories.- Integration of a user-friendly visual editor for content creation.
FR-2	User Management	<ul style="list-style-type: none">- User registration and login system for both readers and contributors.- User profile, comment sections, like features- Profile management for registered users.
FR-3	Search and Navigation	<ul style="list-style-type: none">- Efficient search functionality for users to find specific content.- Easy navigation through menus, categories, and tags.
FR-4	SEO Features	<ul style="list-style-type: none">- SEO-friendly URLs and permalinks.- Integration with SEO plugins for optimizing content, meta tags, and sitemaps.

3.2 Non-functional Requirements:

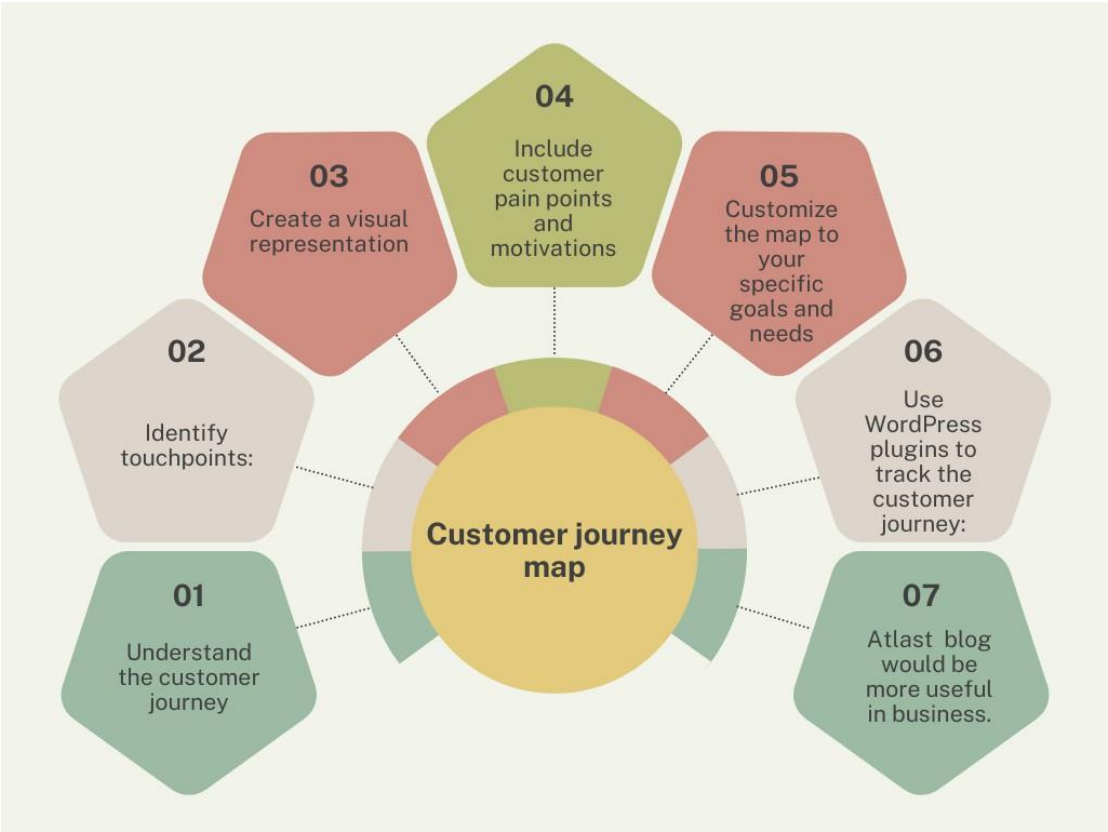
Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	The blog should be user-friendly and easy to use, with clear and simple instructions.

NFR -2	Security	The system should protect the privacy of users and their data and ensure that the comments and user profile data is secure and protected from unauthorized access.
NFR -3	Reliability	The system should be reliable and operate continuously without failures or downtime.
NFR -4	Performance	The system should be scalable and able to handle a large number of users and devices.
NFR -5	Availability	It is an open source platform, thus available all the time without any cost for usage.

3.3 Determine the Requirements:

Determining the requirements for a user journey map involves identifying the key steps, touchpoints, and user needs to create a comprehensive visualization of the user's experience with a product or service.



4 PROJECT DESIGN & PERFORMANCE

4.1 SOLUTION ARCHITECTURE

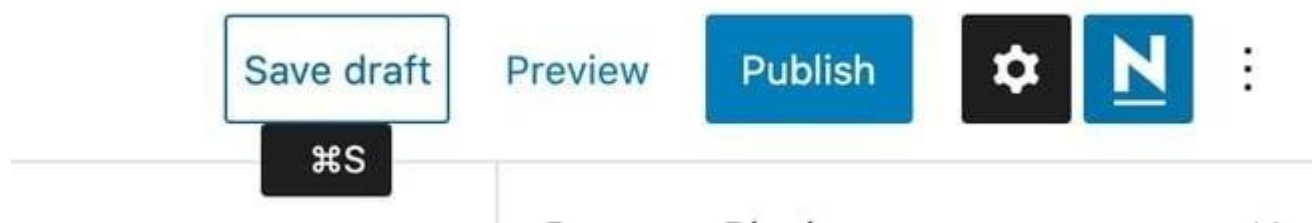
1. Add a new post.

