

A PROJECT REPORT ON

Blog Creation and Promote the Blog on Social Media Using Word press

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

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COURSE CO-ORDINATOR : Er.M. Devanathan.

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DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY

ANNA UNIVERSITY: 2020-2024.

BONAFIDE CERTIFICATE

Certified this project report “ **Blog Creation and Promote the Blog on Social Media Using Word press** ” is the bonafide work of **S. Amarnath** (421320106003), **N. Mohanraj** (421320106022), **P. Muthukrishnan**(421320106023), **J. Naveenraj**(421320106038) who carried out the project under my supervision.

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PROJECT DESCRIPTION:

In this project, we aim 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.

INTRODUCTION OF BLOG WRITING :

A blog (a truncation of "weblog") is an informational website consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order so that the most recent post appears first, at the top of the web page. Until 2009, blogs were often the work of a single individual, occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" (MABs) emerged, featuring the writing of multiple authors and sometimes professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups, and similar institutions account for an increasing quantity of blog traffic. The rise of Twitter and other "microblogging" systems helps integrate MABs and single-author blogs into the news media. Blog can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary on a particular subject or topic, ranging from philosophy, religion, and arts to science, politics, and sports. Others function as more personal online diaries

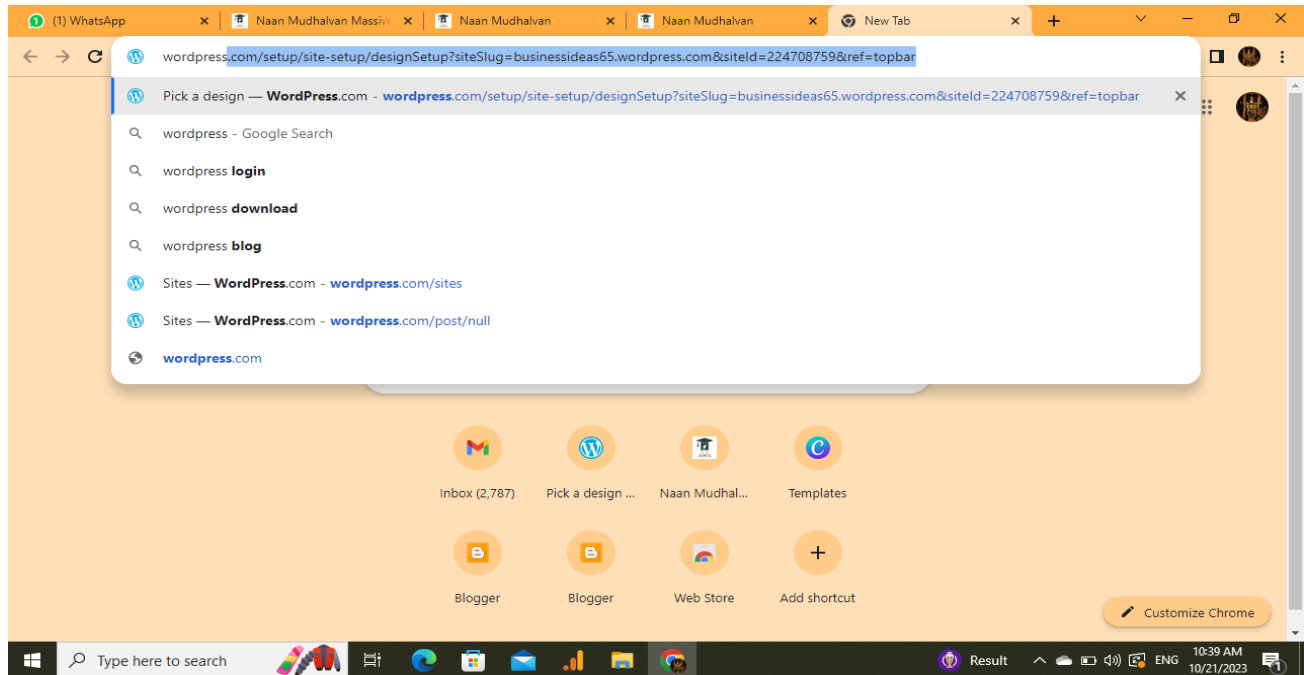
or online brand advertising of a particular individual or company. A typical blog combines text, digital images, and links to other blogs, web pages, and other media related to its topic. Most

