

Mini Project Report

Aim

The primary aim of this project is to create an informative, interactive, and visually appealing website based on the life and achievements of the world-renowned footballer **Cristiano Ronaldo**. The website aims to serve as a fan site that not only highlights his football career but also inspires users with his personal story, achievements, and multimedia content — all built using the WordPress content management system (CMS), with attention to SEO for discoverability.

Objective

The main objectives of this project are:

- To explore and understand the workings of a CMS like WordPress.
- To design and deploy a responsive and content-rich website.
- To use modern web design practices by integrating themes and plugins.
- To organize multimedia and text content in an engaging and user-friendly way.
- To implement basic **SEO strategies** for better search engine visibility.
- To offer a seamless browsing experience across various devices.

Programming Languages Used

Although WordPress handles most of the backend functionality, the underlying technologies involved in this project include:

- **HTML (Hypertext Markup Language):** For structuring the content.
- **CSS (Cascading Style Sheets):** For styling and visual design.
- **PHP (Hypertext Preprocessor):** The core scripting language used by WordPress.
- **JavaScript:** For dynamic behavior and interactivity.
- **MySQL:** Used in the backend to store all content and user data

Implementation

a) WordPress Setup

- Installed WordPress locally (using XAMPP) or on a web hosting server.
- Created the required database and configured basic settings.

b) Theme Customization

- Chose a clean, mobile-friendly theme suited to a sports personality fan page.
- Used elementor for drag-and-drop page customization.

c) Page Creation and Structure

Created and structured the following main pages:

- **Home Page** – Overview of Cristiano Ronaldo with key highlights and visuals.
- **Biography Page** – Detailed write-up on Ronaldo's early life, career, and personal milestones.
- **Contact Page** – Interactive contact form for fan engagement and feedback.

d) SEO Implementation

Performed on-page SEO for all three pages:

- **Set custom titles and meta descriptions** for each page.
- **Added focus keyphrases** relevant to Cristiano Ronaldo.
- Used **Yoast SEO plugin** to improve content readability and keyword placement.
- Added **alt text to all images** for better image SEO.

- Generated an **XML sitemap** and ensured SEO-friendly URLs (permalinks).
- Added **internal links** between pages for better navigation and crawlability.

e) Content & Media

- Wrote original, keyword-optimized content.
- Added images of Ronaldo's career moments, properly compressed and labelled.
- Ensured mobile-friendly, responsive design across all devices.

