Open Source Programming

Digital Assignment – 2

Slot:-B2-TB2

Submitted to:-Mr. Jayakumar S

Name-Pranav Bansal

Reg. No. – 18BIT0244

Q:-Why to WordPress?

WordPress is an online, open source website creation tool written in PHP. But in non-geek speak, it's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today.

- Free, Open Source.

- Secure and Safe

- Customizable

- Fantastic community

- 46,750 Free Plugins on WordPress.org

- 4,123 Free Themes on WordPress.org

- Easy to use and extend

 WordPress is used by more than 60 million websites, including 33.6% of the top 10 million websites as of April 2019, WordPress is one of the most popular content management system solutions in use. WordPress has also been used for other application domains such as pervasive display systems

WordPress was released on May 27, 2003, by its founders, American developer Matt Mullenweg and English developer Mike Little, as a fork of *b2/cafelog*. The software is released under the GPLv2 (or later) license.

Q:-Ellaborate about Pros and Cons of Wordpress?

PROS of choosing WordPress

1. User Friendly CMS:

WordPress is a strong content management system because of its origin in blogging. It is very easy for an admin to navigate through the backend of their WordPress site, edit pages and upload new content. WordPress makes it simple to organize content without a lot of website management knowledge.

2. Plugins:

There are over 54,000 mostly free and paid plugins available to WordPress users. These plugins allow you to customize and enhance any WordPress site. If you need to make specific changes to the functionality on your site, chances are there is a plugin to do just that. We wrote a guide on how to assess the quality of these plugins to ensure they don't hurt your site's security.

3. SEO:

The importance of SEO best practices are at an all time high. WordPress does a good job of promoting these best practices. There are many SEO plugins available to help optimize content, meta tags, keyword focus and much more! Our plugin of choice here at ArcStone is Yoast SEO.

Having access to free plugins, like Yoast, means each WordPress site is SEO ready. There isn't a better platform than WordPress when it comes to SEO optimization.

4. Responsive:

WordPress has thousands of themes available. Generally, these themes are very reliable when it comes to being responsive. With an increasing amount of internet surfing done on mobile devices, having a mobile-friendly site with consistency across all devices is very important to the UX; WordPress does a good job with this. Get some guidance in selecting your theme with "How to choose the best WordPress theme for your needs."

<u>Cons of choosing wordpress:</u>

1. You Need Lots of Plugins For Additional Features

When your agency purchases a design template, they typically get fully designed website pages that have to be updated with your branded content (images and text).

However, if you want to add features to your website, your agency would have to search for plugins on WordPress. Some plugins are free and others come with a fee. Sometimes, the plugins found are outdated and are no longer being used.

For example, if you want to add your Instagram feed on your website, you would have to download Insta Widget.

Your agency would have to install, manage, and update the plugins. This can be difficult to manage and rarely happens with agencies.

2. Frequent Theme and Plugin Updates

Keep in mind that in the digital age, things are constantly changing to benefit and improve the user experience.

Your agency would have to constantly log on to your site to review the dashboard to see if your theme or plugins need to be updated. This is something your agency can miss with other projects going on because they constantly need to be checked and updated.

Don't forget with all technology advancements, glitches and errors do happen. You can experience broken links or your site can crash.

3. Slow Page Speed

WordPress is still a slow platform due to the all the added plugins, oversaturated databases, and codebases.

However, those are not the only things that can slow down your website. Large images, a lot of wording on a page, and unreliable hosting can impact your website speed.

Page speed is crucial to your website. You want a fast loading website so your audience doesn't get impatient and decide to leave, which can cause you to lose business because they won't see what you have to offer.

4. Poor SEO Ranking

WordPress only offers limited SEO optimizing features in its packages, which is not enough to help you rank in Google.

If you want to truly maximize your SEO efforts, then you need a stronger software and technology to outrank other medical practices in a competitive market.

Additionally, you will need an agency that will target thousands of relevant keywords versus only a handful of keywords. Most agencies only do a handful of keywords, which isn't going to make an impact on your search engine rankings. With more relevant keywords, it will help your practice be found in the search engines by potential and current clients.

Q:- Themes and plugins of WordPress:

An introduction to WordPress plugins vs themes

As a platform, WordPress is designed to be incredibly flexible. It's used to create all types of websites, such as small one-page landing sites, large e-commerce stores, and everything in between.

However, if the platform's software included everything needed to build any kind of website you could imagine, it would be bloated and confusing. Therefore, WordPress' 'core' is kept deliberately streamlined. It includes only features useful to the vast majority of users.