blogs are primarily textual, although some focus on art (art blogs), photographs (photoblogs), videos (video blogs or "vlogs"), music (MP3 blogs), and audio (podcasts). In education, blogs can be used as instructional resources; these are referred to as edublogs. Microblogging is another type of blogging, featuring very short posts.

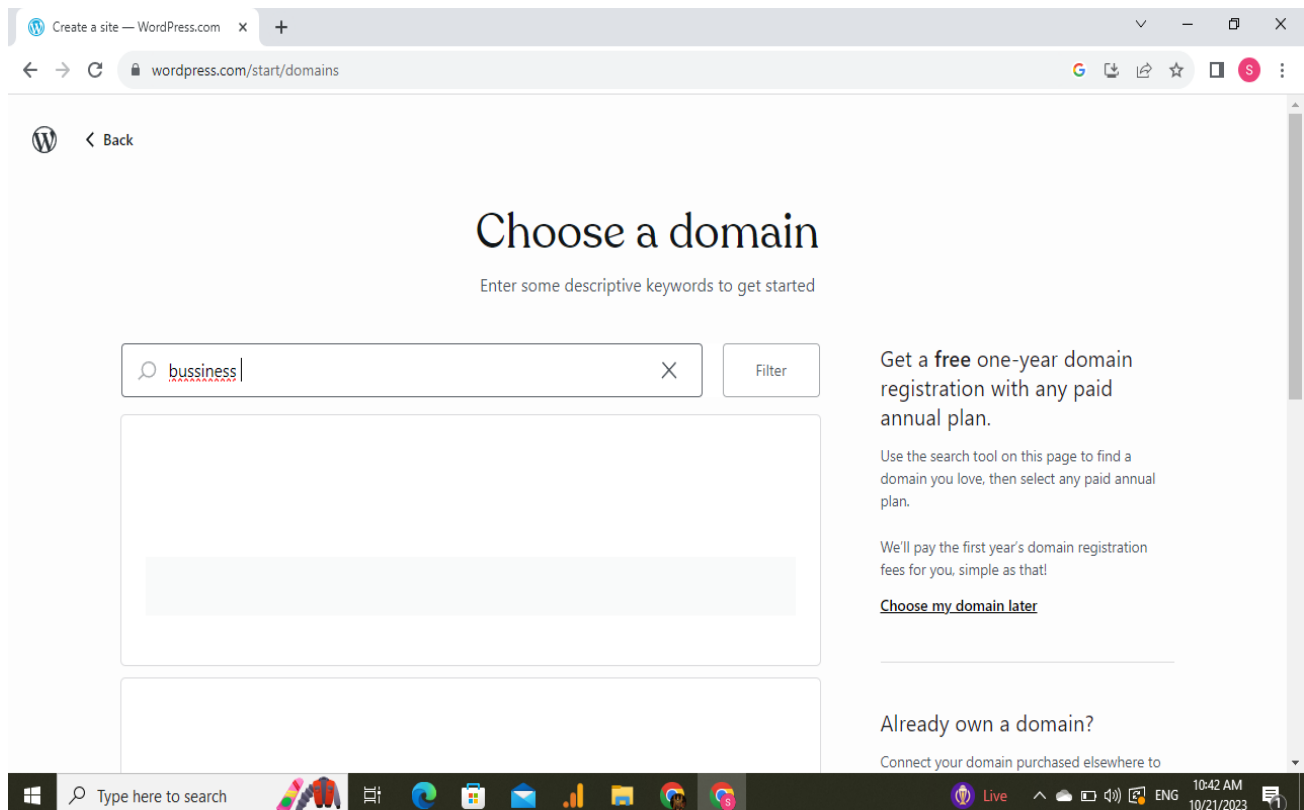
'Blog' and 'blogging' are now loosely used for content creation and sharing on social media, especially when the content is long-form and one creates and shares content on regular basis. So, one could be maintaining a blog on Facebook or blogging on Instagram. Blogging is writing about what you like. In other words, writing about what you know and providing valuable information to people searching for it.