The first thing you need to do to get your WordPress blog off the ground is create a post. We've created an example you can follow to help you get started with your WordPress blog. First, log in to your WordPress administrator area and select "Posts" from the menu options on the left. Then, select "All Posts" in the dialogue box that appears.

2. Add content.

You've arrived on the blank canvas where you'll add your masterpiece (AKA your content). But before starting this process, we have a few pointers. First, be sure to save your work frequently or write it in a separate Google or Word document and copy it over to the content management systems (CMS). This is a wise idea because, while WordPress does save your progress automatically, it might not pick up on changes made if you lose your internet connection. Not to mention, drafting your content in a separate document is good idea so you don't get overwhelmed by simultaneously formatting, editing, *and* writing.

Click the "Save draft" button in the upper right-hand corner to save.



Now, it's time to add your content. To do so, copy-paste your original text directly into WordPress.

WordPress uses a block editor, which works exactly as you'd imagine — by creating blocks for each section of content you add. For example, paragraphs will be separated into blocks, as will images and headings.

Pro Tip: If you don't know where to begin, you can peruse [WordPress AI plugins](#) to help get your creative juices flowing and streamline the content creation process.

The screenshot displays the WordPress Gutenberg editor. At the top, the WordPress logo is on the left, followed by a toolbar with icons for adding blocks, undo, redo, and other editing functions. A blue button labeled 'Edit with Elementor' is also present. On the right side of the header, there are buttons for 'Save draft', 'Preview', 'Publish', and a settings menu. The main content area on the left shows a blog post titled 'Historical Optimization: An Insurance Policy For Your Content Strategy'. The post contains several paragraphs of text, some with green and yellow icons next to them. On the right side, a sidebar titled 'Block' is open, showing settings for the selected 'Paragraph' block. The settings include 'Typography' (Font size: Default, Custom, Reset), 'Color settings', 'Text settings' (Drop cap: Toggle to show a large initial letter), and 'Advanced'.

Historical Optimization: An Insurance Policy For Your Content Strategy

Imagine you just purchased your dream car in your favorite color. All the trimmings are included, and it even has that new car smell. Got it in mind?

In just three months from now, that brand new car will need its first round of maintenance. It's simple maintenance — an oil change — nothing major. You can do it yourself or take it to a mechanic for pretty cheap. Then, you'll be riding smoothly for another three months when you need to change that oil a few more times. After a year, you might discover you need brake pads, too. No biggie. And so this continues throughout the life of your car.

But imagine you drive that shiny new car every day without any maintenance. The problems will pile on quickly, and before you know it, it'll be sitting in a junkyard somewhere with all the other cars that reached the end of their lifespans.

Blog content works just like a shiny new car. When you publish that brand new post, it's fresh, Google loves it, your readers love it, and you kick your feet up and watch the conversions roll in.

Not so fast. In about three to six months, that shiny new blog posts will get pushed aside

Uploading Images

Once you've written your first piece, you'll need to add images to your WordPress blog post. Adding images can make your content more digestible and visually engaging. To begin uploading a picture, press "enter" on your keyboard to create a new block. Then, click the "+" button in the top left corner to view the different blocks. Select the "Image" block.

Historical Optimization: An Insurance Policy For Your Content Strategy

Imagine you just purchased your dream car in your favorite color. All the trimmings are included, and it even has that new car smell. Got it in mind?

Start writing or type / to choose a block

In just three months from now, that brand new car is going to be a headache. It's simple maintenance — an oil change — to a mechanic for pretty cheap. Then, you need to change that oil a few months later, and you need brake pads, too. No biggie. And so the car starts to feel like a shiny new car.

But imagine you drive that shiny new car and you don't have any problems. The problems will pile on quickly, and before you know it, you're somewhere with all the other cars that read like a checklist.

Blog content works just like a shiny new car. It's fresh, Google loves it, your readers love it, and conversions roll in.

Not so fast. In about three to six months, that shiny new blog posts will get pushed aside


Block inserter menu:







- Paragraph
- Image
- Heading
- Gallery
- List
- Quote

Block settings sidebar:

- Post
- Block
- Paragraph: Start with the building block of all narrative.
- Typography: Font size (Default, Custom), Reset
- Color settings
- Text settings: Drop cap (Toggle to show a large initial letter)
- Advanced




Now, upload your image. You can either upload one from your computer, select one from the WordPress media library, or insert an image with a URL from a site like Flickr. Don't forget to add alt text to your image for accessibility and search engine optimization.






Edit with Elementor

Save draftPreviewPublish



Historical Optimization: An Insurance Policy For Your Content Strategy

Imagine you just purchased your dream car in your favorite color. All the trimmings are new car smell. Got it in mind?


**Image**

Upload an image file, pick one from your media library, or add one with a URL.

UploadMedia LibraryInsert from URL


In just three months from now, that brand new car will need its first round of maintenance. It's simple maintenance — an oil change — nothing major. You can do it yourself or take it to a mechanic for pretty cheap. Then, you'll be riding smoothly for another three months when you need to change that oil a few more times. After a year, you might discover you need brake pads, too. No biggie. And so this continues throughout the life of your car.


PostBlock

**Image**

Insert an image to make a visual statement.