f) Testing and Review

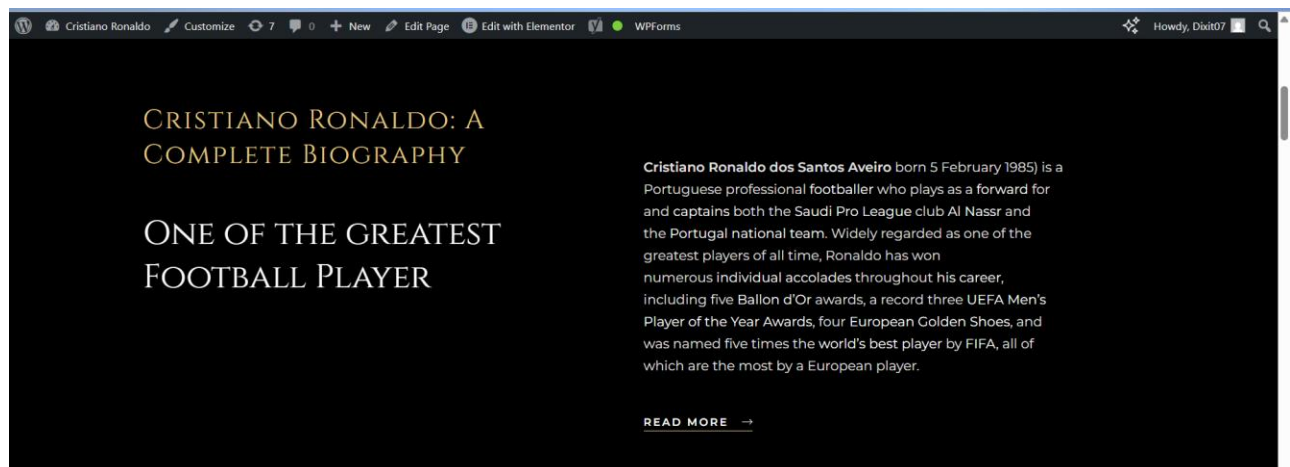
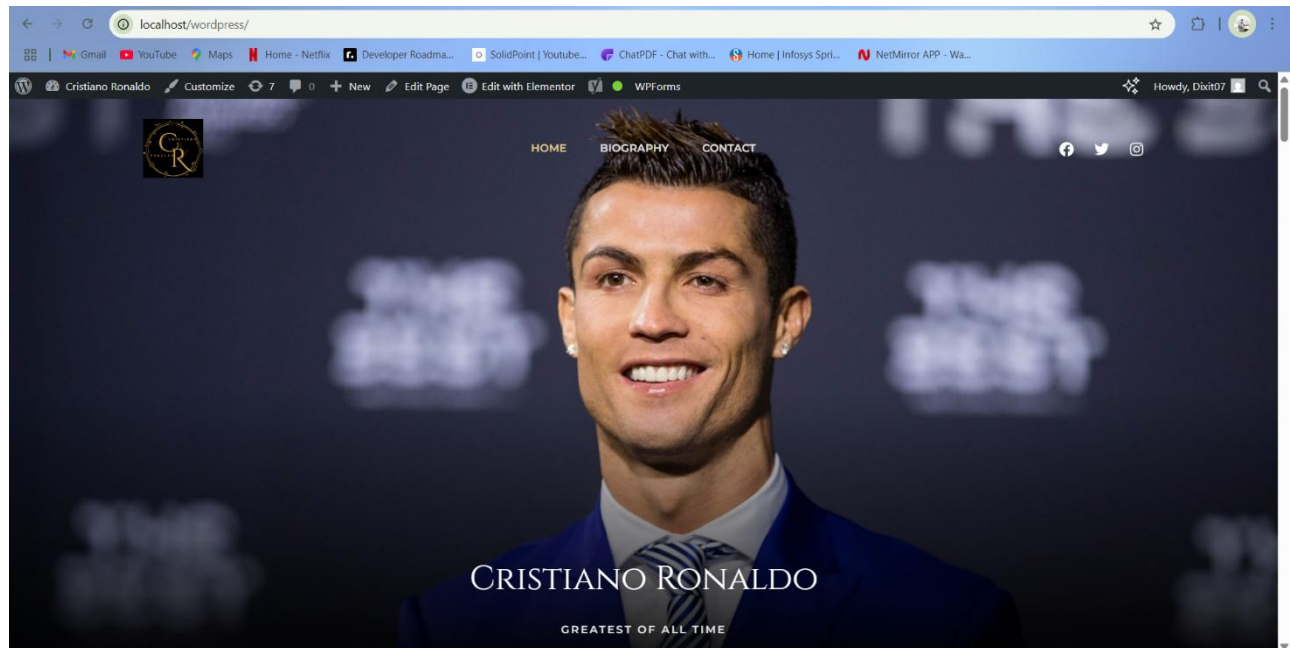
- Performed device compatibility checks.
- Ensured all forms and links were functional.

Dependencies (If Used Any)

