

DIGITAL MARKETING

CREATING A BLOG USING WORDPRESS

PROJECT DESIGN PHASE – PART 2

ZONE: 17

TEAM ID: NM2023TMID02717

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THIRD-PARTY API'S

Five ways to integrate external API in a WordPress Page

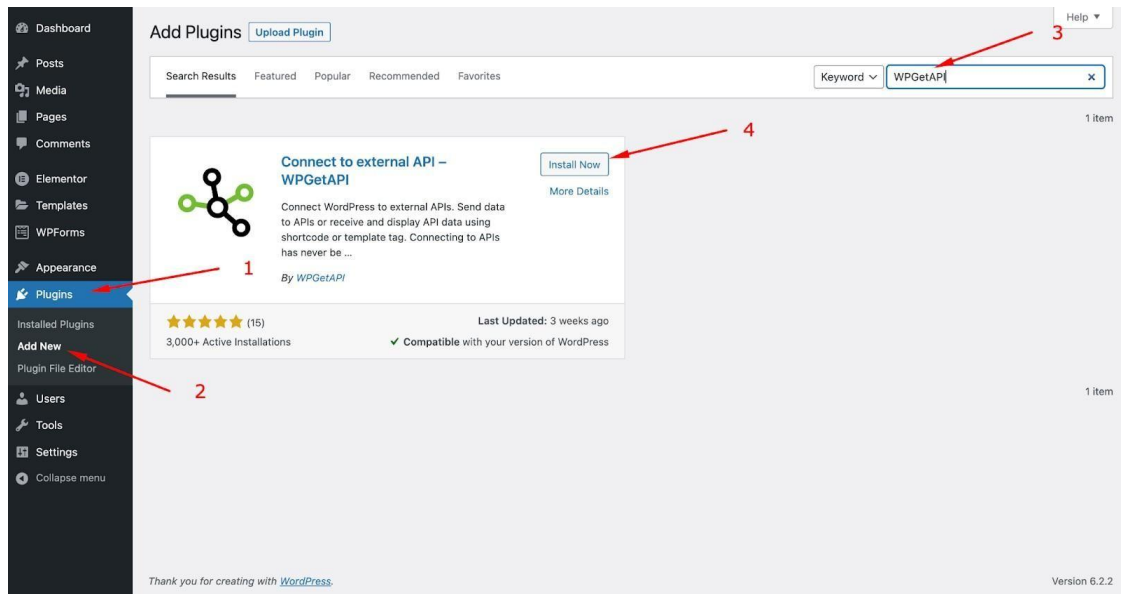
- Using a WordPress plugin
- Custom Code in Theme Functions.php
- Using a Custom Plugin
- Embedding JavaScript/jQuery:
- Using WordPress REST API

Method 1: Using a WordPress plugin

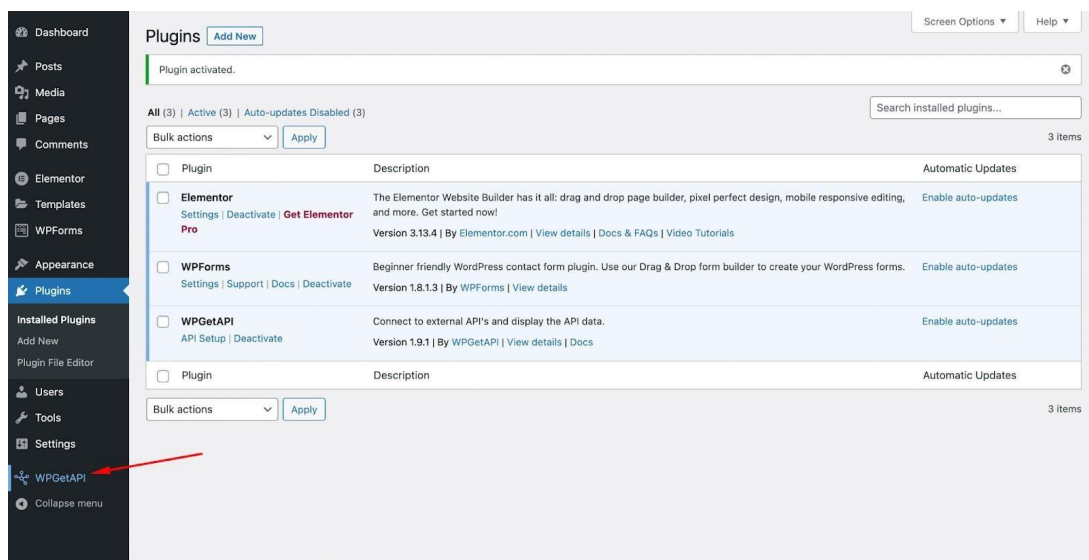
With WordPress plugins, you can literally do anything you can imagine. You will find numerous plugins with a view to integrating an external API on your website page.