IMPLEMENTATION OF THE CREATION OF BLOGGING USING WORDPRESS

1. NAVIGATION AND SEARCH WORDPRESS ON GOOGLE



2. AFTER SIGNUP AND CHOOSE DOMAIN



3. FREE PLAN

The screenshot shows the WordPress website's pricing page. The browser address bar indicates the URL is `wordpress.com/start/plans`. The page title is "Choose your flavor of WordPress". There are two tabs: "Pay monthly" (selected) and "Pay annually". The plans are displayed in a grid:

Plan	Description	Price (Monthly)	Price (First Year)
Free	Get a taste of the world's most popular CMS & blogging software.	₹0	No expiration date
Personal	Create your home on the web with a custom domain name.	₹160	per month, ₹1,920 for the first year, Excl. Taxes
Premium	Build a unique website with powerful design tools.	₹280	per month, ₹3,360 for the first year, Excl. Taxes
Business	Unlock the power of WordPress with plugins and cloud tools.	₹640	per month, ₹7,680 for the first year, Excl. Taxes
Commerce	Create a powerful online store with built-in premium extensions.	₹1,152	per month, ₹13,824 for the first year, Excl. Taxes
Enterprise	Deliver an unmatched performance with the highest security standards on our enterprise content platform.	Starts at US\$25,000.00 yearly	

The Windows taskbar at the bottom shows the search bar, task view, and various application icons. The system tray displays the date and time as 10:43 AM on 10/21/2023.

