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

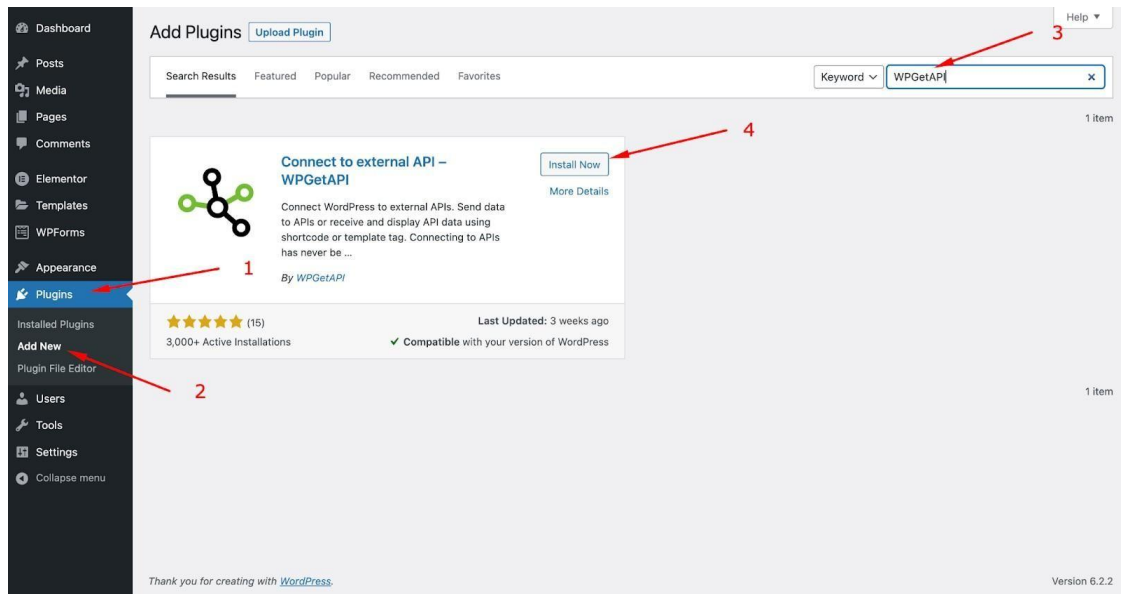**Five ways to integrate external API in a WordPress Page**