Styles

**Default**

**Rounded**


Default Style

Not set

Advanced

Once you've completed this step, your image should be visible in the block. You can repeat this process as necessary — if your article is long, we suggest adding a few images to break up the text and make it more readable.

Imagine you just purchased your dream car in your favorite color. All the trimmings are included, and it even has that new car smell. Got it in mind?



In just three months from now, that brand new car will need its first round of maintenance. It's simple maintenance — an oil change — nothing major. You can do it yourself or take it to a mechanic for pretty cheap. Then, you'll be riding smoothly for another three months when you need to change that oil a few more times. After a year, you might discover you need brake pads, too. No biggie. And so th

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Pro Tip: People recall [65% of the information](#) they see presented visually — so don't forget to use infographics on your blog!

Adding Links

Adding internal and external links is an essential way to boost your blog post quality. The anchor text is also crucial for SEO as it indicates to site crawlers what the page you're linking to is about.

It's easy to add hyperlinks to your content in WordPress. You can do so in two ways. The first way is to select the text you want to hyperlink. Then, find the floating menu box and select the link icon highlighted in blue below.

WordPress Gutenberg editor interface. The top bar includes the WordPress logo, a plus icon, undo/redo arrows, a clock icon, and an "Edit with Elementor" button. On the right, there are buttons for "Save draft", "Preview", "Publish", and settings icons.

The main content area displays an image of a man and a woman in a car dealership, with a "Link" button appearing below it. Below the image is a paragraph of text:

In just three months from now, that brand new car will need its first round of maintenance. It's simple maintenance — an oil change — nothing major. You can do it yourself or take it to a mechanic for pretty cheap. Then, you'll be riding smoothly for another three months when you need to change that oil a few more times. After a year, you might discover you need brake pads, too. No biggie. And so this continues throughout the life of your car.

But imagine you drive that shiny new car every day without any maintenance. The problems will pile on quickly, and before you know it, it'll be sitting in a junkyard somewhere with all the other cars that reached the end of their lifespans.

Blog content works just like a shiny new car. When you publish that brand new post, it's fresh, Google loves it, your readers love it, and you kick your feet up and watch the conversions roll in.

The right sidebar shows the "Block" settings for a Paragraph block, including typography (font size, custom input, reset), color settings, text settings (drop cap toggle), and an advanced section.

Add a URL in the box that appears.

Click "Enter" to insert the URL. And ta-da, you've done it!

The more straightforward way to add hyperlinks is by using a keyboard shortcut. Start by selecting the text you want to hyperlink.

The screenshot displays the WordPress Gutenberg editor. At the top, the WordPress logo is on the left, followed by a toolbar with a plus icon, undo/redo arrows, a clock icon, and an 'Edit with Elementor' button. On the right side of the top bar are buttons for 'Save draft', 'Preview', 'Publish', and settings icons. The main editing area contains a paragraph block. The first part of the paragraph features an image of a man and a woman in a car dealership. Below the image is a text block with a 'Link' button. The right sidebar shows the 'Block' settings for a Paragraph block, including typography (font size, custom), color settings, text settings (drop cap), and advanced options.

Then, press Command+K (Mac) or Control+K (PC) to bring up the box and add your URL on your keyboard.

Pro Tip: It's up to you to decide whether you'd like your links to open in a new tab. Generally speaking, if a link is external, or you'd like the visitor to stay on the page they're currently on, turn on the option to open in a new tab.

3. Format the post.

Spoiler alert: It's just as important that your content is organized as it is well-written. Without formatting in place, your audience is more likely to get overwhelmed by massive blocks of text and leave the page quickly (therefore impacting your bounce rate). Here's how to format your post.

Pro Tip: Readers don't want to spend time figuring out how to navigate your post, so make it easy for them with clear formatting. We'll dive into how you can do so now.

Headings

To organize a blog post, use headings. Headings tell the reader (and the search engines) what is essential on the page using a hierarchy. It's a win-win: Your readers know what to expect, and your site is more findable for search engines. Plus, it allows your readers to better pace their reading experience. And that's not to mention how it makes your blog post look better aesthetically speaking.