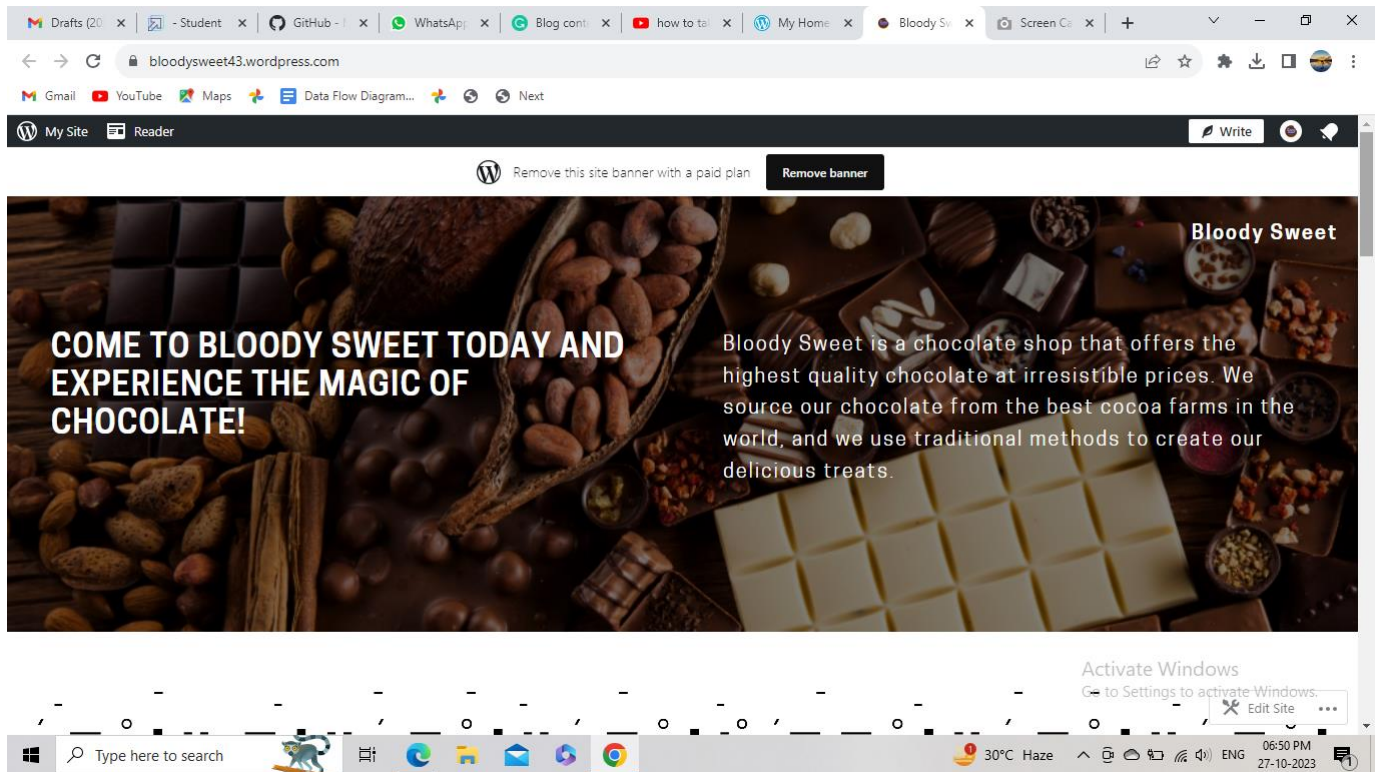
4. SKIP TO DASHBOARD

The screenshot shows the WordPress setup page titled "What are your goals?". The browser address bar shows the URL `wordpress.com/setup/site-setup/goals?siteSlug=business409.wordpress.com&siteId=224946281`. A link "Skip to dashboard" is visible in the top right corner. The main heading is "What are your goals?" with the subtext "Tell us what would you like to accomplish with your website." Below this, there is a section "Select all that apply" with several checkboxes:

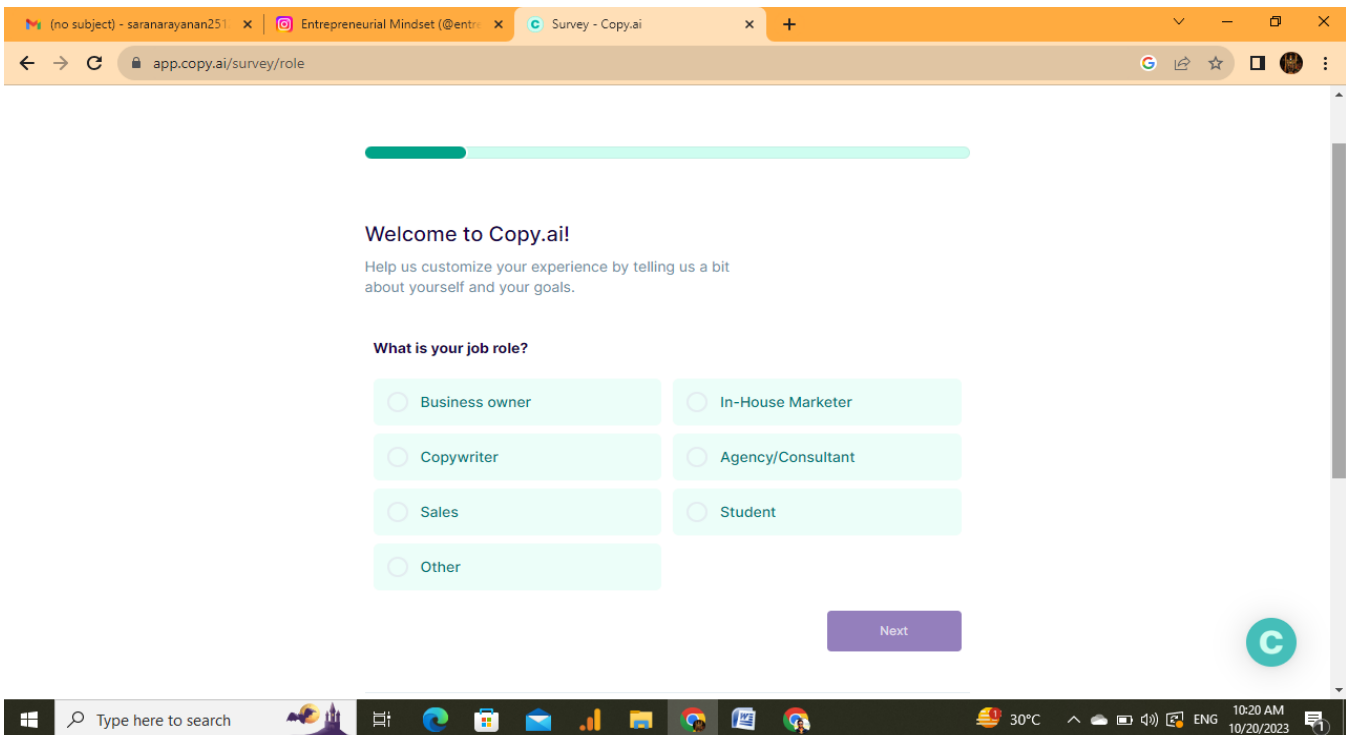
- ☐ Write & Publish
- ☐ Sell online
- ☐ Promote myself or business
- ☐ Get a website built quickly (marked as Premium)
- ☐ Import my existing website content
- ☐ Other

