

Project Design Phase-I
Solution Architecture

Date	03 November 2023
Team ID	NM2023TMID02781
Project Name	Creating a Blog Using Wordpress
Maximum Marks	4 Marks

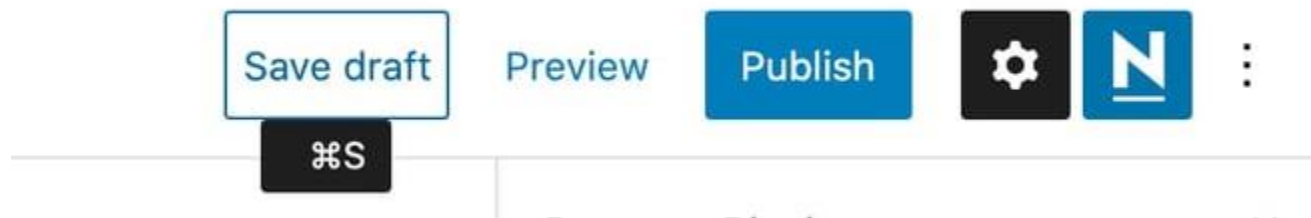
1. Add a new post.

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.



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 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

PostBlockX

Paragraph
Start with the building block of all narrative.

Typography

Font sizeCustom

Default

Reset

Color settings

Text settings

☒ Drop cap
Toggle to show a large initial letter.

Advanced

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...
It's simple maintenance — an oil change —
to a mechanic for pretty cheap. Then, you
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Search for a block

Paragraph Image Heading
Gallery List Quote

Browse all

Post Block

Paragraph
Start with the building block of all narrative.

Typography

Font size Custom
Default Reset

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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 draft
Preview
Publish

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.

Upload
Media Library
Insert 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.

Post

Block

X

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.

The screenshot displays the WordPress Gutenberg editor. At the top, the WordPress logo and a toolbar with icons for adding, editing, undo, redo, help, and alignment are visible. A blue button labeled 'Edit with Elementor' is also present. The main content area shows a paragraph of text: '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?'. Below this text is an image of a man and a woman standing next to a white car in a showroom. Below the image is another 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 th'. A floating menu box is open over the text, containing a search bar labeled 'Search or type url' and a toggle switch labeled 'Open in new tab'. On the right side, the 'Block' settings panel is open, showing options for 'Paragraph' blocks, including typography, color, and text settings.

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.

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.

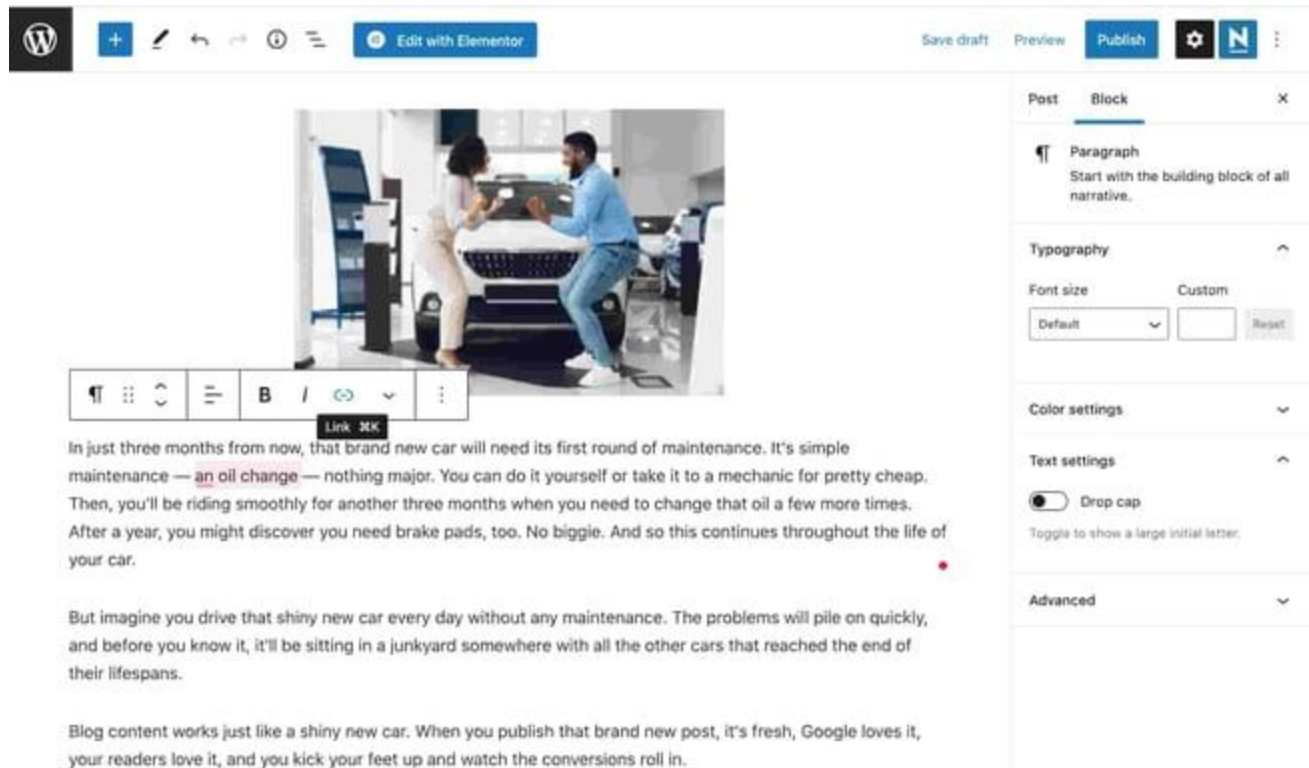
But imagine you drive that shiny new car every day without any maintenance. The problems will pile on quickly, and before you know it, it'll be sitting in a junkyard somewhere with all the other cars that reached the end of their lifespans.

