

# **DIGITAL MARKETING**

## **CREATING A BLOG USING WORDPRESS**

### **PERFORMANCE AND FINAL SUBMISSION PHASE**

**ZONE:** 17

**TEAM ID:** NM2023TMID02717

**TEAM MEMBERS:**

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## **PROJECT DOCUMENTATION**

### **CREATING A BLOG USING WORDPRESS AND PROMOTING IT ON INSTAGRAM**

#### **Introduction:**

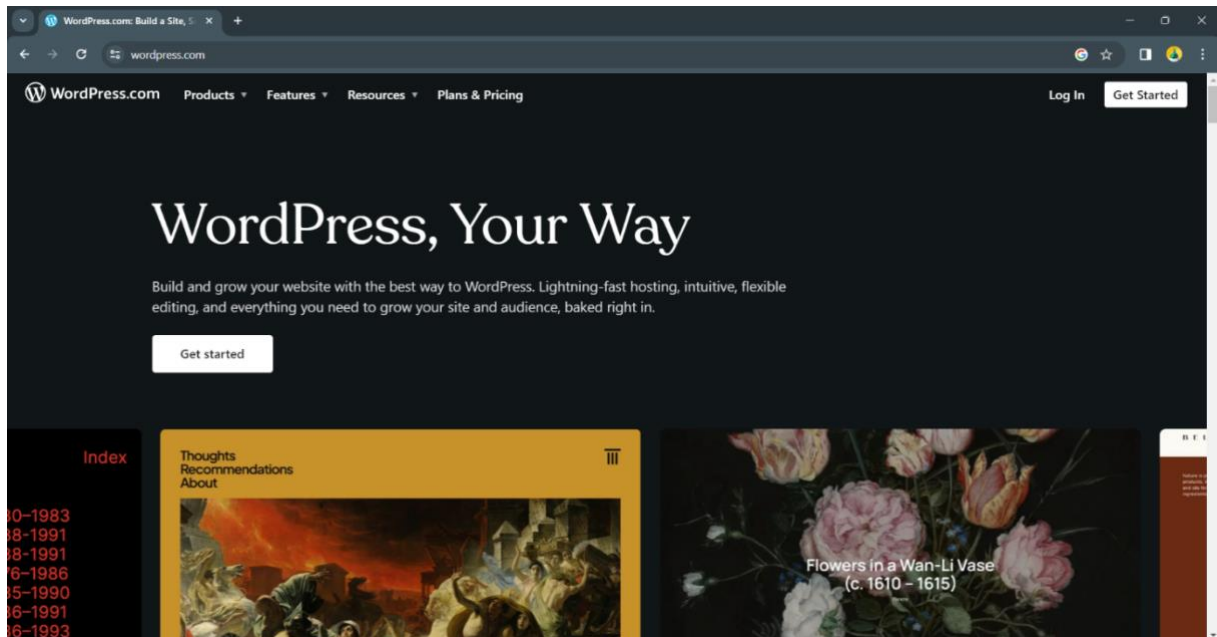
In this project, we aim to create a dynamic and user-friendly blog using the WordPress platform. Our goal is to design an appealing and responsive website that not only showcases compelling content but also offers a seamless user experience. We will customize the theme, configure essential plugins, and implement a user-friendly content management system, enabling effortless content creation and management. This WordPress blog will serve as a platform to share valuable information, engage with the audience, and establish an online presence effectively.

