

**DIGITAL MARKETING**  
**CREATING A BLOG USING WORDPRESS**

**PROJECT DESIGN PHASE – PART 1**

**ZONE:** 17

**TEAM ID:** NM2023TMID02717

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# **SOLUTION ARCHITECTURE**

This document outlines the technical solution for creating and maintaining a blog using the WordPress platform. The blog's primary objectives are to provide information and resources on sustainable living practices and engage a community of readers interested in eco-friendly lifestyles.

## **System Overview**

The system will be built on the WordPress platform, a widely used content management system. It will include the following components:

- Web Server: Hosting the WordPress application and serving web pages to visitors.
- Database Server: Storing content, user data, and settings.
- Content Creation: Regularly updated blog posts, articles, and multimedia content.
- User Authentication: Managing user registrations and logins.
- Monetization: Integration with advertising networks, affiliate marketing, and e-commerce for product sales.

## **Architecture Design**

The architecture consists of the following components:

- Web Server Layer: This layer hosts the WordPress application and serves web content to users.
- Database Layer: The database server stores all blog content, including posts, images, user data, and settings. MySQL is used as the database management system.
- Content Creation Layer: Content creators and editors use the WordPress admin dashboard to create, edit, and publish blog posts, articles, and multimedia content.

## **Security Measures**

- Use security plugins to protect against common WordPress vulnerabilities.

- Implement user authentication and authorization controls.
- Regularly update WordPress and its plugins.
- Employ HTTPS for secure data transmission.
- Backup user and content data regularly.

### **Backup and Disaster Recovery**

- Use a backup solution to create regular backups of the entire WordPress installation and database.
- Develop a disaster recovery plan for restoring the system in case of data loss or server failure.

### **Monitoring and Maintenance**

- Implement monitoring tools to track server performance, uptime, and security.
- Regularly update WordPress and plugins to ensure security and stability.
- Conduct periodic security audits and vulnerability assessments.