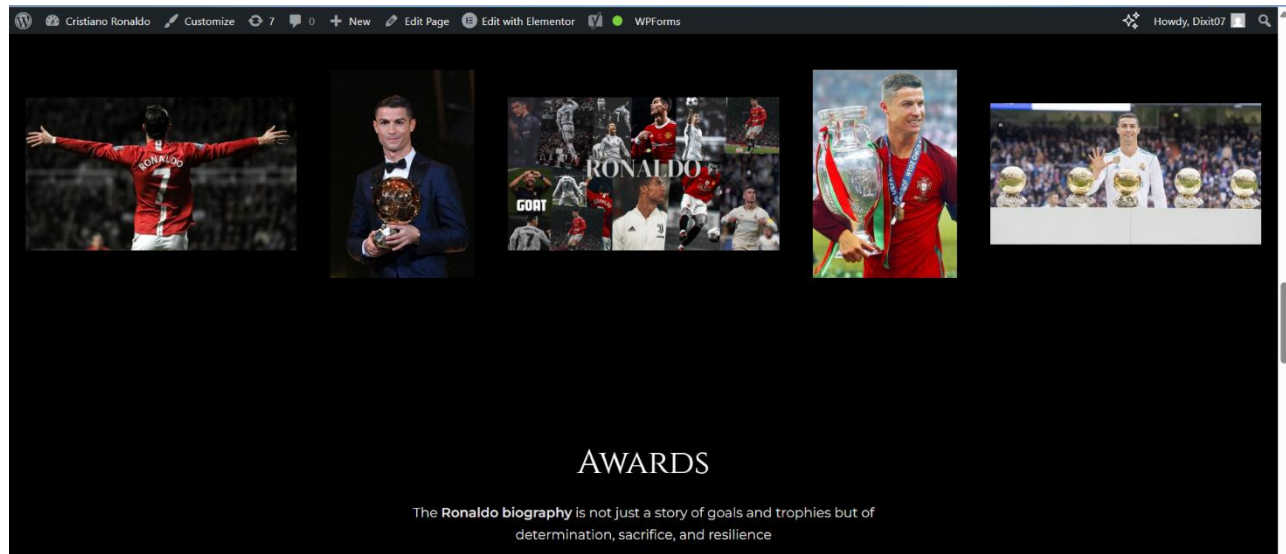
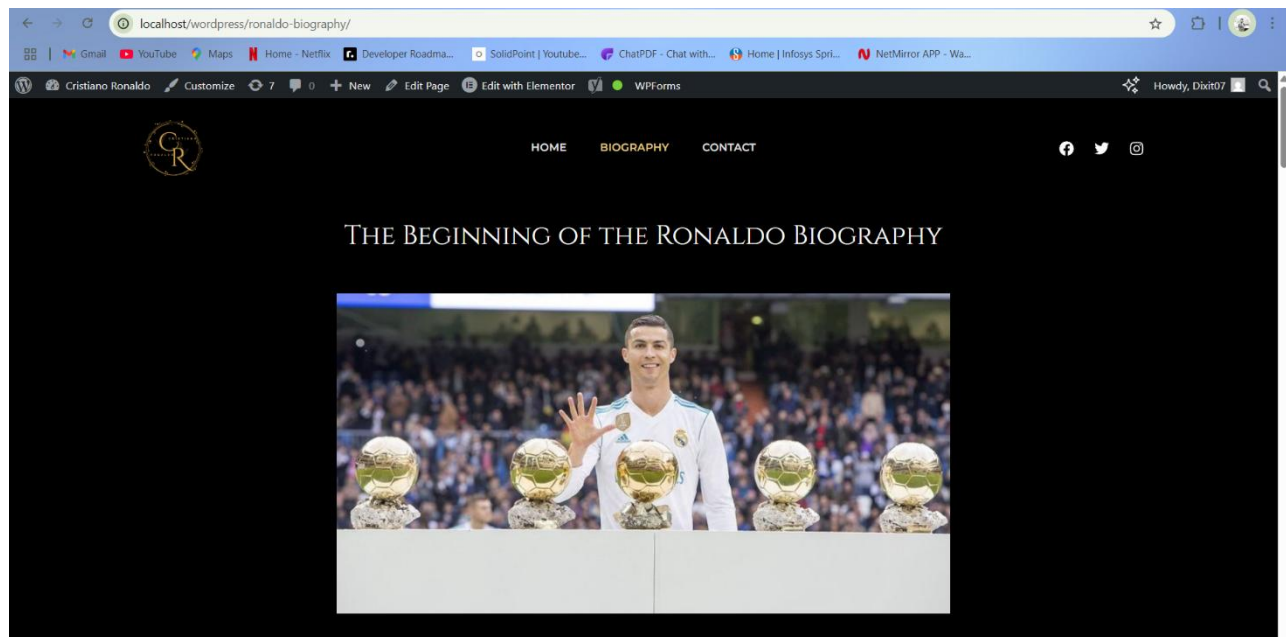
- **Elementor** – For visual editing and layout customization.
- **Yoast SEO** – For implementing and analyzing SEO on all pages.
- **Contact Form 7** – For adding a functional contact form.
- **Google Fonts** – For modern, web-safe typography.
- **Font Awesome** – For icon usage (social links, trophies, etc.).