To shape your WordPress starter site into the website you want, you can install a unique collection of themes and plugins. These are add-ons to the platform – small pieces of software that can be downloaded and installed on your WordPress site. They include new features and functionality, ranging from the simple to the complex:

The WordPress Plugin Directory.

In other words, you can think of WordPress as a modular system. You start with a basic foundation, and add on only the elements you need. This is an excellent way to build a website, as it means you have a lot of control over its look and function.

So far, the distinction between WordPress plugins vs themes seems pretty clear. In theory, they're two different types of add-ons with unique purposes. However, in practice, there is some overlap.

Plugins

• Page Mash

• W3 Total Cache

• WP Security Scan

Some Themes are:

- Thesis
- Woo Themes
- Elegant Themes

Q: The History of WordPress from 2003 – 2020

In 2003, two users of b2/cafelog, Matt Mullenweg and Mike Little, decided to build a new platform on top of b2/cafelog.

On May 27, 2003, Matt announced the availability of the first version of WordPress. It was well received by the community. It was based on b2 Cafelog with significant improvements. The first version of WordPress included a new

admin interface, new templates, and generated XHTML 1.1 compliant templates. The post editor looked like this:

In May 2004, version 1.2 of WordPress came with plugin architecture. This enabled users and developers to extend the functionality of WordPress by writing their own plugins and sharing them with rest of the community.

WordPress 1.2, presented itself as an ambitious project offering users a mature, stable, easy and flexible platform with features that rivaled their proprietary competitors. The adaption rate of WordPress skyrocketed with this release.

In February 2005, WordPress 1.5 came with Pages, comment moderation tools, new default theme Kubrick, and a completely new Theme System.

In December 2005, WordPress 2.0 was released with a new admin dashboard. This new admin area was a complete overhaul of the administration screens in WordPress.
It used JavaScript and DHTML to make a better user interface where users did not need to load a page to perform some simple tasks. Users were now able to add categories and tags to posts without leaving the post editor or delete comments without reloading the comments screen.

On March 1, 2006, Automattic, the company founded by WordPress co-founder Matt Mullenweg, filed the trademark registration for WordPress and WordPress logo.

In 2008, a web design company called Happy Cog joined the WordPress project to help design a new WordPress admin interface. A usability study was conducted to design the admin UI.

In June of 2010, Automattic, the company founded by WordPress co-founder Matt Mullenweg, transferred the ownership of WordPress trademark and logo to the WordPress Foundation. This was a significant moment in WordPress history, because it ensured that WordPress will continue to grow, and is not dependent on a company or a group of developers to continue the project.

On June 17, 2010, WordPress 3.0 was released. It was a major step towards WordPress as CMS. This release introduced several features such as custom post types, better custom taxonomies, custom backgrounds, header, menus, contextual help on admin screens, etc. WordPress MU project was merged into WordPress core to create Multisite networks.

In 2011, Post formats and admin bar made their way into WordPress. Around that time, some really cool WordPress plugins were building powerful eCommerce platforms on top of WordPress. This enabled WordPress users to create online stores and build powerful ecommerce websites using WordPress.

In 2012, theme customizer, theme previews, and new media manager were introduced. These features tremendously helped new users in creating image galleries and previewing themes before they change to a new theme.

In 2013, WordPress 3.7 came with the new automatic updates feature that allowed WordPress to automatically update your site's software for minor releases. The automatic updates feature is very similar to what Google Chrome browser does. Several users didn't like the feature, so we wrote a tutorial on how to disable automatic updates.

By this time WordPress had already became the most popular CMS in the world. In December 2013, WordPress 3.8 was released which introduced MP6, the new WordPress admin interface. This new interface was responsive and was aimed to provide a better user experience to users, on any device or screen size.


On April 16, 2014, WordPress 3.9 was released. It focused on improving the WordPress visual post editor. Images can now be dragged and dropped directly into the post editor. Users are now able to edit images right inside the editor and see their gallery previews inside the editor. WordPress 3.9 also introduced live widget previews, audio playlists, and several other enhancements.

More refinements were made to WordPress core throughout the year with subsequent WordPress 4.0 and WordPress 4.1 releases.