The Windows taskbar at the bottom shows the search bar, task view, and various application icons. The system tray displays the date and time as 10:43 AM on 10/21/2023.

5. LAUNCH SITE



6. CONTENTS ACQUIRED FROM COPY AI



7. GRAMMARLY LOGIN

The screenshot shows the Grammarly website's login page. The browser's address bar displays 'grammarly.com/grammar-check'. The page features a dark green header with the Grammarly logo and navigation links: 'Why Grammarly', 'For Work', 'For Education', 'Compare Plans', and 'Tools & Guides'. A 'Log in' button and a 'Get Grammarly It's free' button are located in the top right. The main content area has a large heading 'Free Grammar Checker' and a subtext: 'Ensure your English writing is mistake-free. Paste your text or start typing below to check for grammar, spelling, and punctuation errors.' Below this is a large text input area with the placeholder 'Start writing here.' To the right of the input area is a 'Suggestions' panel with the heading 'Let's get started.' and two steps: 'Step 1: Add your text, and Grammarly will underline any issues.' and 'Step 2: Hover over the underlines to see suggestions.' The Windows taskbar at the bottom shows the search bar, task view, and various application icons, along with system information like '30°C' and '10:31 AM 10/20/2023'.

8. GRAMMARLY USED TO CORRECT GRAMMATICAL ERRORS

The screenshot displays the Grammarly web application interface. The browser's address bar shows 'app.grammarly.com/ddocs/2235815095'. The page has a sidebar on the left with a 'Blog content' menu. The main text area contains a paragraph about 'Bloody Sweet: A Chocolate Lover's Paradise'. The text includes several grammatical errors that are underlined in red: 'sweet', 'We', 'and', 'foe', 'foe', 'and', 'so'. To the right of the text is a 'Suggestions' panel titled '31 All suggestions'. It lists several suggestions: 'Correctness - Capitalize word' (suggestion: 'Bloody sweet Sweet is a chocolate...'), 'Add a space' (suggestions: '.We', ',and', ',creamy'), and 'Correct article usage' (suggestion: 'a food'). The 'Accept' button is highlighted for the first suggestion. On the far right, there is a 'HIDE ASSISTANT' button, a '62 Overall score' section, a 'Goals' section, a 'GrammarlyGO' button, and an 'All suggestions' button. At the bottom right, there is a 'Premium' section with a '33' score and a 'Get Expert Writing Help' button. The Windows taskbar at the bottom shows the search bar, task view, and various application icons, along with system information like '30°C Haze' and '06:07 PM 27-10-2023'.