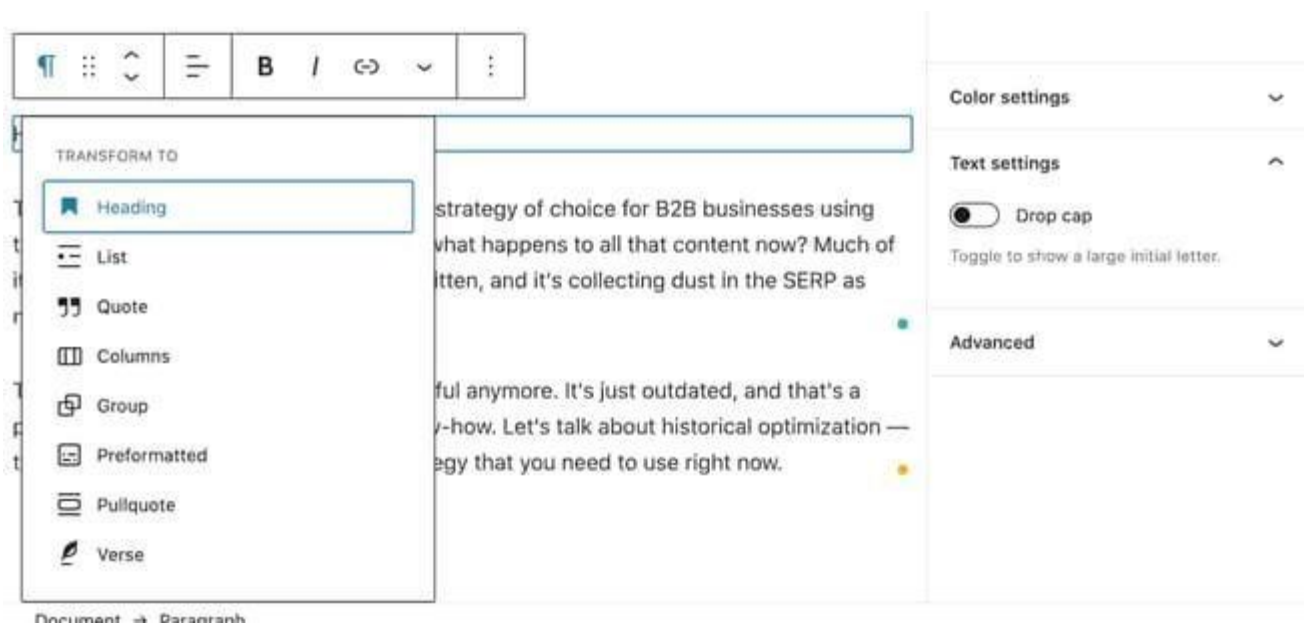
Here's how it works: An H1 is the title of a page and lives at the top of the hierarchy and the top of the page. A blog post only has one H1. If you add more, you risk confusing Google — and your reader. In other words, don't do it.

H2s are subheadings. You might have one, two, or more of these in your post. H2s are next in line in the hierarchy of a blog post. They always go below an H1, and if you're trying to rank for a keyword on Google, it's a good idea to try to include it in at least a few H2s — without keyword stuffing, of course. H3s follow a similar order — they always go below H2s. Think of an H3 as a subcategory. All subsequent headings follow the same pattern.

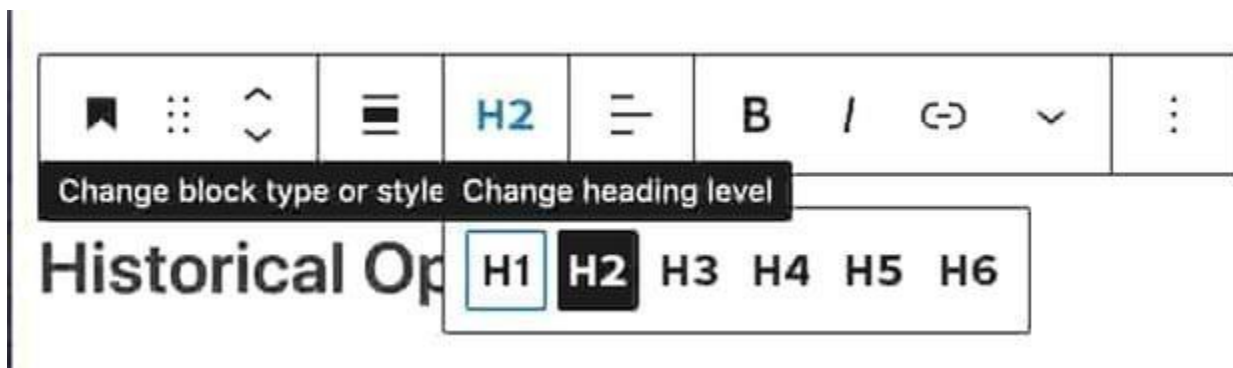
Let's walk through an example. Say you're writing a blog post about the best dog breeds for families. Your H1 could be: "The 10 Best Dog Breeds for Families." Your H2s could be: "Why choose a family-friendly dog breed?" and "What are the best dog breeds for families?" Under the second H2, you could elaborate on breeds that are recommended. To do this, add H3s such as "Golden Retriever," "Labrador Retriever," "Cavalier King Charles Spaniel." And under each H3 you may add an H4s such as "Why Choose This Breed" where you can provide additional information.

This results in a more digestible experience for readers *and* search engines.

To change a heading in a WordPress blog post, find the menu box and select the paragraph button highlighted in blue.



Select "Heading." Depending on the CSS settings your site has set up, you'll see your text change in size and even color. To edit the type of heading, click the "H2" button in the menu box and select the appropriate heading.