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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.



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.

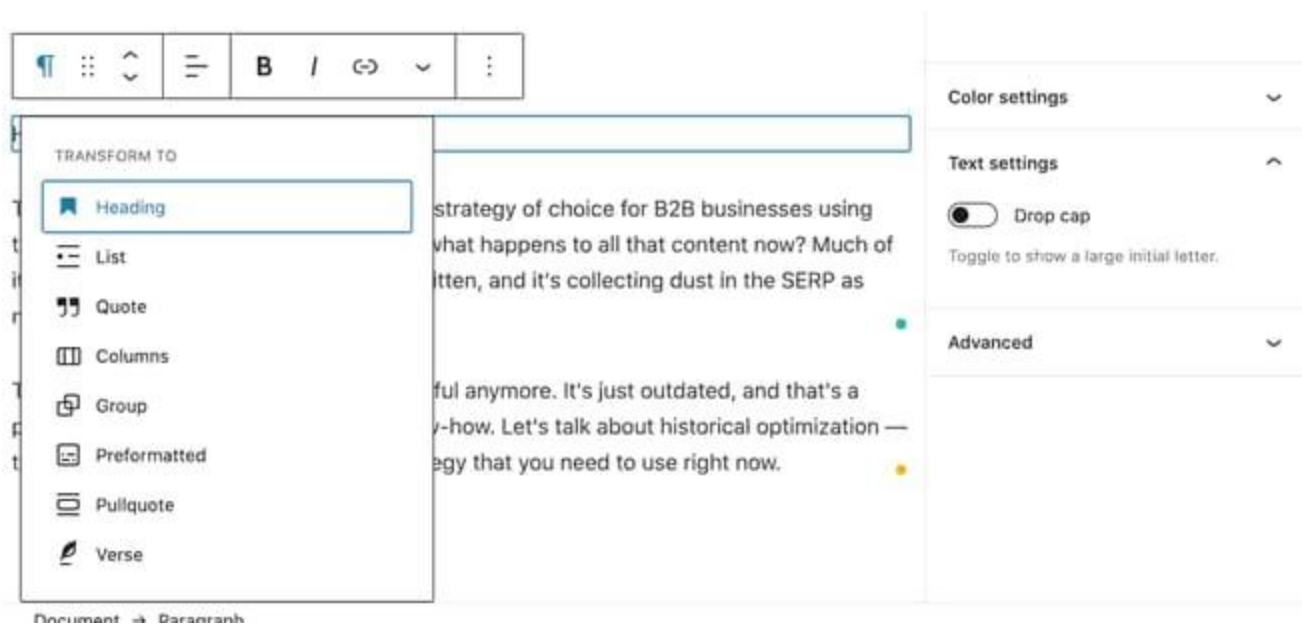
Here's how it works: An H1 is the title of a page and lives at the top of the hierarchy and the top of the page. A blog post only has one H1. If you add more, you risk confusing Google — and your reader. In other words, don't do it.

