

# Industrial Internship Report On

## WEB DEVELOPMENT WITH WORDPRESS

Submitted in accordance with the requirement for the degree of

### MASTERS IN COMPUTER APPLICATIONS - M.C.A

Under the faculty Guideship of

**Dr. N.V. MUTHU LAKSHMI**

Submitted by:

VATTEM. UHA NAGA SRUTHI (2022MCA16095)



DEPARTMENT OF COMPUTER SCIENCE

**SRI PADMAVATI MAHILA VISVA VIDYALAYAM**

(Women's University)

Accredited by NAAC with 'A+' Grade

Tirupati-517502, Andhra Pradesh

**2022-2024**

## **Student's Declaration**

I, **VATTEM. UHA NAGA SRUTHI**, a student of **M.C.A.** program,

Reg. No.**2022MCA16095** of the Department of **COMPUTER SCIENCE**,

do hereby declare that I have completed the mandatory industrial internship from

**29<sup>th</sup> - JAN - 2024** to **5<sup>th</sup> – APR - 2024** in **SMARTINTERNZ** under the faculty

guidance of **Dr. N.V. Muthu Lakshmi**,

Department of **COMPUTER SCIENCE**, **SRI PADMAVATI MAHILA  
VISVAVIDYALAYAM**.

(Signature and Date)

## **Official Certification**

This is to certify that **VATTEM. UHA NAGA SRUTHI** Reg. No. **2022MCA16095** has completed her Industrial Internship in **SMARTINTERNZ** on **WEBDEVELOPMENT WITH WORDPRESS** under my supervision as a part of partial fulfilment of the requirement for the Post Graduation, Masters in Computer Applications, in the department of **COMPUTER SCIENCE**, **SRI PADMAVATI MAHILA VISVAVIDYALAYAM**, Tirupati.

(Signature with date and seal)

## **Endorsements**

Faculty Guide

Head of the Department

Principal

External Examiner

## **Certificate From Intern Organization**

This is to certify that **VATTEM. UHA NAGA SRUTHI** (2022MCA16095) Of  
**SRI PADMAVATI MAHILA VISVAVIDYALAYAM**, underwent industry internship in  
**SMARTINTERNZ**  
from **29<sup>th</sup>-FEB-24** to **5<sup>th</sup>-APR-24**. The overall performance of the intern during her  
internship is found to be **Satisfactory**.

Authorized Signatory with Date and Seal

## **ACKNOWLEDGEMENT**

We profoundly grateful to express our deep sense of gratitude and respect towards **Prof. D. Bharati, Vice-Chancellor, SPMVV, TIRUPATI** for her precious support in the University.

We are thankful to **Prof. K. Usha Rani**, Head of the department, **COMPUTER SCIENCE, SPMVV, TIRUPATI**,

for providing the laboratory facilities fully as and when required and for giving us the opportunity to carry the project work in the college during Industry Internship.

We extend our deep sense of gratitude to our Internal Guide,

**Dr. M. V. Muthu Lakshmi**,

Mentor, for their valuable suggestions, guidance and constructive ideas in each and every step, which was indeed of great help towards the successful completion of our project.

Place: Tirupati

Date: 22/04/2024

VATTEM. UHA NAGA SRUTHI

2022MCA16095

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# **CHAPTER 1: EXECUTIVE SUMMARY**

An executive summary of WordPress would highlight its status as a powerful content management system (CMS) used by millions of websites worldwide. It offers a user-friendly interface, extensive plugin ecosystem, and customizable themes, making it versatile for various website needs.

## **1.1 Learning objectives outcomes of WordPress could include:**

- Understanding the fundamentals of setting up and managing a WordPress website.
- Learning how to customize themes and plugins to meet specific design and functionality requirements.
- Mastering content creation and management, including posts, pages, and media.
- Exploring advanced features like e-commerce integration, SEO optimization, and site security.
- Gaining proficiency in troubleshooting common issues and maintaining website performance.

## **CHAPTER 2: OVERVIEW OF THE ORGANIZATION**

**2.1 Introduction of SmartInternz:** SmartInternz is a leading tech-driven internship platform that connects students with industry-relevant projects and mentors to enhance their skills and employability.

