

# DIGITAL MARKETING

## CREATING A BLOG USING WORDPRESS

### Project Development phase

**ZONE:** 17

**TEAM ID:** NM2023TMID02717

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### Debugging and Traceability:

Creating a blog using WordPress is a common and relatively straightforward process. Here's a step-by-step guide on how to create a WordPress blog while incorporating debugging and traceability:

#### Step 1: Set Up Your WordPress Blog:

**1. choose a Domain Name and Hosting:** Decide on a domain name for your blog and select a web hosting provider to host your WordPress site.

**2. Install WordPress:** Most hosting providers offer one-click WordPress installation.

#### Step2: Choosing a Customize a Theme:

**1.Select a Theme:** Browse through the available free and premium WordPress themes to choose one that suits your blog's style and content.

**2.Customize Your Theme:** Modify your chosen theme's appearance and layout to match your branding.

### **Step3:Install Essential Plugins:**

**1.Debugging Plugins:** Install plugins like "Debug Bar" or "Query Monitor" to help with debugging and performance optimization.

**2.Traceability Plugins:** Implement a version control system like Git for tracking changes to your site's code.

### **Step 4:Create and Organize Content**

**1.Create Blog Posts:** Start writing and publishing your blog posts. WordPress makes it easy to create, format, and edit content.

**2.Categories and Tags:** Organize your content by using categories and tags to help readers find specific topics on your blog.

### **Step5:SEO and Analytics**

**1.SEO Optimization:** Use an SEO plugin like Yoast SEO to improve your site's search engine visibility.

**2.Google Analytics:** Set up Google Analytics to track your blog's performance, visitor data, and other important metrics.

### **Step 6: Backups and Security**

**1.Regular Backups:** Set up regular backups of your WordPress site to ensure you can recover your data in case of any issues or security breaches.

**2.Security Measures:** Implement security plugins and best practices to protect your blog from hackers and malware.