9. AFTER EDITING THE BLOG FINALLY PUBLISHED

The screenshot shows a WordPress blog post titled "BLOODY SWEET" with the subtitle "BLOODY SWEET: A CHOCOLATE LOVER'S PARADISE". The post content describes a chocolate shop that offers high-quality chocolate at irresistible prices, sourced from the best cocoa farms in the world, and uses traditional methods to create delicious treats. The post is published on October 26, 2023, at 8:37 pm, and is categorized as "Uncategorized". The right-hand sidebar shows the "Post" tab selected, with options to "Switch to draft" or "Move to trash". The URL is displayed as "bloodysweet43.wordpress.com/2023/10/26/bloody-sweet/".

BLOODY SWEET

BLOODY SWEET: A CHOCOLATE LOVER'S PARADISE

Bloody sweet is a chocolate shop that offers the highest quality chocolate at irresistible prices. We source our chocolate from the best cocoa farms in the world, and we use traditional methods to create our delicious treats.

Chocolate is a food of the gods. It's rich, creamy, and decadent. It's also incredibly versatile, and can be enjoyed in many different ways. We offer a wide variety of chocolates at Bloody Sweet, so there's something for everyone.

If you're looking for a chocolate that is both delicious and

10. SOCIAL INTERFACES OF OUR BLOG

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11.OUR INSTAGRAM'S ACCOUNT

Instagram

Home

Search

Explore

Reels

Messages

Notifications

Create

Profile

More



bloody_sweet_chocolate_1991

Edit profile

View Archive



3 posts

0 followers

0 following

Bloody_Sweet

Bloody Sweet is a chocolate lover's paradise. We offer the highest quality chocolate at irresistible prices.

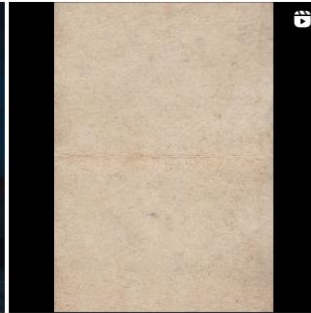
bloodysweet43.wordpress.com

POSTS

REELS

SAVED

TAGGED



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English © 2023 Instagram from Meta

12. OUR BLOG'S WRITEUP

Bloody Sweet: A Chocolate Lover's Paradise

Bloody sweet is a chocolate shop that offers the highest quality chocolate at irresistible prices. We source our chocolate from the best cocoa farms in the world, and we use traditional methods to create our delicious treats.

Chocolate is a food of the gods. It's rich, creamy, and decadent. It's also incredibly versatile, and can be enjoyed in many different ways. We offer a wide variety of chocolates at Bloody Sweet, so there's something for everyone.

If you're looking for a chocolate that is both delicious and nutritious, Look no further than Bloody Sweet. Our chocolates are made with the finest ingredients, and they're free of artificial flavors and preservatives. We also offer a variety of vegan and gluten-free chocolates, so everyone can enjoy our treats.

Bloody Sweet is more than just a chocolate shop. It's a place where chocolate lovers can come together to celebrate their love of this delicious treat. We offer a variety of events and classes throughout the year, So there's always something to do at Bloody Sweet.

Magic of Chocolate!

Come to Bloody Sweet today and experience the magic of chocolate!

Here are some of the things that set Bloody sweet apart from other chocolate shops:

Quality:

We are committed to providing our customers with the highest quality chocolate possible. We source our cocoa beans from sustainable farms, and we use traditional methods to process and

roast them, We also take the time to carefully temper our chocolate, Which ensure our chocolate, Which ensure that it is smooth, glossy, and has a rich flavor.

Variety:

We offer a wide variety of chocolate to choose from, so there's something for everyone. We have milk chocolate, dark chocolate, and everything in between. We also have a variety of flavored chocolates, such as chocolate with nuts, chocolate with dries fruit, and chocolate with spices.