**Blog Name:** COVID -19: Understanding, Prevention and Safety Measures

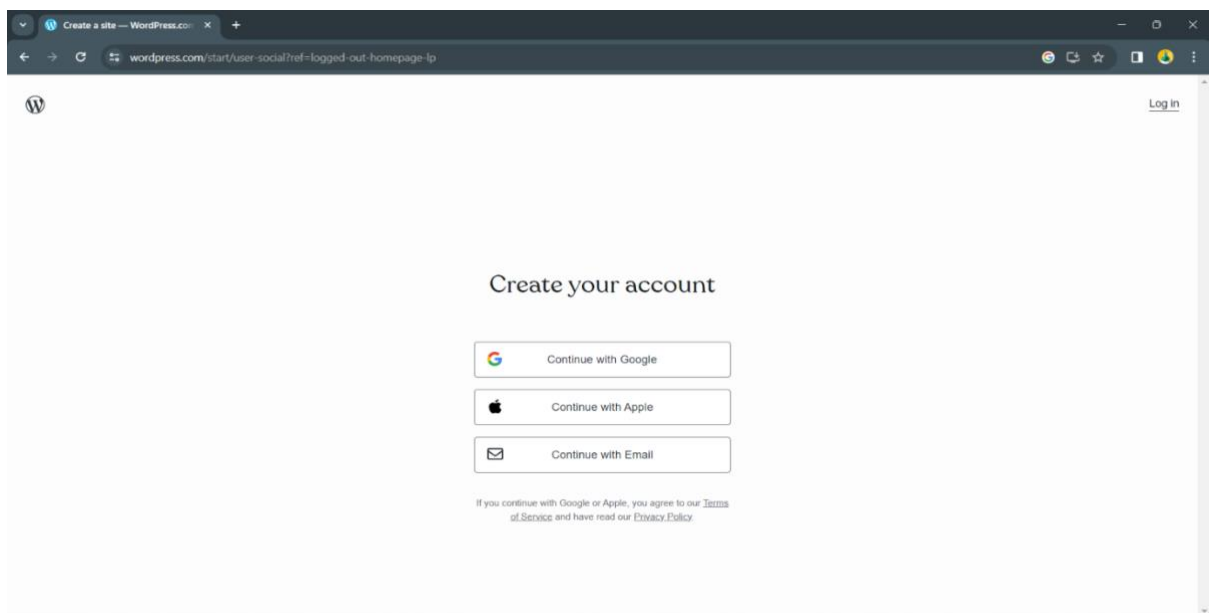
**Blog Category:** Health Zone

**Blog URL:** <https://healthzonetoyou.wordpress.com/>

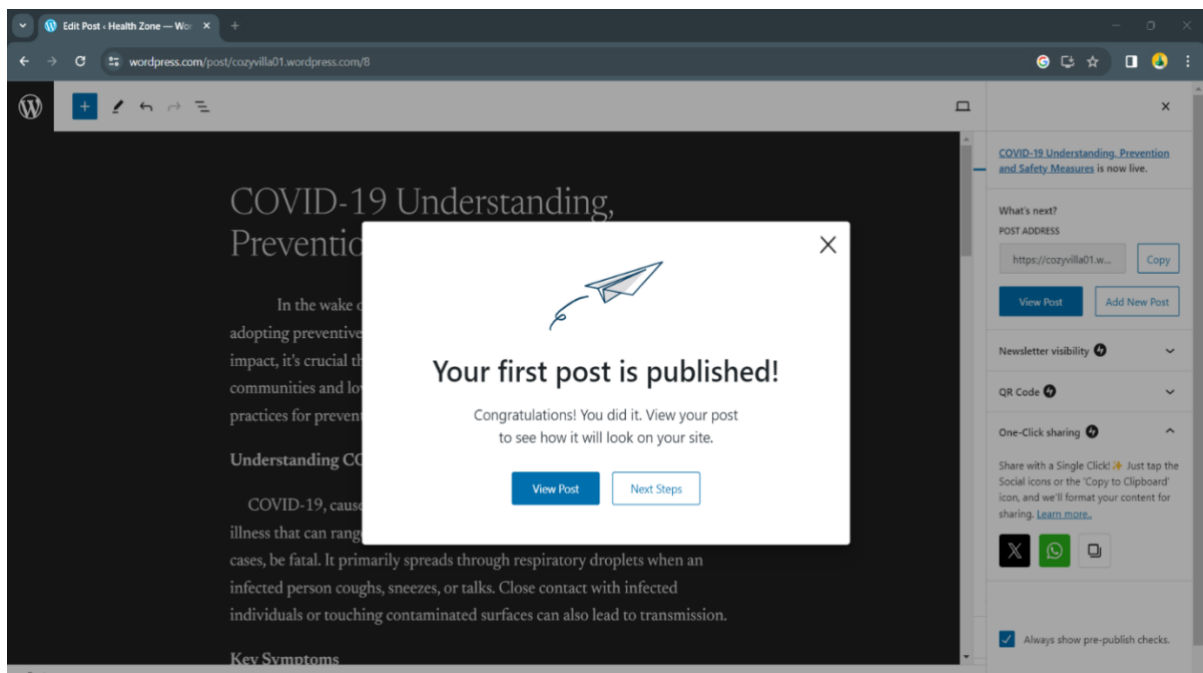
Step1:Navigate to <https://www.google.com/search?q=wordpress+blog&rlz=1C1ONGR> and click on “Get started”.