2014 was also the first year when non-English downloads for WordPress surpassed English downloads.
In 2015, WordPress 4.2, 4.3, and 4.4 were released. These releases focused on improved localization, emoji support, theme customizer, and laying down infrastructure for the WordPress REST API.
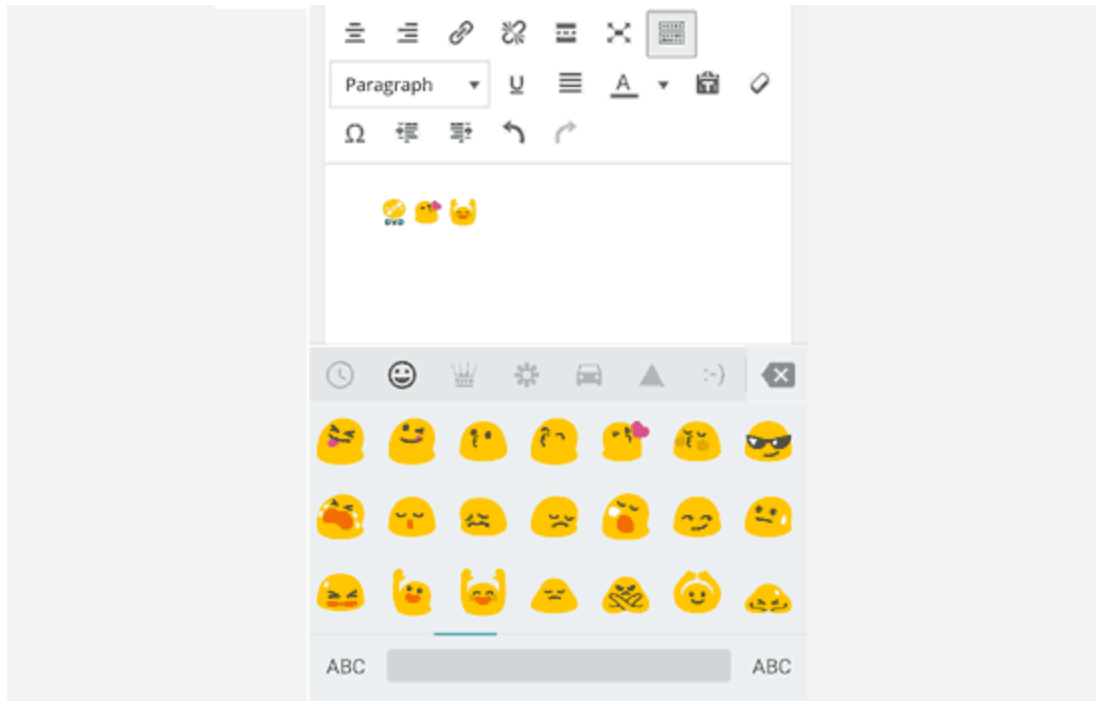
In 2016, WordPress 4.5, 4.6, and 4.7 were released. Each release introduced some new features and improvements. Most notable changes during the year were streamlined updates for plugins and themes, content recovery by using browser storage, and custom css feature for theme customizer. By the end of the year, WordPress.org announced actively supporting HTTPs

In 2017, WordPress 4.8 and 4.9 were released. These releases brought several new default widgets to add audio, video, images, gallery, rich text, and HTML. These releases also laid the groundwork for the new WordPress block editor.

In 2018, WordPress 5.0 was released with a brand new editing experience. The new WordPress block editor project was codenamed Gutenberg. See our complete Gutenberg tutorial – WordPress block editor.

WordPress 5.5, which is slated for release on August 11, 2020, is a major update with features like automatic updates for plugins and themes, a block directory,

XML sitemaps, block patterns, and lazy-loading images, among others. To learn more about the release, check out its field guide post

Q: Comparison between WordPress VS Drupal VS Joomla VS Blogger (Google Blogger)

	WorldPress	Drupal	Joomla	Blogger
Cost of Domain name	Same ~$15 per year	Same ~$15 per year	Same ~$15 per year	Same ~$15 per year
Software updates	Automatic minor WordPress updates. Manual Theme and plugins required.	Minor updates	Minor updates	Automatic Blogger updates
Cost of plugins	$0-$200	$0-$100	$0-$70	~
Cost of themes	$0-$250	$0-$80	$0-$200	~
Ease of use	Very Easy to use and is of beginner level.	It is more developer centric and requires the knowledge of HTML and PHP	It is more developer centric and requires the knowledge of HTML and PHP	Very Easy to use and is of beginner level.

Popularity	35.8%	1.6%	2.4%	0.9%
Security	As it is the main target of attack, high vulnerability.	Less vulnerability as compared to WordPress.	Less vulnerability as compared to WordPress.	Less vulnerability as compared to WordPress.
Customization	Highly customizable. Have thousands of themes and plugins to choose from.	Less customizable than WordPress. Add-ons are called extension.	Less customizable than WordPress. Add-ons are called modules	Less customizable than WordPress.
Choice of design	Highly modern and optimized design	It is a bit anarchic	It is a bit anarchic	Modern design

Joomla 7%

Drupal 5%

Other 29%

WordPress 59%