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

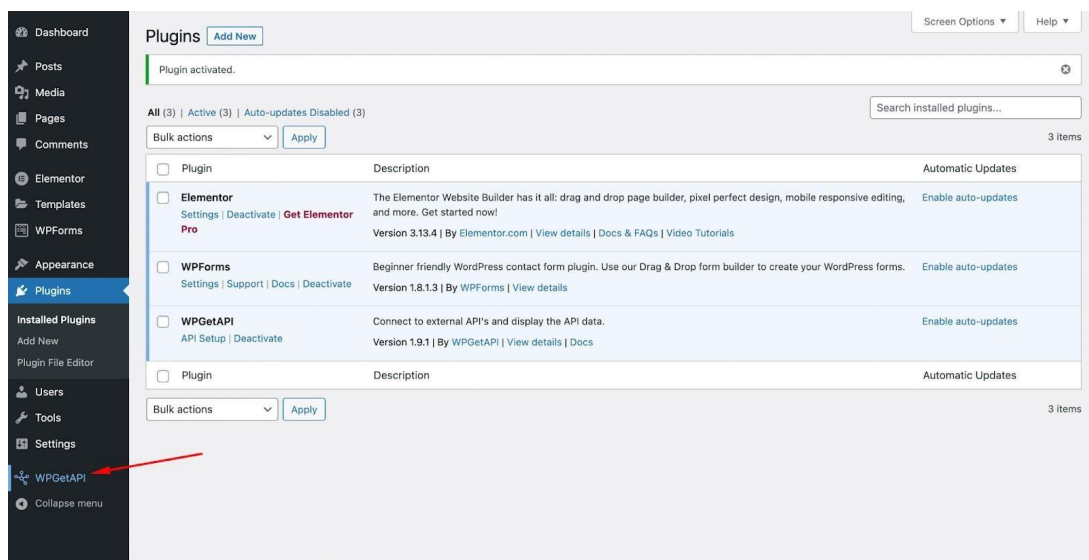**Method 1: Using a WordPress plugin**

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.
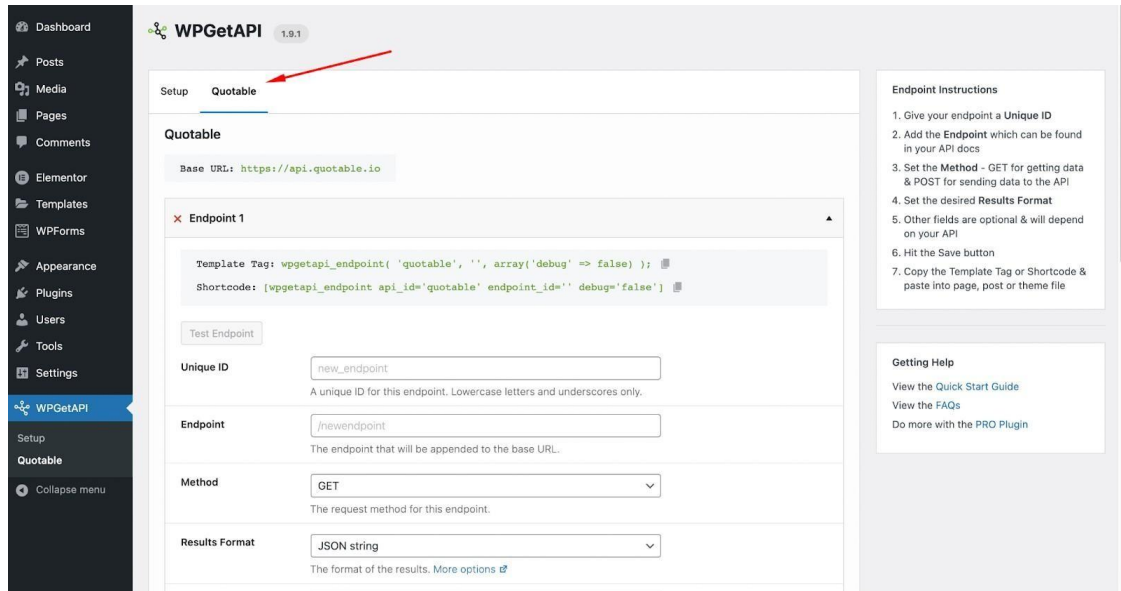
Step 1: Install the WPGetAPI plugin

Step 2: Configure the basic settings

Step 3: Adding the details for the endpoints

Step 4: Run a quick test

Step 5: Copy and paste the shortcode on a WordPress page.
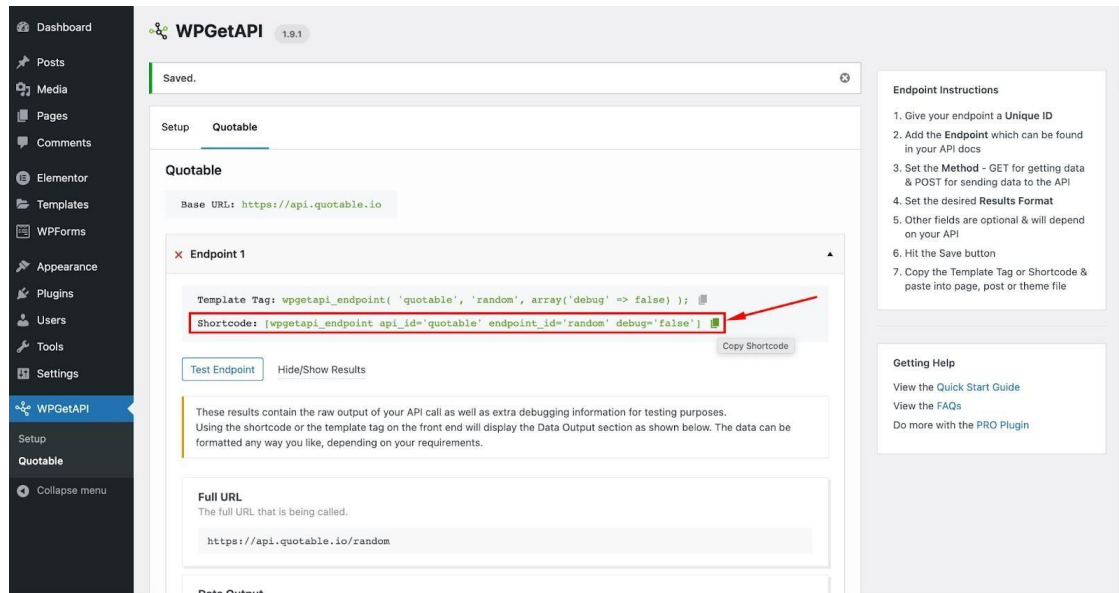
To step up the user experience, provide richer functionalities and create a vast array of possibilities, integrating external APIs on your WordPress pages can be an ideal choice.

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.