

[illegible]

## 4 ACTIVITY

Firstly, to redesign a website it is needed to know about the page source, to have access to control panel, webmaster tools, website scanners and to check the SEO report in more detail [www.seoworkers.com](http://www.seoworkers.com) website has been taken into account. When we are in the first page the page source would be available by right click on the page and then select to view the page source as it can be seen in Fig. 1.

[illegible]

Figure 1. Webpage Source.

There are some essential parameters which is very important for any websites designing. Firstly, the keywords should be strong enough to describe the aim of website. So, it is really important to consider the suitable words as the two first part of the website title. The main page of the website has the most vital role, so it should be designed very carefully. Epilstudio website home page includes some description related to uses of new technologies in Epilation and also introduces the different services of the company. In this project, I was responsible for redesign the main page and some fundamental changes for all the page designs such as colors, photos, using relevant videos, making the page wider, using slider and so on. As a summarized, I was responsible to make a big revolution to the old page Epilstudio website which was not strong enough to absorb the viewer attention. As I started to design a web, the coacher gave me a test server that we can install templates on that and make changes on it. The main page address is <http://www.epilstudio.com/> and the test server is <http://www.alexandranunys.net>, so the final changes could be recognized by comparing these two websites. As I said before, the most fundamental question is what word press is and why it is excited that we use it.

As you know, WordPress is a free, open source web publishing system. WordPress not only used in small businesses and personal blogs, but it is also used by governments, schools, non-profits and fortune 500 companies, which means WordPress is for everyone. To use the WordPress we should to log in to WordPress Dashboard, it is also called as WordPress Admin. This is like a homepage, this is where you can be administer of the website for instance you can create posts, web pages, slides and make changes as much as you want. Figure 2 shows the WordPress dashboard. For example, to edit the pages we can use the pages from left menu. After click on the pages, the list of the pages and the titles become visible. To begin the editing of pages, we should click on the title of the pages.

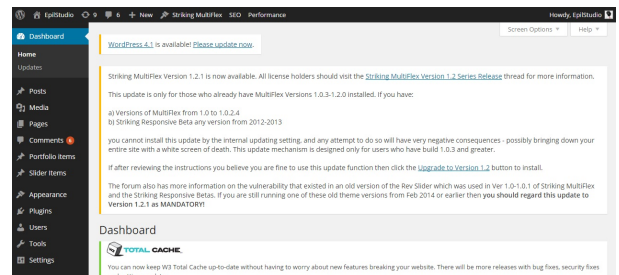


Figure 2. WordPress Dashboard

As I said before, changing the contents was not my responsibility. For the main page, the idea was to add some slides and changing the colors. In following I will explain how to create a slides, but here we assume that we have some slides and the point is to add slides to pages. To add slides to the pages, this code should be added before contents of the page. Here the home is name of a slider, for instance for the main page I use the home as the name of slide. To change the main feature of the Epilstudio website, Striking MultiFlex theme has been taken into account. To make the page more attractive, the orange and black colors choose based on the Epilstudio logo. In the page general option as it shows in figure 3, the main settings for each page could be changed. For example here we used the width page as the page layout, and in page design setting part the orange color selected as header background and the content color. Also for the

page background, black color was used.

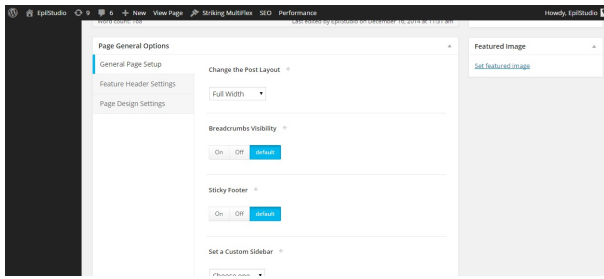


Figure 3. Page General Option.

To change more details of the contents, for example the font type and position of the photos it can be helpful to use the text codes for each page. It helps to change each part fast and accurate. Other changes could be done from the Striking MultiFlex menu part. As it is the general report I will not mentioned them by detail. For making the slides, I used the plugin which called Revolution Slider. This plugin really powerful and it is very user-friend. I selected some interesting photos related to Epilstudio services and making new slides and replaced the old photos of the Epilstudio by new interesting slides. Three different slides have been made. Home slide for the main page, Machinery for the second page which describes the various type of machinery for different services of the Epilstudio Company, such as rent or sell of the Epilating machineries. As the third slide, treatment photos have been selected to shows how these machineries help the customers and treat their needs. Revolution slider gives the possibility to change the size of photos, selecting backgrounds, type of the slides, managing the times for each slide and using animations. Figure 4 shows one of the slides which used in Epilstudio website to make it more interesting.