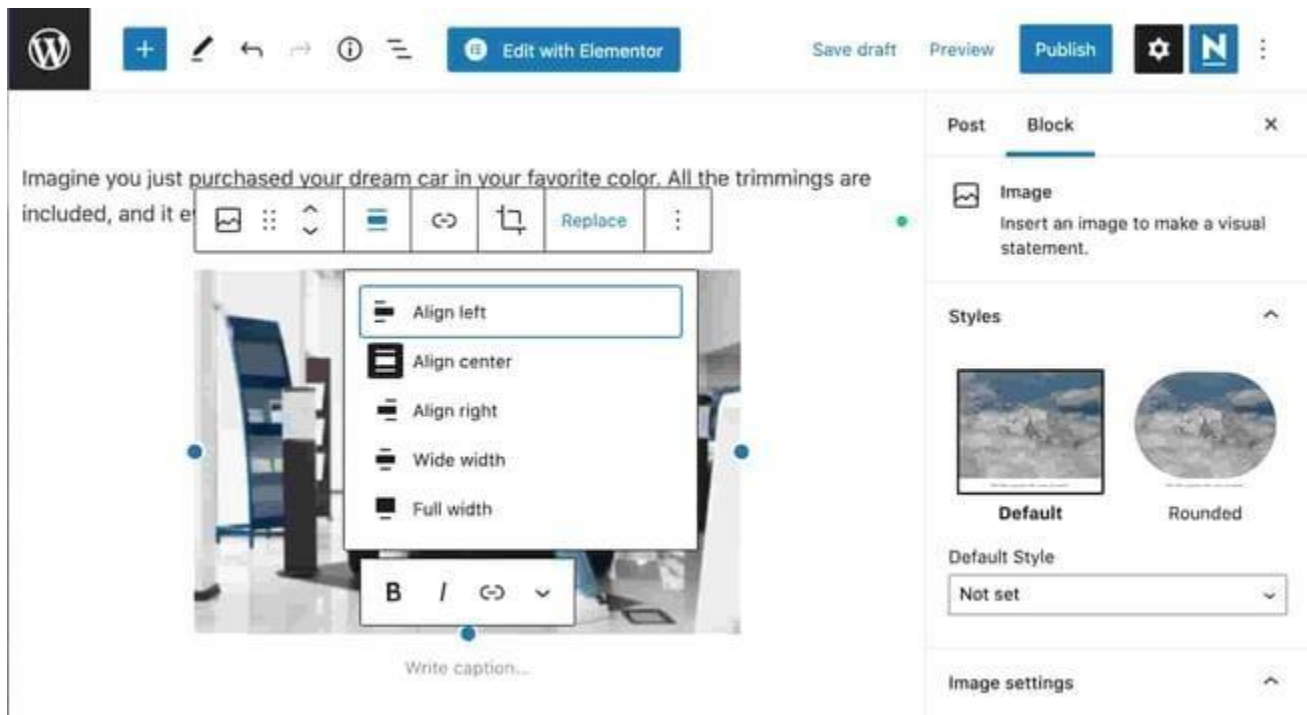
Pro Tip: Use headings strategically; they should reveal to your readers what to expect in the following copy.

Images

Images also help readers navigate your blog post, so remember to format them properly. Formatting images in WordPress is easy. Here's how.

Select your image and find the floating menu box. Next, select the format button — the one with three horizontal lines. Next, choose the alignment

you'd like for your image. Here, let's stick with a center alignment for the photos in our blog post.

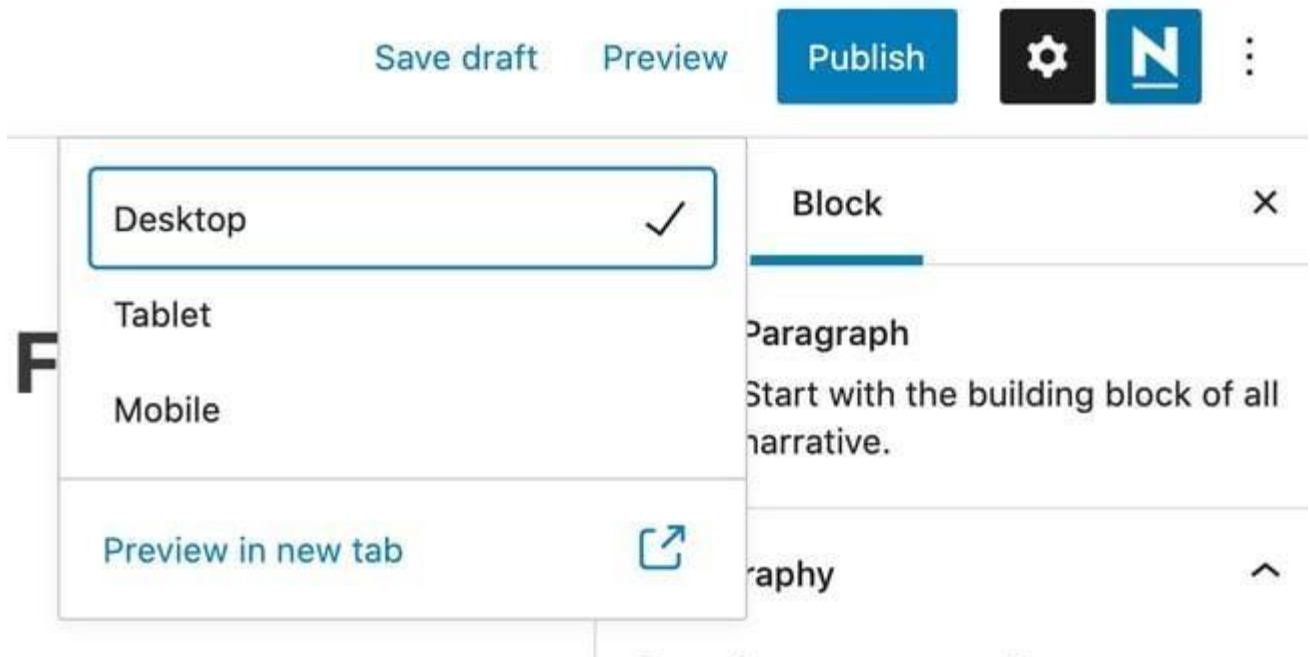


Pro Tip: Stay consistent with your alignment so readers don't get confused when reading your blog posts. If you use center alignment for one photo, commit to it throughout the post so readers know what to expect.