Output

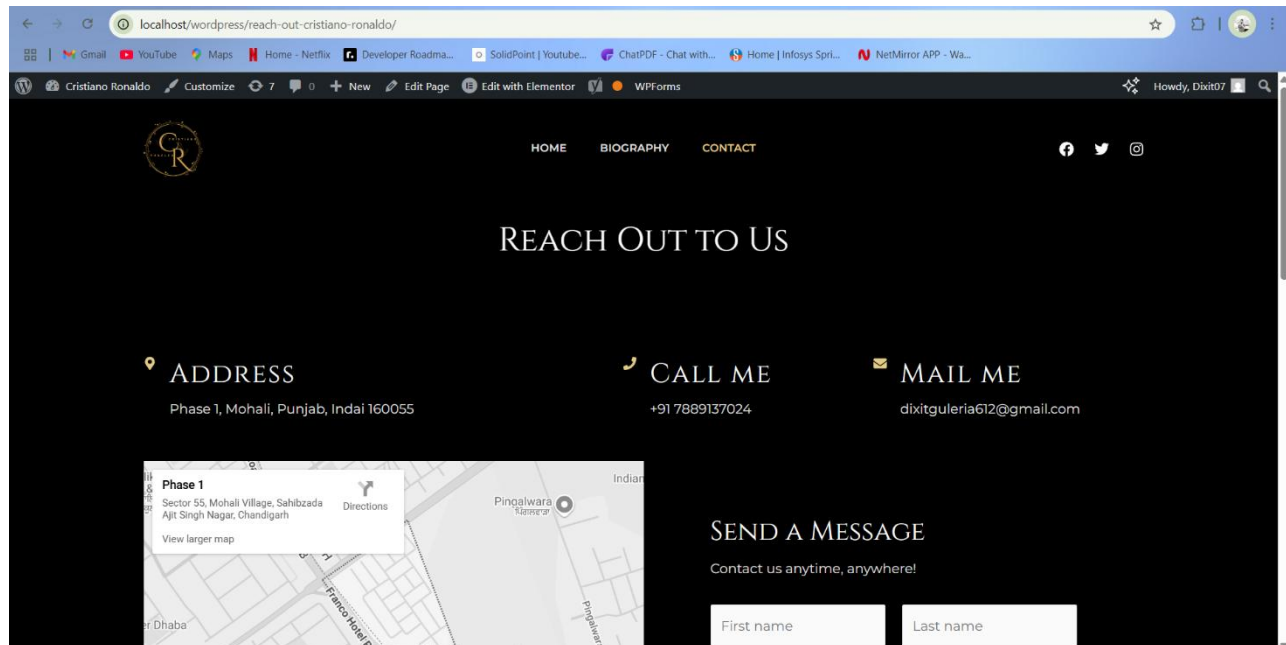
- **Home Page** with attractive banner, short intro about Ronaldo, and links to other sections.



- **Biography Page** detailing his early life, clubs, personal story, and rise to football fame.