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.

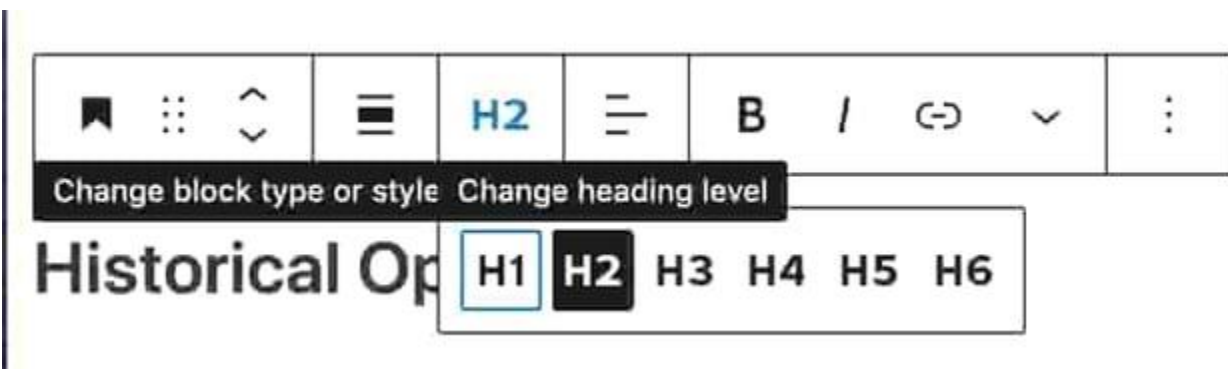
Let's walk through an example. Say you're writing a blog post about the best dog breeds for families. Your H1 could be: "The 10 Best Dog Breeds for Families." Your H2s could be: "Why choose a family-friendly dog breed?" and "What are the best dog breeds for families?" Under the second H2, you could elaborate 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.



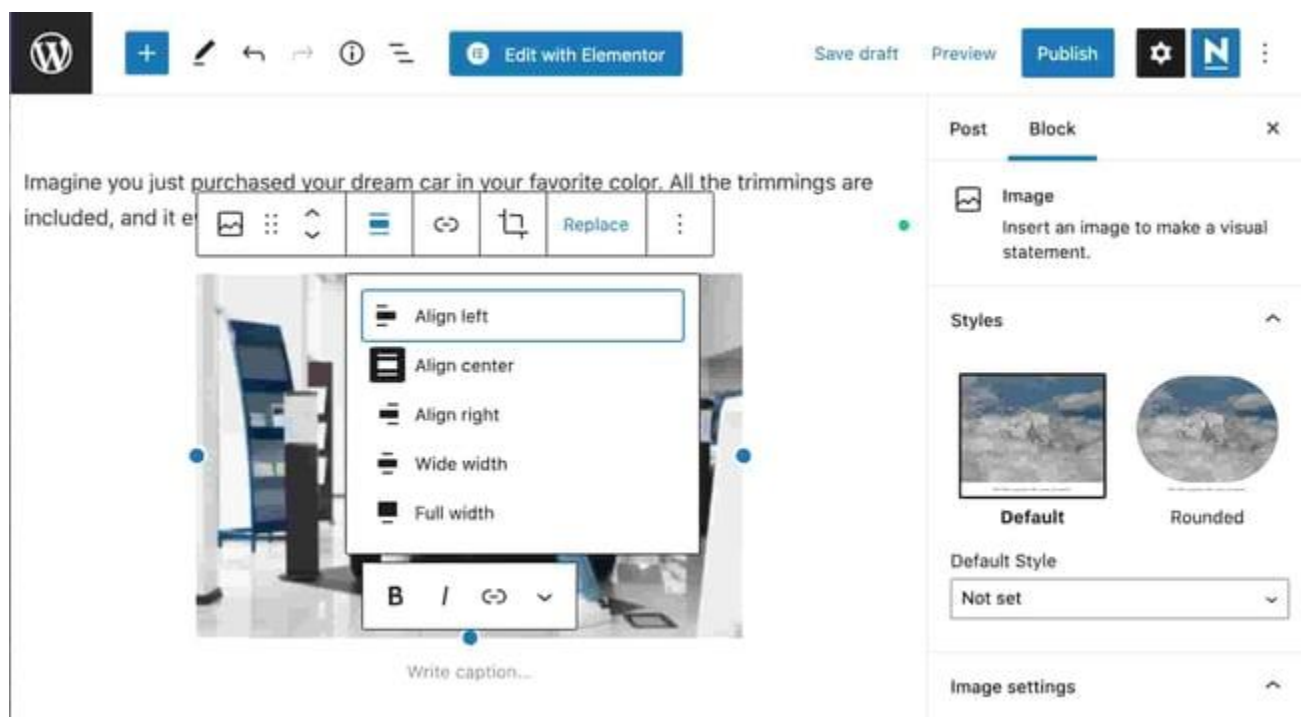
Pro Tip: Use headings strategically; they should reveal to your readers what to expect in the following copy.