4. Preview the post.

You've added content, images, links, and formatting for an optimal user experience. Now, it's time to preview your post before it goes live. You're almost there. See? Learning how to create a blog on WordPress isn't as difficult as it may seem!

First, select the "Preview" button in the top right corner. Then choose whether you want to preview a desktop, tablet, or mobile version of the post. We chose "Desktop" here. Finally, select the "Preview in a new tab" option.



Take a look at your post for any errors. If you see any, simply return to the editor tab and adjust as necessary.

Once everything looks good, congratulations! You are ready to publish your first WordPress blog post. Now it's time to preview your post before it goes live.

Pro Tip: Don't skip the preview step! It can be tempting to rush through to get your post to go live, but resist the urge. Previewing allows you to check for any issues with the content, formatting, or user experience.

5. Publish the Post

To publish the post, select "Publish" in the top right corner. You'll see a few different options for publishing, but if you want this post to be available to anyone on the internet, select "Public."

Schedule for a Future Date or Time

Next, it's time to choose whether you'd like your post to go live immediately or at some point in the future. You can choose to publish it immediately or

schedule it for later. If you schedule your blog post, it will automatically go live on that date at that time. If you have an editorial calendar you're sticking to, this will prove invaluable.

Publish: Immediately ^

02 March 2021

08 : 51 AM PM UTC+0

← March 2021 →

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

[Reset](#) [Calendar Help](#)

Add Tags

Finally, you'll have the opportunity to add tags to your post. These help readers navigate your posts by similar topics. This is optional, so you can leave them blank if you don't yet have a [process to organize tags](#).

Suggestion: Add tags



Tags help users and search engines navigate your site and find your content. Add a few keywords to describe your post.

Add New Tag

Separate with commas or the Enter key.

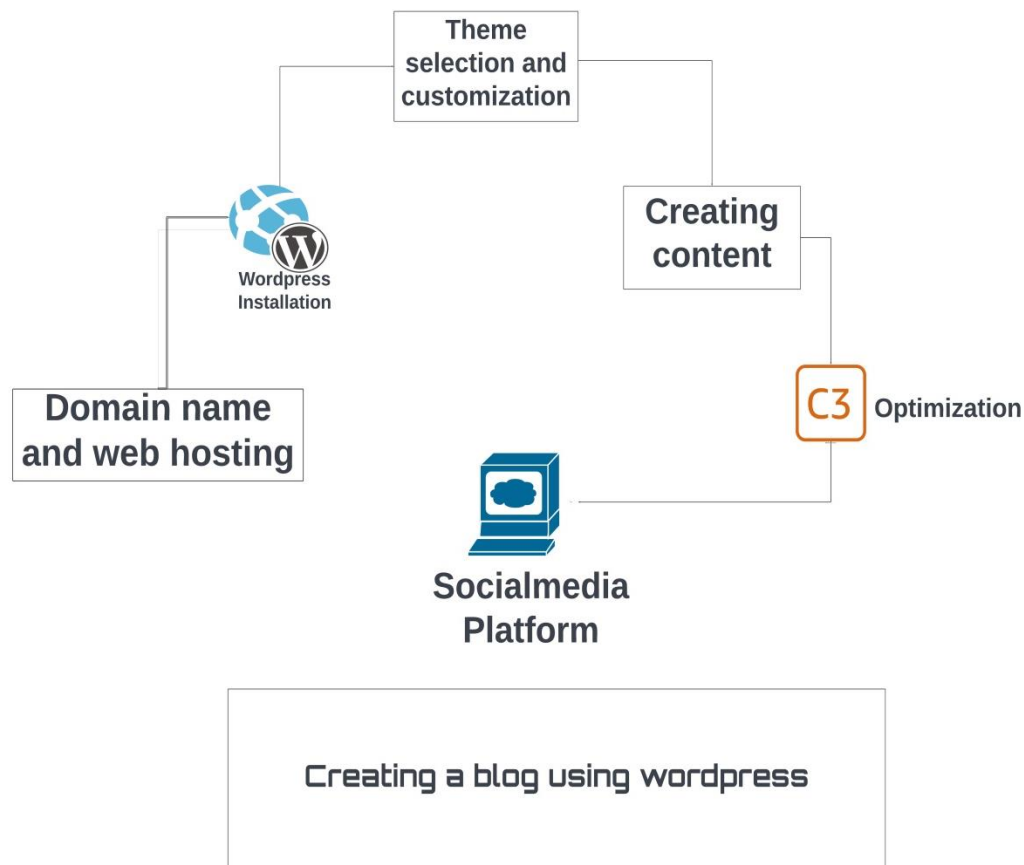


Always show pre-publish checks.