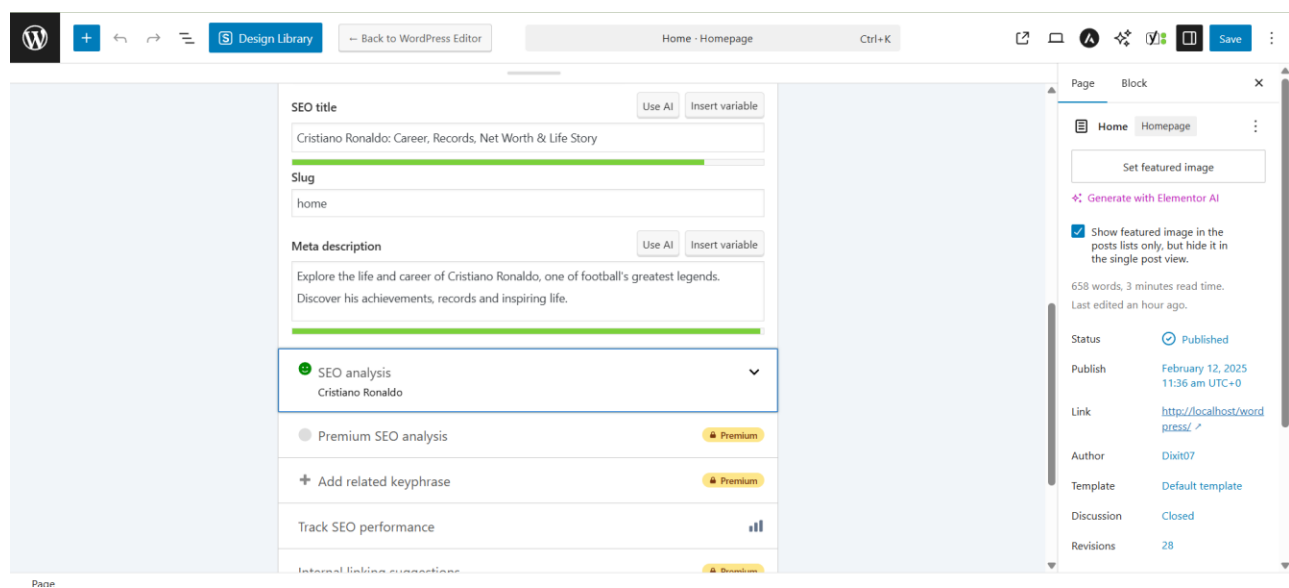
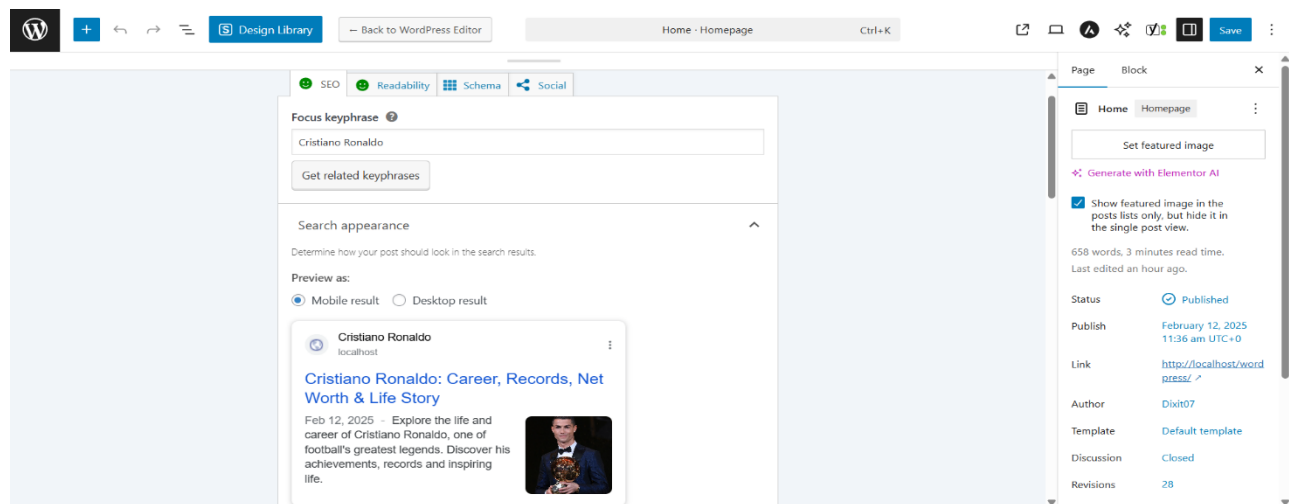


- **Contact Page** with a fully functional form for fans to reach out.