### **2.2 Vision, Mission, and Values:**

- Vision: To empower students with practical experience and skills required for the future workforce.
- Mission: To bridge the gap between academia and industry by providing hands-on learning opportunities.
- Values: Innovation, Collaboration, Learning, and Integrity.

**Policy of SmartInternz in relation to the intern role:** SmartInternz is committed to providing interns with meaningful projects, mentorship, and opportunities for growth, ensuring a valuable learning experience.

**Organizational Structure:** SmartInternz has a flat organizational structure, with departments including Operations, Marketing, Technology, and HR, overseen by a leadership team.

### **2.3 Roles and responsibilities of employees:**

- Operations: Managing internship placements, project coordination, and student support.
- Marketing: Promoting the platform, attracting students and industry partners.
- Technology: Developing and maintaining the platform's infrastructure.
- HR: Recruiting, onboarding, and supporting employees and interns.

### **2.4 Performance of SmartInternz:**

- Turnover: Consistent growth in internship placements and partnerships.
- Profits: Increasing revenue through subscription models and partnerships.



- Market reach: Expanding to new regions and sectors, reaching a diverse student and industry audience.
- Market value: Garnering recognition as a leading internship platform, with positive feedback from students and industry partners.

## **2.5 Future Plans of SmartInternz:**

- Expansion: Scaling operations nationally and internationally.
- Product enhancement: Continuous improvement of the platform's features and user experience.
- Industry partnerships: Strengthening collaborations with leading companies to offer more diverse and high-quality projects.
- Community engagement: Establishing initiatives to support student communities and skill development programs.

## **CHAPTER 3: INTERNSHIP PART**

During the internship at SmartInternz as a WordPress intern, we have worked in a dynamic and collaborative environment, remotely setting, depending on your location and preferences. The weekly work schedule typically consists of full-time hours, Monday through Friday, with flexibility to accommodate individual needs and project deadlines. As a WordPress intern, we are allowed access to necessary equipment such as laptops, development environments, and communication platforms to facilitate our work. We collaborated closely with mentors and team members to contribute to various WordPress-related projects and initiatives.

### **3.1 Responsibilities may include:**

- Assisting in the design and development of WordPress websites and themes.
- Customizing WordPress plugins to meet specific project requirements.
- Optimizing website performance, security, and user experience.
- Troubleshooting technical issues and providing solutions.
- Conducting research and implementing best practices for WordPress development.
- Collaborating with designers, content creators, and other team members to deliver high-quality websites.

### **3.2 Throughout the internship, we have the opportunity to acquire valuable skills such as:**

- WordPress development: Building and customizing websites using WordPress CMS.
- Front-end development: Working with HTML, CSS, and JavaScript to create responsive and interactive web interfaces.
- Back-end development: Understanding PHP and MySQL for server-side scripting and database management.
- Problem-solving: Identifying and resolving technical challenges in WordPress development.
- Communication: Effectively communicating ideas, feedback, and progress with team members.
- Time management: Prioritizing tasks and managing workload to meet project deadlines.

## **CHAPTER 4: ACTIVITY LOG & WEEKLY REPORT**

### **ACTIVITY LOG FOR FIRST WEEK (29<sup>th</sup>-01-24 to 2<sup>nd</sup>-02-24)**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day – 1	Introduction to web development	Known what is web development, what is its use & what contains in a website & contents of webpage.	
Day - 2	Introduction to web technologies	Learned about what are the web technologies & how that are used to Develop a web page such as Html, Css.	

Day – 3	Introduction to HTML	Learned how to use basic tags of Html Such as p, h1 to h6, head, html, title Doctype tags And understood the concept of Forms and and tables	
Day – 4	Introduction to HTML tags	Learned how to use these tags practically	
Day – 5	Explanation of HTML ordered and un ordered list	Learned what the list tags looks like what is <ol> and <ul>	
Day –6	Pratice Day	Practically trying out what I have learnt throughout this entire week	

## WEEKLY REPORT

### WEEKLY REPORT FOR FIRST WEEK (29<sup>th</sup>-01-24 to 2<sup>nd</sup>-02-24)

**Title:** Web Development with WordPress

**Objective:** Introduction to web development, web technologies, basic html tags, & practically trying out the tags.

**Description:**

Smartinternz provided us weekly sessions where on the first week from Monday to Friday we learnt about webdevelopment What is the use of Webdevelopment,how it helps to create a website and what does a website contain and what are the technologies used to develop a website ,learnt how to use those technologies just basics which are further usefull in creating a website using wordpress.