The best perk of using a WordPress plugin to do so is it will allow you to configure the API settings with a user-friendly interface and effortlessly display the retrieved data on your web page using a widget or shortcode.

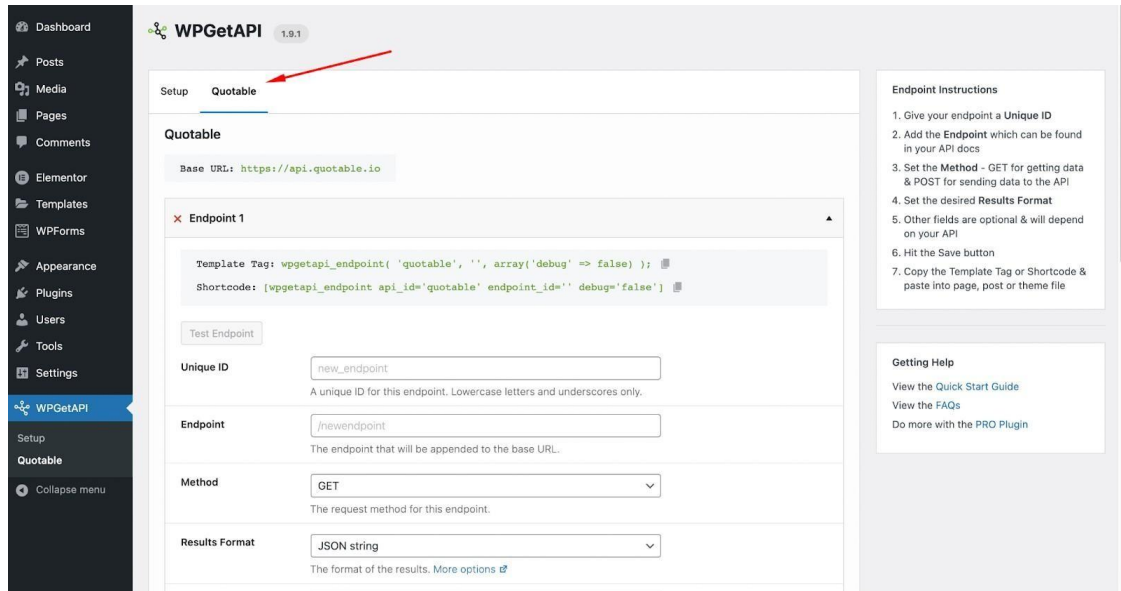
Step 1: Install the WPGetAPI plugin



Step 2: Configure the basic settings



Step 3: Adding the details for the endpoints



WPGetAPI 1.9.1

Setup Quotable

Quotable

Base URL: `https://api.quotable.io`

Endpoint 1

Template Tag: `wpgetapi_endpoint('quotable', '', array('debug' => false));`

Shortcode: `[wpgetapi_endpoint api_id='quotable' endpoint_id='' debug='false']`

Test Endpoint

Unique ID: `new_endpoint`
A unique ID for this endpoint. Lowercase letters and underscores only.

Endpoint: `/newendpoint`
The endpoint that will be appended to the base URL.

Method: `GET`
The request method for this endpoint.

Results Format: `JSON string`
The format of the results. [More options](#)

Endpoint Instructions

1. Give your endpoint a Unique ID
2. Add the Endpoint which can be found in your API docs
3. Set the Method - GET for getting data & POST for sending data to the API
4. Set the desired Results Format
5. Other fields are optional & will depend on your API
6. Hit the Save button
7. Copy the Template Tag or Shortcode & paste into page, post or theme file

