DIGITAL MARKETING

CREATING A BLOG USING WORDPRESS
IDEATION PHASE

ZONE: 17

TEAM ID: NM2023TMID02717

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THE PROBLEM STATEMENT

The problem statement for creating a blog using the WordPress platform typically outlines the specific issue or challenge we aim to address or the goals we want to achieve with our blog. It serves as a clear and concise description of the problem or opportunity we are focusing on.

In today's digital age, there is a lack of reliable and accessible information on sustainable living practices for individuals and families. Many people are interested in making environmentally conscious choices but struggle to find practical guidance on how to do so.

Our goal:

To create a WordPress blog that serves as a comprehensive resource for eco-friendly living, offering well-researched articles, actionable tips, product recommendations, and a supportive community for readers looking to adopt sustainable lifestyles.

Key challenges:

Developing high-quality, informative content on a consistent basis, building an engaged readership, optimizing the blog for search engines, and effectively promoting the blog through social media and other marketing channels.

Success criteria:

Our blog should achieve 10,000 monthly unique visitors within the first year, receive positive feedback and engagement from the community, and rank on the first page of search engine results for relevant keywords.

This problem statement clearly defines the issue the blog intends to address (the lack of accessible information on sustainable living) and the goals it seeks to achieve. It also highlights the challenges that may be encountered and sets measurable success criteria to gauge the effectiveness of the blog in addressing the problem. This problem statement can guide the development and execution of the blog on the WordPress platform.