Taste:

Our chocolate are known for their rich, Creamy flavor. we use only the finest ingredients, and we avoid using artificial flavors and preservatives. We also take the time to carefully roast and temper our chocolate, Which ensure that it has a complex flavor profile.

Affordability:

We believe that everyone should be able to enjoy high-quality chocolate. That's why we offer our chocolates at irresistible prices. We also have a variety of offers and discounts throughout the year, so you can always save money on your favorite treats.

Offers:

We often have offers and discounts on our chocolates. Be sure to follow us on social media and websites to know about our latest promotions and offers.

Instagram:

We are very active on Instagram. We use our Instagram page to share photos and videos of our chocolates, as well as to announce new products and promotions. Be sure to follow us on Instagram to stay up-to-date on all the latest news from Bloody sweet!

[Click Here To Follow.....](#)

[Check Our Latest Post in Instagram:](#)

https://www.instagram.com/bloody_sweet_chocolate_1991/

Chocolate is the answer to all your problems. if it's not, then you're not eating enough chocolate. - Jean Giraudoux

At Bloody Sweet, we believe that chocolate is more than just a delicious treat. It's a way to celebrate life's little moments and to make the big moments even sweeter. We hope that our chocolates bring you joy, happiness, and a little bit of magic.

So come on down to Bloody Sweet today and experience the magic of chocolate for yourself!

When you visit Bloody Sweet, you can expect to find a wide variety of chocolates to choose from. Here are just a few of our most popular items:

Milk chocolate bars: Our milk chocolate bars are made with the finest milk chocolate and are available in a variety of flavors, including plain, mint, hazelnut, and sea salt.

Dark chocolate truffles: Our dark chocolate truffles are made with the finest dark chocolate and are available in a variety of flavors, including plain, raspberry, and orange.

Chocolate-covered nuts: Our chocolate-covered nuts are made with the finest nuts and are coated in a rich layer of chocolate.

Chocolate-covered fruits: Our chocolate-covered fruits are made with the freshest fruits and are coated in a rich layer of chocolate.

Chocolate bars with inclusions: Our chocolate bars with inclusions are made with the finest chocolate and are available with a variety of inclusions, such as nuts, fruits, and candy pieces.

We also offer a variety of chocolate gift baskets and platters. These are perfect for any occasion, such as birthdays, holidays, and corporate events.

If you're looking for the highest quality chocolate at irresistible prices, then Bloody Sweet is the place for you. We offer a wide variety of chocolates to choose from, and we're confident that you'll find the perfect treat to satisfy your sweet tooth.

Here are just a few of the reasons why our customers love Bloody Sweet:

- "The chocolate is the best I've ever had!"
- "The staff is so friendly and helpful."
- "The prices are amazing!"
- "I love that there are so many different types of chocolate to choose from."
- "The chocolate gift baskets are perfect for any occasion."

We invite you to come and visit Bloody Sweet today and experience the magic of chocolate for yourself!

Conclusion

Bloody Sweet is more than just a chocolate shop. It's a place where chocolate lovers can come together to celebrate their love of this delicious treat. We offer a variety of events and classes throughout the year, so there's always something to do at Bloody Sweet.

We hope to see you at Bloody Sweet soon!

What's your favorite chocolate treat from Bloody Sweet? Share it in the comments below!

14. APPENDIX

14.1. INSTAGRAM URL:

https://instagram.com/bloody_sweet_chocolate_1991?utm_source=qr&igshid=MzNlNGNkZWQ4Mg==

14.2. BLOG POST URL

<https://bloodysweet43.wordpress.com/2023/10/26/bloody-sweet/>

14.3. DEMO VIDEO LINK

https://drive.google.com/file/d/15_GFCVMcNMA_RvHy8Ve3ieyD0tQuD-vY/view?usp=drivesdk

14.4. GITHUB LINK

<https://github.com/MohanRaj-2023/Digital-marketing->