**ACTIVITY LOG FOR SECOND WEEK (5<sup>th</sup>-02-24 to 9<sup>th</sup>-02-24)**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In- Charge Signature</b>

Day – 1	Introduction to CSS	Learnt about what is css and how it is used to style and entire web-site	
Day - 2	How to create a Navbar	Learned navbar by lists and etc Which navigates to the page we created ex we call as another page	
Day – 3	What is CMS and XAMPP	Learnt about cms like what is it how its used and xampp is local host used check our website working so that when switch to live server we will be adapted to cms	
Day – 4	Introduction to wordpress	Learned that wordpress is a cms Platform used to create websites Without technical knowledge	
Day – 5	XAMPP Installation	Learned to install latest version of xampp and wordpress zip and after installation to use wordpress We have to place zip folder into ht docs of xampp folder	
Day –6	Practice Day	Practically trying out what I have learnt throughout this entire week	

## WEEKLY REPORT FOR SECOND WEEK (5<sup>th</sup>-02-24 to 9<sup>th</sup>-02-24)

**Title:** Web Development with WordPress

**Objective:** Introduction to css, and how to use css to style a webpage. Introduction to cms, wordpress & xampp installation process.

**Description:**

Learned xampp installation and how to create a database and what do we need to run on xampp are Apache which is a server useful to send and receive request locally and mysql used to store data and finally giving this instruction localhost wordpress in google search leads to create your wordpress username and password.

### ACTIVITY LOG FOR THIRD WEEK (12<sup>th</sup>-02-24 to 16<sup>th</sup>-02-24)

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Wordpress	Seen the dashboard of the wordpress which contains pages plugins themes posts etc options	
Day - 2	Wordpress	Seen other options like menu media and its usage	
Day – 3	Intro to javascript	Learned datatypes in js and why its used	
Day – 4	Wordpress overview	Learned why plugins are used and pages used	
Day – 5	Wordpress overview	Learned about posts and how they look like and what it means and in which page it is included	
Day –6	Practice Day	Live Practice of what I have learn through this entire week	

## WEEKLY REPPORT FOR THIRD WEEK (12<sup>th</sup>-02-24 to 16<sup>th</sup>-02-24)

**Title:** Web development With Wordpress

**Objective:** Wordpress introduction, pages &posts creation, datatypes in javascript.



**Description:**

In this entire week I learned about wordpress and its dashboard with several options which are mainly themes, plugins pages, posts usage and mainly focused creating pages and posts Using dashboard options, when creating there lots of options like header media pattern etc. Which can be used and finally to publish so that a page can be created with content

**ACTIVITY LOG FOR FOURTH WEEK (19<sup>th</sup>-02-24 to 23<sup>rd</sup>-02-24)**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day – 1	Wordpress pages creation	Learned lots of options to add highlight to the page like adding Image etc	
Day - 2	Website creation	Learned change website by using Customize or edit option and linking pages to the site	
Day – 3	Page and Post creation	Created a post which is as similar as page but it is included without any linkage	
Day – 4	Plugins	Plugins enhances a webpage Like elementor, two factor authentication	
Day – 5	Practice Day	Live Practice of what I have learn through this entire week	
Day –6	Practice Day	Live Practice of what I have learn through this entire week	

### **WEEKLY REPORT FOR FOURTH WEEK (19<sup>th</sup>-02-24 to 23<sup>rd</sup>-02-24)**

**Title:** Web development With Wordpress

**Objective:** creating posts,plugins usage,website customization.

**Description:**

Got a knowledge about pages creation and posts creation and how it is attached to the theme  
Plugins which are highlights of a website such as elementor provides containers and css  
Properties and 2FA plugin provides security to the account

**ACTIVITY LOG FOR FIFTH WEEK (26<sup>th</sup>-02-24 to 1<sup>st</sup>-02-24)**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Wordpress Database	Known how the data stored in my tabular form including details of plugin pages etc	
Day - 2	Website theme	Here we practiced to choose and activate theme according to our will	
Day – 3	Authorization plugin	Pratically installed this plugin to provide security to our website Or account	
Day – 4	Theme customization	Learnt customizing the theme Using elementor or customize option	
Day – 5	Practice Day	Live Practice of what I have learn through this entire week	
Day –6	Practice Day	Live Practice of what I have learn through this entire week	

