

Aarav Traders Furniture Website

Skills & Technologies

WordPress, PHP, MySQL, HTML, CSS, XAMPP, SEO Basics, Responsive Web Design

Project Overview

The Aarav Traders Furniture Website is a live client-based web project developed during my diploma while working as a Web Development Intern at Brand Technology. The website was created for a local furniture business to showcase products and establish an online presence.

Implementation & Responsibilities

The project was built using the WordPress CMS, with PHP and MySQL handling backend functionality. Development was carried out locally using XAMPP, followed by live deployment.

I was responsible for theme customization, plugin integration, and ensuring a responsive design so the website functioned smoothly across desktop and mobile devices. Basic SEO optimization and performance improvements were also implemented to enhance visibility and loading speed.

Outcome & Impact

The website was successfully deployed and became a digital platform for Aarav Traders to display their furniture products, attract customers, and improve brand visibility. This project provided valuable real-world experience in developing, customizing, and deploying a client-facing WordPress website.

Learning Outcomes

- Hands-on experience with **WordPress CMS**
- Theme customization and plugin usage

- Responsive and client-focused web design
- Live website deployment and basic SEO practices