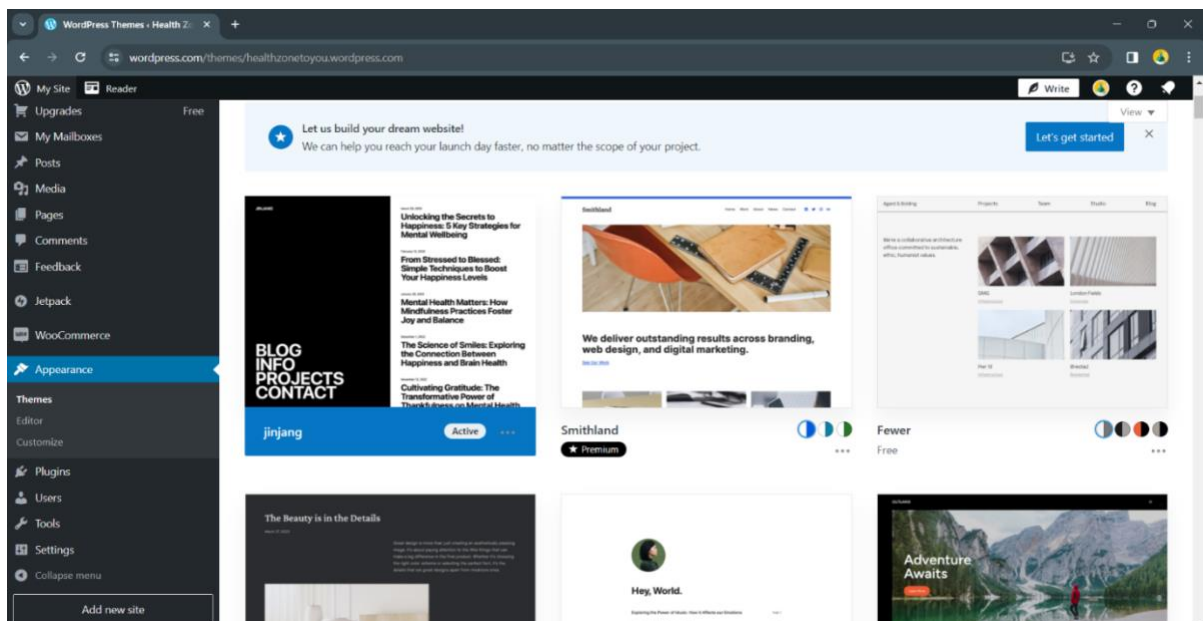
Step 2 : Sign up with google or email



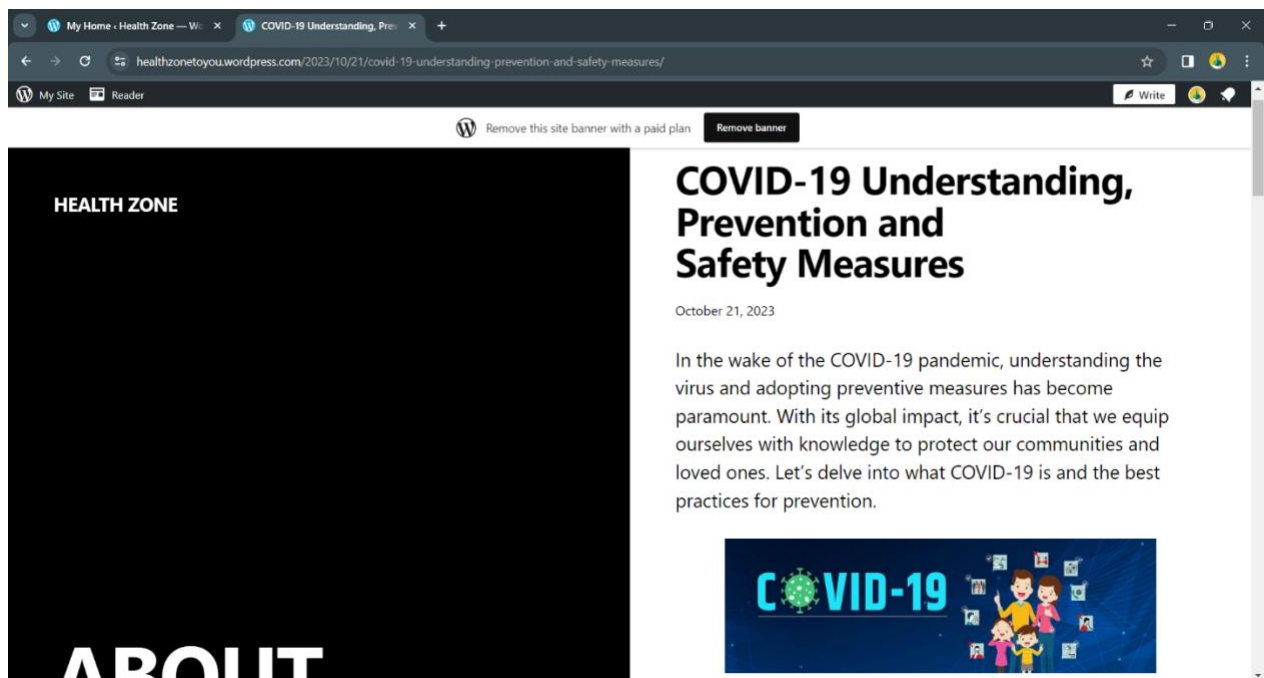
Step 3 : Choose a title for your blog and copy the content with the help of ai tools then paste the content and publish your first blog.



Step 4 : After publishing the post you can modify domain name, add categories, add about, change theme etc.



Step 5 : After adding theme, you can view the blog by clicking “view post”

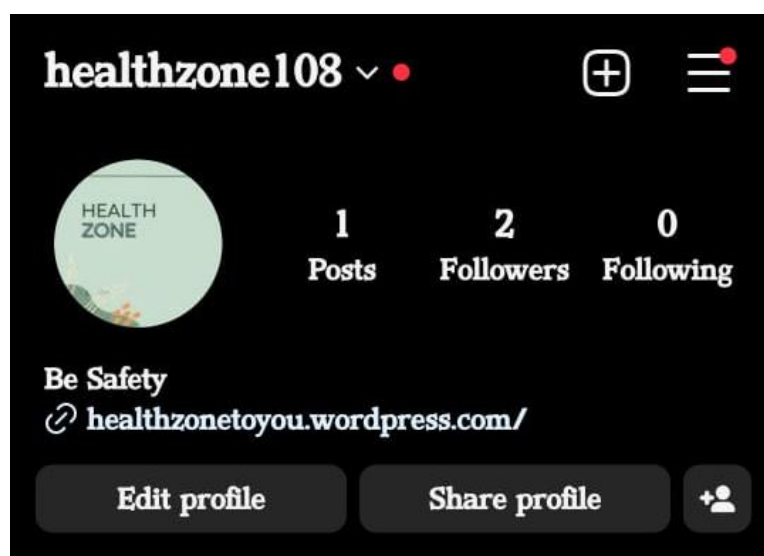


## PROMOTING THE BLOG ON INSTAGRAM

By promoting our blog on various social media platform can helps us to reach maximum audience.

**Instagram account:**

[https://instagram.com/healthzone108?utm\\_source=qr&igshid=OGU0MmVlOWVjOQ==](https://instagram.com/healthzone108?utm_source=qr&igshid=OGU0MmVlOWVjOQ==)



## Instagram post:

<https://www.instagram.com/p/Cyq2ZwBv9m0/?igshid=MmU2YjMzNjRlOQ==>



## Conclusion:

Thus we have created a dynamic and user-friendly blog using the WordPress platform and promoted that blog in Instagram. This WordPress blog will serve as a platform to share valuable information, engage with the audience, and establish an online presence effectively. Writing a blog has an advantages of building an audience, monetization, networking, improving writing skills and personal branding.