**WEEKLKY REPORT FOR FIFTH WEEK (26<sup>th</sup>-02- 1<sup>st</sup>-02-24)**

**Title:** Web development With Wordpress

**Objective:** Theme selection,plugin usage and customization using elementor plugin.

**Description:**

From day1 to day4 we practically learned about what the local database looks like and how could we create it and in which form the data is stored where we can explore this by going Through location such php my admin and learnt how to our wordpress by plugin called 2FA On 5<sup>th</sup> and 6<sup>th</sup> day I practiced customization of theme which is easy to activate and install Just by going through appearance option

**ACTIVITY LOG FOR SIXTH WEEK (4<sup>th</sup>-03-24 to 8<sup>th</sup>-03-24)**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day – 1	Creating a website	Choosing a theme customizing according reference using elementor plugin etc	
Day - 2	Web hosting	Not using local server but creating a website using live server	
Day – 3	Free website hosting	Infinity website is a free hosting Website which means we can access the website on internet by Creating a free account	
Day – 4	Softaculas installer	After going through lots of steps I go through the account and used softaculas where I can find my website link	
Day – 5	Websites	Creating from utmost knowledge	
Day –6	Practice Day	Live Practice of what I have learn through this entire week	

## **WEEKLY REPORT FOR SIXTH WEEK (4<sup>th</sup>-03-24 to 8<sup>th</sup>-03-24)**

<b>Title:</b> Web development With Wordpress
<b>Objective:</b> Customization using elementor plugin, learning about hosting services.

**Description:**

From day1 to day5 installed wordpress on hosting website which provides a website link to access the website via internet it provides website link separately and dashboard link Separately and login link separately I have learnt a lot like creating account choosing domain name and type of server and creating ssl certificate to make secure to use and started creating By importing themes, I like

**ACTIVITY LOG FOR SEVENTH WEEK (11<sup>th</sup>-03-24 to 15<sup>th</sup>-03-24)**



<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day – 1	Contact Form 7 plugin	This plugin is a popular, it allows us to create and manage contact forms on our website.	
Day - 2	Font awesome Plugin	With the help of this plugin we can add different icons to our page to look good	
Day – 3	Customization with Elementor	We can customize any theme we choose with the help of elementor elements	
Day – 4	Grid Layouts in WordPress	I learned the grid system to implement multiple images, containers, headings in different areas I like	
Day – 5	Hover effects	To use Hover effects, we can simply click on the text where we want hover effect in that left section there is a option of hover	
Day –6	Practice Day	Live Practice of what I have learn through this entire week	

### **WEEKLY REPORT FOR SEVENTH WEEK (11<sup>th</sup>-03-24 to 15<sup>th</sup>-03-24)**

**Title:** Web development With Wordpress

**Objective:** Contact7 form plugin usage , hover effects, font awesome plugin.

**Description:**

From day1 to day5 I've gained a deeper understanding of how plugins are used in website  
Plugins in WordPress are packages of code that extend the functionality of your WordPress website

They allow you to add new features, improve existing ones, and customize your site without needing to write code from scratch.

With the help of Font awesome plugin we can add different icons to our page to look good and helps in multiple icons in our website

The grid system to implement multiple images, containers, headings in different areas

Hover effects enhances text look while hovering on the text

**ACTIVITY LOG FOR EIGHTH WEEK (18<sup>th</sup>-03-24 to 22<sup>nd</sup>-03-24)**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day – 1	Website Header Creation	Designed Header which contains background color, Website icon, Menu section and search Icon	
Day - 2	Website Home Page Creation	Designed Home page body section which contains background image, Website info and some food dishes images	
Day – 3	Website Footer Creation	Designed footer section which contains background color, social media handles, address and copyright text	
Day – 4	Adding Menu to Our Page	Created menu which contains of multiple pages of Home, About, Contact Us and reservation options	
Day – 5	Practice Day	Live Practice of what I have learn through this entire week	

Day -6	Practice Day	Live Practice of what I have learn through this entire week	
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### **WEEKLY REPORT FOR EIGHTH WEEK (18<sup>th</sup>-03-24 to 22<sup>nd</sup>-03-24)**