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.

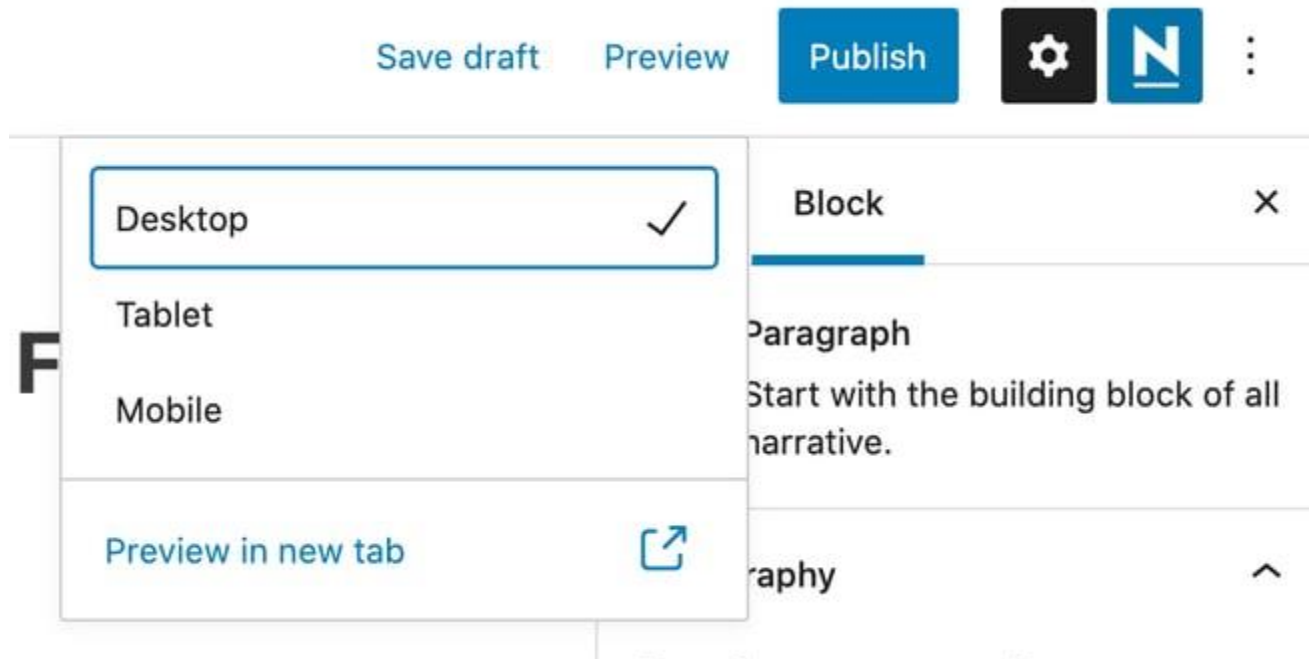


Pro Tip: Stay consistent with your alignment so readers don't get confused when reading your blog posts. If you use center alignment for one photo, commit to it throughout the post so readers know what to expect.

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.