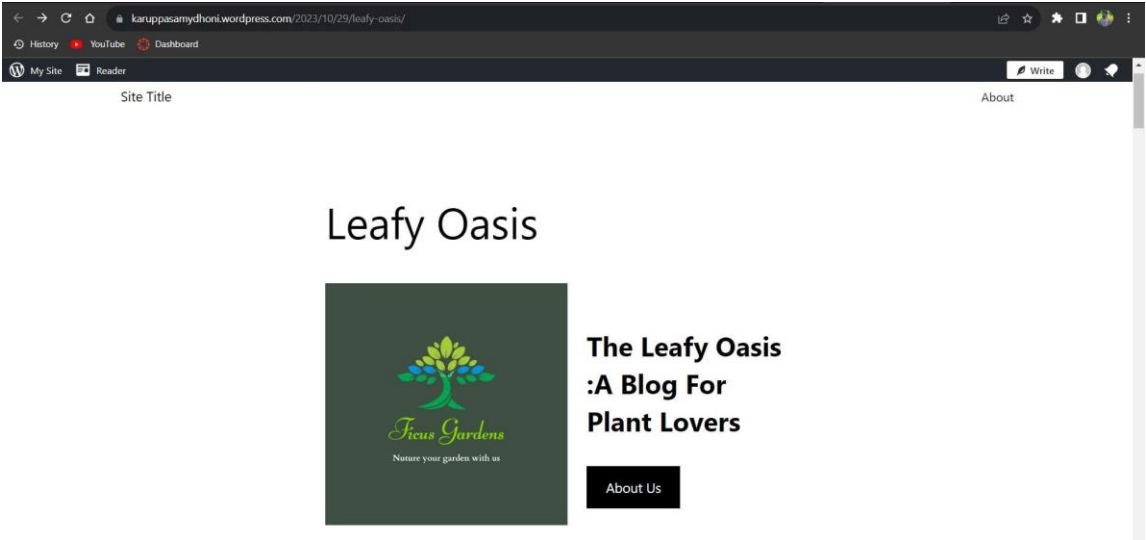
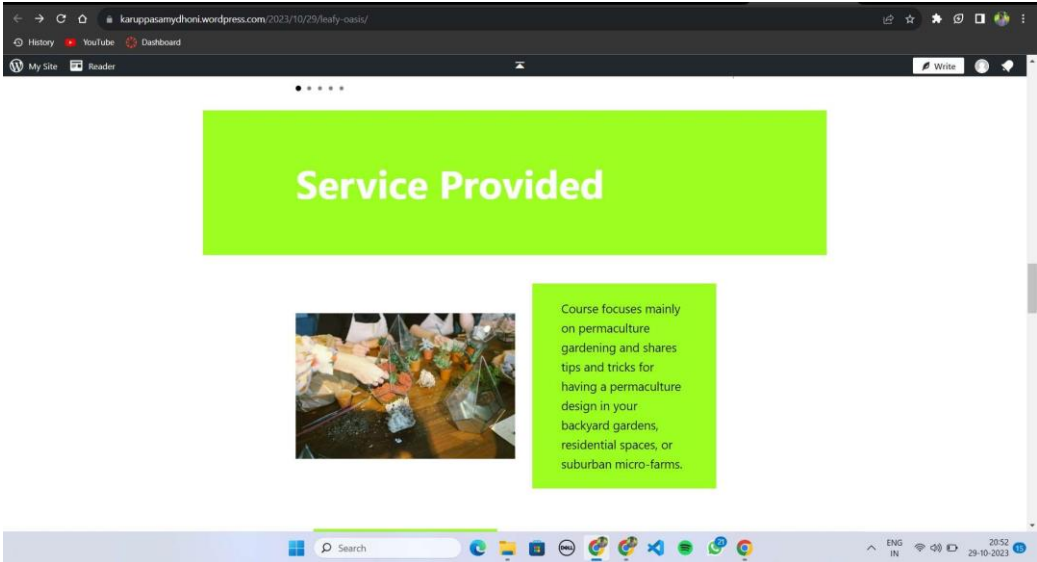
Your blog post is now live on the web!