**Title:** Web development With Wordpress

**Objective:** Header and footer section customization,search icon usage,creating home and menu page.

**Description:**

From day1 to day4 I've gained a deeper understanding of how pages created

Designed Header which contains background color, Website icon, Menu section and search Icon

Designed Home page body section which contains background image, Website info and some images

Designed footer section which contains background color, social media handles, address and copyright text

Created menu which contains of multiple pages of Home, About, Contact Us and reservation options

**ACTIVITY LOG FOR NINTH WEEK (25<sup>th</sup>-03-24 to 29<sup>th</sup>-03-24)**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In- Charge Signature</b>
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Day – 1	About Page Creation	Designed About page with a grid container which is usefull in filling up images That are necessary to my website to look good	
Day - 2	Contact Us Page Creation	Designed contact us page and used contact forms 7 in contact us page	
Day – 3	WordPress Booking Plugin	This booking plugin are used in business for appointment scheduling, reservations and event management	
Day – 4	Reservation page creation	Used WordPress booking plugin to get reservation details from user	
Day – 5	Practice Day	Live Practice of what I have learn through this entire week	
Day –6	Practice Day	Live Practice of what I have learn through this entire week	

### **WEEKLY REPORT FOR NINTH WEEK (25<sup>th</sup>-03-24 to 29<sup>th</sup>-03-24)**

<b>Title:</b> Web development With Wordpress
<b>Objective:</b> Creation of about page,contact us page, & booking plugin usage.

**Description:**

From day1 to day4 I've gained a deeper understanding of plugin implement in our pages

Designed About page with more info of restaurant selling food items using grid

Designed contact us page and used contact forms 7 in contact us page

This booking plugin are used in business for appointment scheduling, reservations and event management

Used WordPress booking plugin to get reservation details from user

**ACTIVITY LOG FOR TENTH WEEK (1<sup>st</sup>-04-24 to 5<sup>th</sup>-04-24)**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day – 1	Working on final project	Designed About page with a grid container which is useful in filling up images that are necessary to my website to look good	
Day - 2	Working on final project	Designed contact us page and used contact forms 7 in contact us page	
Day – 3	Working on final project	This booking plugin are used in business for appointment scheduling, reservations and event management	
Day – 4	Working on final project	Used WordPress booking plugin to get reservation details from user	
Day – 5	Working on final project	Live Practice of what I have learn through this entire week	
Day –6	Working on final project	Live Practice of what I have learn through this entire week	

### **WEEKLY REPORT FOR TENTH WEEK (1<sup>st</sup>-04-24 to 5<sup>th</sup>-04-24)**

**Title:** Web development With Wordpress



**Objective:** Booking plugin usage and overall customization of a webpage.

**Description:**

Finally, I created a restaurant website using blocksy theme and made use of elementor plugin. And customize option provided by theme I included pages like about us page, contact page, Reservation page and a home page for this I made use of contact form, five star reservation Plugin to highlight the site I added animation effects to image such as zoom in, drop in, drop down, etc and used canva to create a logo to my site.

## **CHAPTER 5: OUTCOMES DESCRIPTION**

**5.1 Enhanced WordPress Skills:** Through hands-on experience, guided projects, and mentorship, you can significantly improve your proficiency in using WordPress. This includes understanding its core functionalities, theme customization, plugin development, and best practices in website management.

**5.2 Portfolio Development:** Internship projects and assignments provide opportunities to work on real-world WordPress projects, which you can showcase in your portfolio. This tangible evidence of your skills and accomplishments can be invaluable when applying for jobs or freelance opportunities in web development.

**5.3 Networking Opportunities:** Internships often provide opportunities to connect with professionals in the field. Building relationships with mentors, supervisors, and fellow interns can lead to valuable connections that may offer insights, recommendations, or even job opportunities in the future.

**5.4 Industry Insights:** Through interactions with professionals and exposure to real-world projects, you gain insights into the workings of the web development industry, including current trends, challenges, and best practices. This understanding can inform your career decisions and help you align your skills with market demands.

**5.5 Job Placement or Recommendations:** Some internship programs may lead to job offers upon successful completion, especially if the host organization is impressed with your performance. Even if direct employment isn't guaranteed, receiving positive recommendations or referrals from your supervisors can enhance your prospects when seeking employment elsewhere.