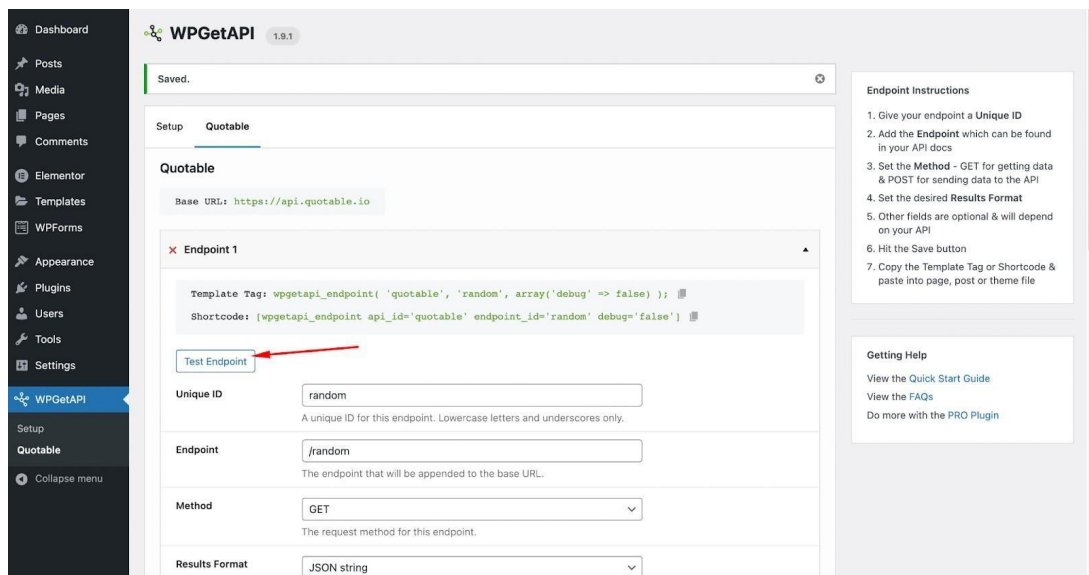
Getting Help

[View the Quick Start Guide](#)

[View the FAQs](#)

[Do more with the PRO Plugin](#)

Step 4: Run a quick test



WPGetAPI 1.9.1

Saved.

Setup Quotable

Quotable

Base URL: `https://api.quotable.io`

Endpoint 1

Template Tag: `wpgetapi_endpoint('quotable', 'random', array('debug' => false));`

Shortcode: `[wpgetapi_endpoint api_id='quotable' endpoint_id='random' debug='false']`

Test Endpoint

Unique ID: `random`
A unique ID for this endpoint. Lowercase letters and underscores only.

Endpoint: `/random`
The endpoint that will be appended to the base URL.

Method: `GET`
The request method for this endpoint.

Results Format: `JSON string`

Endpoint Instructions

1. Give your endpoint a Unique ID
2. Add the Endpoint which can be found in your API docs
3. Set the Method - GET for getting data & POST for sending data to the API
4. Set the desired Results Format
5. Other fields are optional & will depend on your API
6. Hit the Save button
7. Copy the Template Tag or Shortcode & paste into page, post or theme file

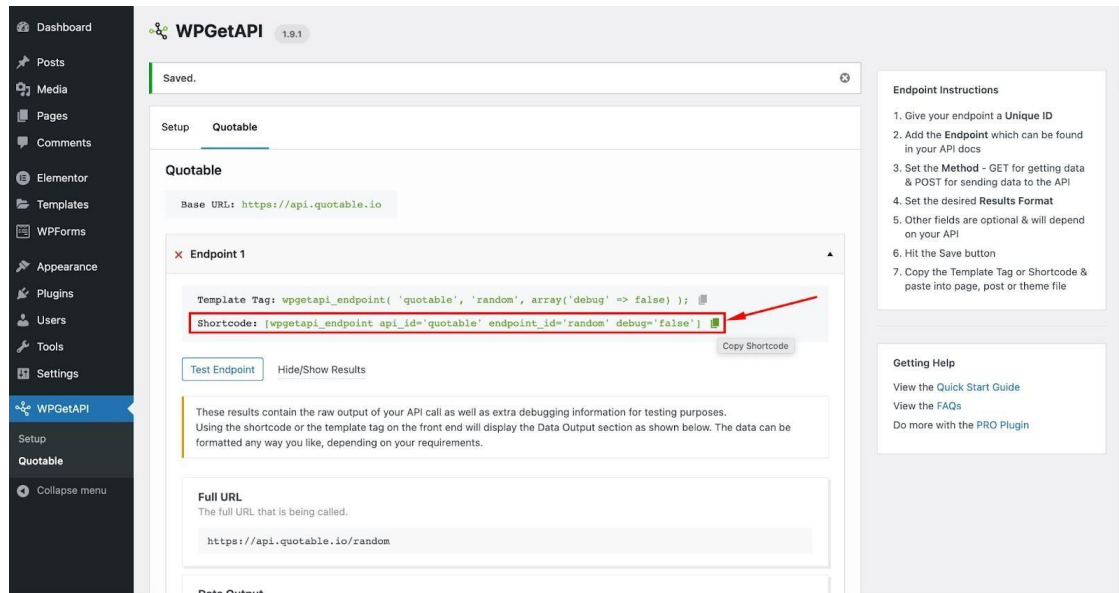
Getting Help

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Step 5: Copy and paste the shortcode on a WordPress page.



To step up the user experience, provide richer functionalities and create a vast array of possibilities, integrating external APIs on your WordPress pages can be an ideal choice.

Fortunately, you can achieve external API integration on your web pages using readily available plugins in WordPress.org, writing custom code, embedding JavaScript or utilizing WordPress REST API.