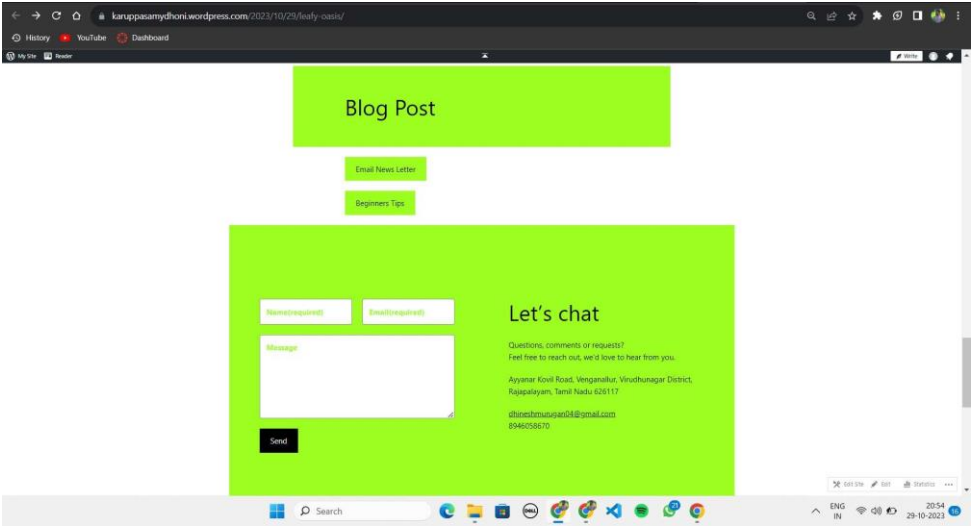
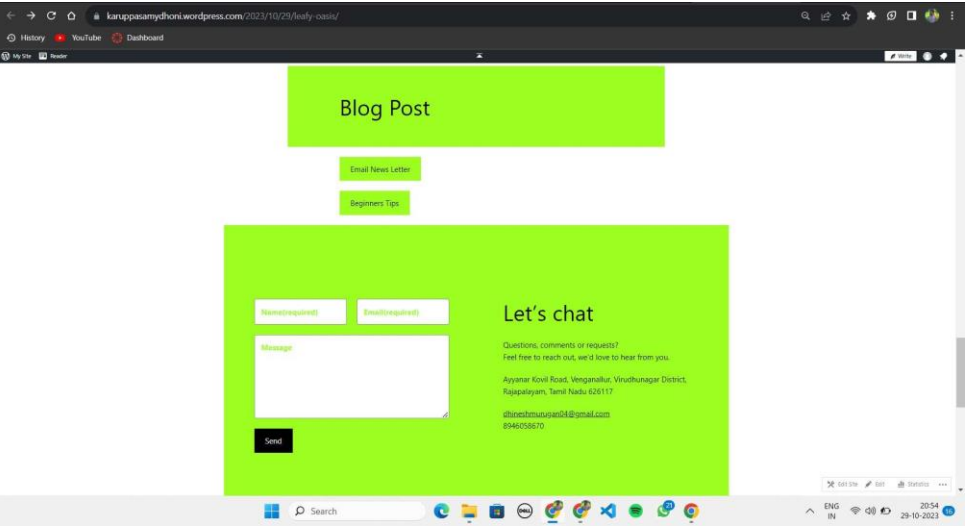
Pro Tip: As your blog grows and you publish more articles, you'll find it's increasingly important you add tags so visitors can easily peruse your content. It will also be helpful for you as you navigate through your content and add related links. And once you figure out how you'd like to organize tags, don't forget to go back and add them to older content.

4.2 TECHNICAL ARCHITECTURE



1.1 Model Performance Metrics

Parameter	Values	Screenshot
Blog site	Search blog in the browser and open the blog	
Service Provided	Scroll down	

Parameter	Values	Screenshot
Blog post	Click the button to view	 A screenshot of a web browser displaying a WordPress blog post page. The browser's address bar shows the URL 'karuppasamydhoni.wordpress.com/2023/10/29/weekly-oasis/'. The page content includes a red button labeled 'Blog Post', a red button labeled 'Email News Letter', and a red button labeled 'Beginners Tips'. Below these buttons is a large red box containing a 'Let's chat' section with a text input field, a 'Send' button, and contact information. The Windows taskbar at the bottom shows the date as 29-10-2023 and the time as 20:54.
To make quires	Make a quires and click send	 A screenshot of a web browser displaying the same WordPress blog post page as the previous one. The browser's address bar shows the URL 'karuppasamydhoni.wordpress.com/2023/10/29/weekly-oasis/'. The page content includes a red button labeled 'Blog Post', a red button labeled 'Email News Letter', and a red button labeled 'Beginners Tips'. Below these buttons is a large red box containing a 'Let's chat' section with a text input field, a 'Send' button, and contact information. The Windows taskbar at the bottom shows the date as 29-10-2023 and the time as 20:54.

<div>Email news letter</div>		
<div>About page</div>		
<div>Contact</div>	<div>To book the class and have in touch</div>	

Email news letter		
About page		
Contact	To book the class and have in touch	<div><div>8946058670</div><div>Send</div></div> <p>Email : ghineshmurugan04@gmail.com Phone Number : 8946058670 Address: Axxanar Kovil Road, Venganallur Virudhunagar District Rajapalayam, Tamil Nadu 626117 India</p> <div>Share this: Press This Twitter Facebook</div> 

2 ADVANTAGES & DISADVANTAGES

1.2 Advantages

- Increased credibility
- 24/7 availability
- Wider reach
- Better customer service

1.3 Disadvantages

- Security concerns
- Lack of personal interaction

2 CONCLUSION

Having a Blog for your Plant shop can be a great way to increase your visibility, attract more customers, and grow your business. While there are some disadvantages to consider, such as technical difficulties, security concerns, and costs, the benefits outweigh the drawbacks. If you're interested in setting up a Blog for your Plant shop, there are many resources available online to help you get started. For example, you can find tutorials on web development, website design, and e Commerce platforms. Overall, having a Blog for your plant shop can be a smart investment that can help you reach more customers, increase your sales, and grow your business.

3 APPENDIX

3.1 GitHub Link

Link: <https://github.com/DhineshMurugan/Naan-Mudhalvan--Digital-Marketing-.git>

3.2 Project Video Demo Link

Link: <https://drive.google.com/file/d/1t-F8RktJskHurmy8Y3m0KOdZI9sIirS/view?usp=sharing>