

# **DIGITAL MARKETING**

## **CREATING A BLOG USING WORDPRESS**

### **PROJECT DEVELOPMENT PHASE**

**ZONE:** 17

**TEAM ID:** NM2023TMID02717

#### **TEAM MEMBERS:**

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### **NUMBER OF FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION**

#### **Create and publish blog posts:**

WordPress makes it easy to create and publish blog posts of all kinds, including text posts, image posts, video posts, and audio posts. You can also format your posts in a variety of ways using the built-in text editor.

#### **Manage comments:**

WordPress allows you to moderate comments on your blog posts, including approving, spam filtering, and deleting comment.

Add categories and tags: WordPress allows you to organize your blog posts into categories and tags. This makes it easy for readers to find the content they're interested in.

### **Upload and manage images:**

WordPress allows you to upload and manage images on your blog. You can insert images into your blog posts, create image galleries, and set up featured images for your posts.

### **Customize the blog's appearance:**

WordPress allows you to customize the appearance of your blog using themes and plugins. Themes control the overall look and feel of your blog, while plugins add new features and functionality.

Add widgets and plugins: WordPress allows you to add widgets and plugins to your blog. Widgets are small blocks of content that can be added to your blog's sidebar or other areas of your blog. Plugins add new features and functionality to your blog, such as contact forms, social media integration, and e-commerce functionality.

### **Track blog statistics:**

WordPress provides a built-in analytics tool that allows you to track your blog's traffic and performance. You can see how many people are visiting your blog, which posts are the most popular, and where your visitors are coming from.