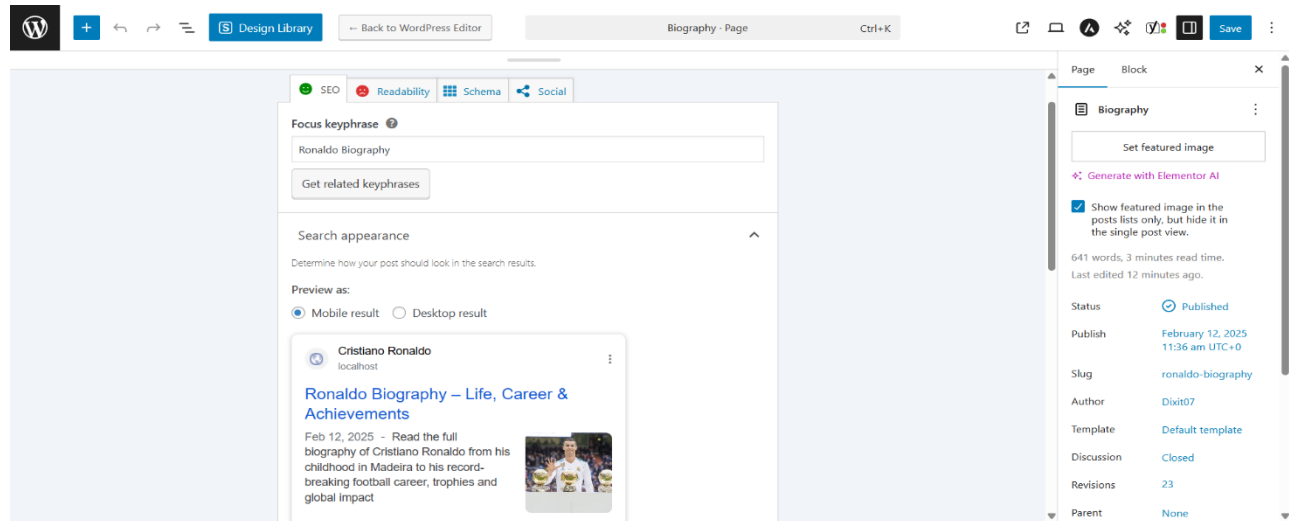


- **SEO-optimized pages**, each with relevant keyphrases, meta descriptions, and well-structured content.

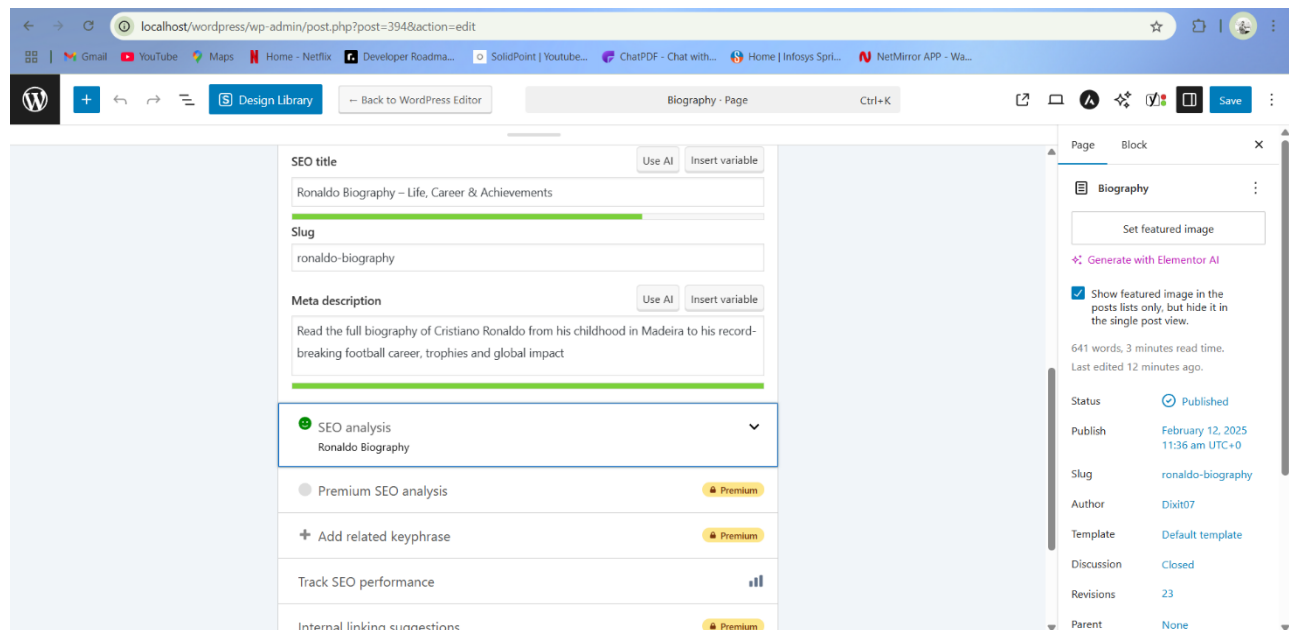
Home page:



Biography:

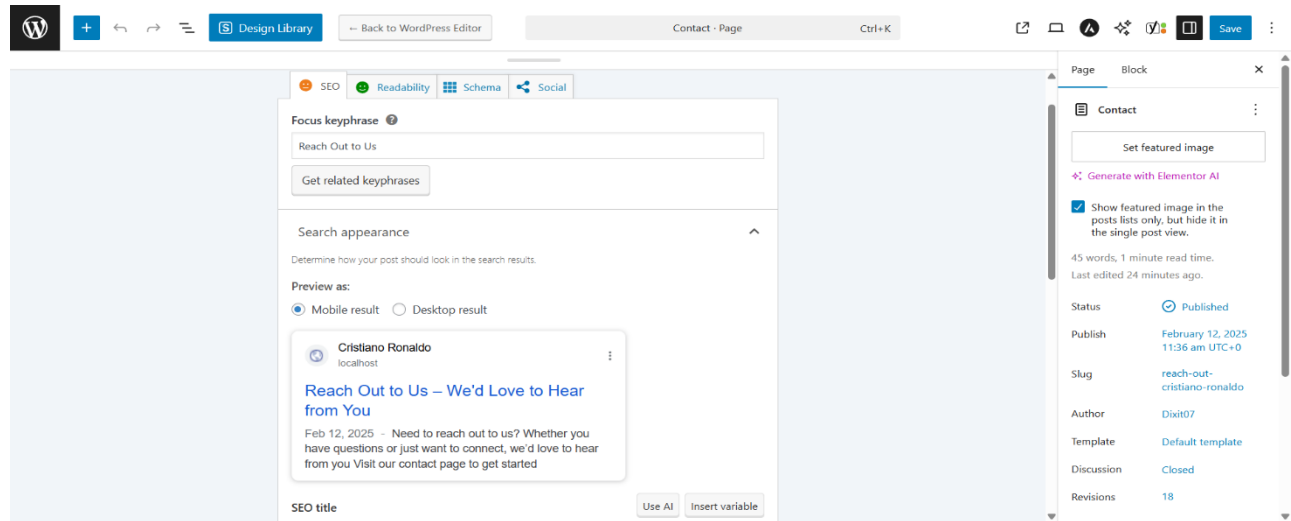


This screenshot shows the WordPress editor interface for a page titled "Biography". The left sidebar contains the "SEO" tab, which is active. It displays the "Focus keyphrase" field with the value "Ronaldo Biography" and a "Get related keyphrases" button. Below this is the "Search appearance" section, which includes a "Preview as:" dropdown set to "Mobile result". The preview shows a search result for "Cristiano Ronaldo" with the title "Ronaldo Biography – Life, Career & Achievements" and a snippet of text. The right sidebar shows the "Page" settings for "Biography", including a "Set featured image" button, a "Generate with Elementor AI" button, and a checkbox for "Show featured image in the posts lists only, but hide it in the single post view." Other settings include "Status" (Published), "Publish" date (February 12, 2025), "Slug" (ronaldo-biography), "Author" (Dixit07), "Template" (Default template), "Discussion" (Closed), "Revisions" (23), and "Parent" (None).