Figure 4. Home Page Slide.

Other changes are include to add the Epilstudio logo in the main page, which make the

page recognized by its logo, also I consider three widget footer areas to use the facilities of the website more easily. These three widget footers are include contacts info and contacts form to get the customers contact information to Improve interaction with existing and potential customers, and as the third widget footer I add the social media widget to help the customers to be updated about the latest changes in services by their social media networks such as facebook. We also used another plugin which called emailnewsletter to get costumers email in every posts on the website. For improving the SEO (search engine optimization) of the website we used a plugin in WordPress, "WordPress SEO by Yoast". By this plugin, it can possible to add the keywords easily to the webpage as you can see in figure 5. There are lot of details for this plugin such as adding the social networks and logo to that and so on.

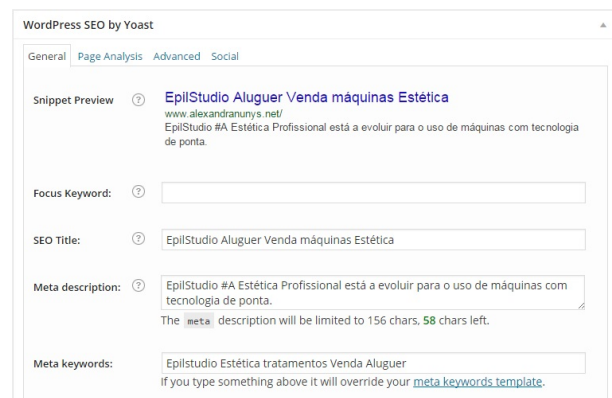


Figure 5. SEO Plugin

To see the WordPress SEO report we used [www.seoworkers.com](http://www.seoworkers.com) website. The report results shows in figure 6.

With WordPress SEO by Yoast plugin we can use webmaster tools; the first step is to add the website to the webmaster tools such as bing. Also, there is a box to verify with the different Webmaster Tools in this plugin. Finally to increase the performance of the website we used the W3 total cache. To report the website performance we can use <http://gtmetrix.com> webpage. The performance of the test server is reported in figure 7.

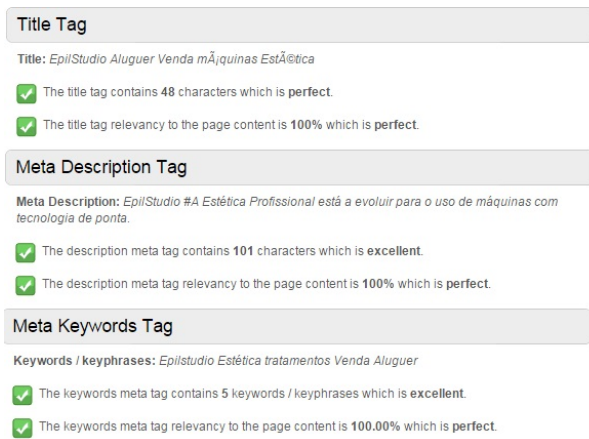


Figure 6. WordPress SEO Report.



Figure 7. Web Site Performance.

## 5 CONCLUSION

In this activity the aim was to redesign Epilstudio website using WordPress tool. I was not a web designer, but this activity helped me to know what it takes to make a great website using WordPress. As a conclusion, I would like to make what I done in this activity more general. I Keep it simple for myself and Make the website pretty as much as I could. One of the most important things was to use keywords, WordPress gives you lots of opportunities to use keywords. Next important helpful tasks were to use plugins, There are free and easy to use. As the last point I am of the opinion that nowadays every web designers should to socialize it, Even if your content is awesome, it doesn't matter if no one is there to read it.

## ACKNOWLEDGMENTS

I would like to thank Epilstudio organization who gave me this opportunity to increase my experiences.

## REFERENCES

- [1] <https://wordpress.com>, *The easiest way to create your website or blog*, WordPress, Jan 2001.

In this type of document (technical), the conclusion should start with a summary of the subject addressed and then should highlight the results.