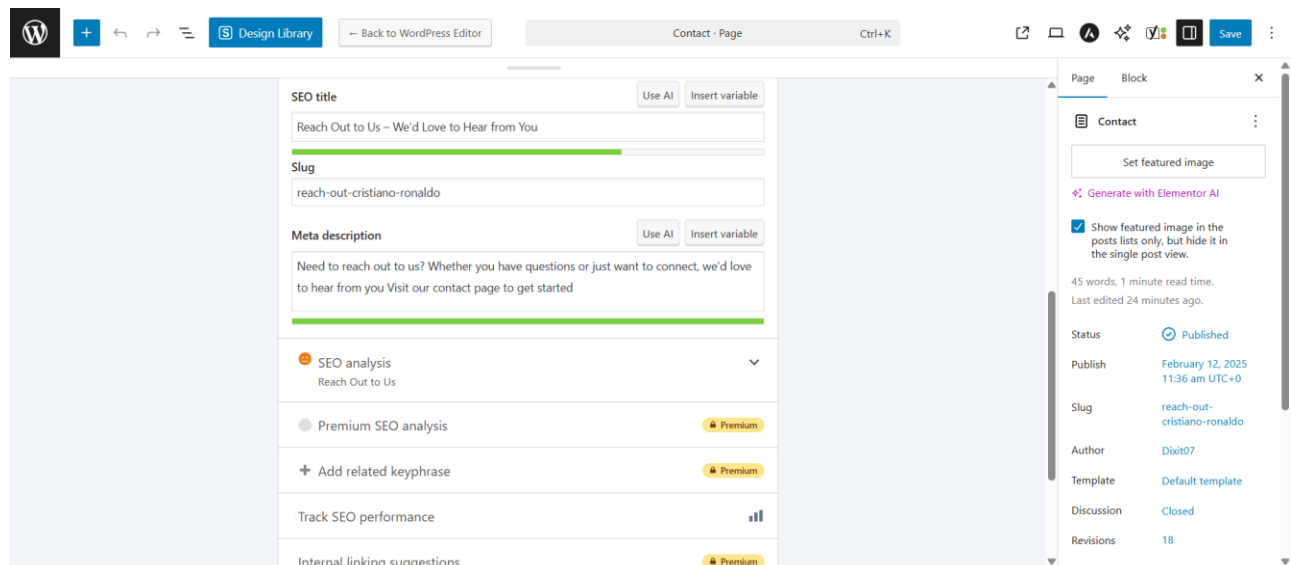


This screenshot shows the WordPress editor interface for the same "Biography" page, but with the "SEO" tab expanded to show the "SEO analysis" section. The "SEO title" field contains "Ronaldo Biography – Life, Career & Achievements" and the "Slug" field contains "ronaldo-biography". The "Meta description" field contains "Read the full biography of Cristiano Ronaldo from his childhood in Madeira to his record-breaking football career, trophies and global impact". The "SEO analysis" section shows a dropdown menu with "Ronaldo Biography" selected, and a "Premium SEO analysis" button. Below this is a "Track SEO performance" button and an "Internal linking suggestions" button. The right sidebar shows the same "Page" settings as the previous screenshot.

Contact:



This screenshot shows the WordPress editor interface for a page titled "Contact - Page". The left sidebar is open to the "SEO" tab, showing the "Focus keyphrase" section with the value "Reach Out to Us" and a "Get related keyphrases" button. Below this is the "Search appearance" section, which includes a "Preview as:" dropdown set to "Mobile result". The preview shows a search result snippet for "Cristiano Ronaldo" with the title "Reach Out to Us – We'd Love to Hear from You" and a brief description. The "SEO title" field is empty, with "Use AI" and "Insert variable" buttons.



This screenshot shows the same WordPress editor interface, but with the "SEO" tab expanded to show more options. The "SEO title" field now contains "Reach Out to Us – We'd Love to Hear from You". The "Slug" field contains "reach-out-cristiano-ronaldo". The "Meta description" field contains "Need to reach out to us? Whether you have questions or just want to connect, we'd love to hear from you Visit our contact page to get started". Below these fields is the "SEO analysis" section, which shows a "Reach Out to Us" keyphrase and several premium features like "Premium SEO analysis", "Add related keyphrase", "Track SEO performance", and "Internal linking suggestions". The right sidebar shows the "Page" tab with various settings like "Status", "Publish", "Slug", "Author", "Template", "Discussion", and "Revisions".

SEO Strategy

A dedicated SEO effort was made to ensure visibility on search engines:

- **Yoast SEO Plugin** was used for all three main pages (Home, Biography, Contact).
- **Focus Keyphrases** such as "Cristiano Ronaldo Bio", "Cristiano Ronaldo Stats", and "Reach Out to Us" were added to each page respectively.
- **Title Tags and Meta Descriptions** were written manually to improve click-through rate.
- **Image Alt Attributes** were applied to every image to boost image search relevance.
- **SEO-friendly URLs** were structured without special characters or unnecessary words.
- **Internal Linking** was added between all pages for better navigation and crawling by search bots.
- A clean **XML sitemap** was generated to help search engines index the site more effectively.

Conclusion

This project was a practical journey into web development using WordPress. From setting up the site to designing and implementing content, and finally applying SEO best practices, the process was educational and rewarding. The Cristiano Ronaldo website stands as a complete project showcasing both frontend design and backend management with real-world applications like SEO, content planning, and user engagement.

Learning Outcomes

- I have learned how to install and configure WordPress for local and live environments.
- I have learned to use Elementor and plugins to design and manage a full-fledged website.
- I have explored and implemented **on-page SEO** using the Yoast SEO plugin.
- I have understood how to structure content for readability and discoverability.
- I have practiced using modern web tools like caching, image optimization, and form creation.
- I have improved my project planning and time management through the various phases of development.
- I have gained hands-on experience with responsive design, content writing, and basic analytics.