

A PROJECT REPORT ON

Blog Creation and Promote the Blog on Social Media Using Word press

DOMAIN: Digital Marketing

DOCUMENTATION

UNDER THE GUIDANCE OF

TRAINER NAME : Abdul Malick

COURSE CO-ORDINATOR : Er.M. Devanathan.

TEAM ID: NM2023TMID06156

SUBMITTED BY:

X. Enigo Flemming	421320106010
K.Saranarayanan	421320106030
N. Shameer Hussian	421320106034
A. Venkatesh	421320106038



DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING

KRISHNASAMY COLLEGE OF ENGINEERING & TECHNOLOGY

ANNA UNIVERSITY: 2020-2024.

BONAFIDE CERTIFICATE

Certified this project report “ **Blog Creation and Promote the Blog on Social Media Using Word press** ” is the bonafide work of **X. Enigo Flemming** (421320106010), **K. Saranarayanan**(421320106030), **N. Shameer Hussian**(421320106034), **A. Venkatesh**(421320106038) who carried out the project under my supervision.

SIGNATURE

HEAD OF THE DEPARTMENT

Er. S. Senthazhai M.E.,

Associate Professor

Electronics & Communication Engineering

Krishnasamy College of Engineering &

Technology,

Cuddalore – 607109.

SIGNATURE

COURSE CO-ORDINATOR

Er. M. Devanathan, M.E.,

Assistant Professor

Electronics & Communication Engineering

Krishnasamy College of Engineering &

Technology,

Cuddalore – 607109.

PROJECT DESCRIPTION:

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, optimize for SEO, 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.

INTRODUCTION OF BLOG WRITING :

A blog (a truncation of "weblog") is an informational website consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order so that the most recent post appears first, at the top of the web page. Until 2009, blogs were often the work of a single individual, occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" (MABs) emerged, featuring the writing of multiple authors and sometimes professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups, and similar institutions account for an increasing quantity of blog traffic. The rise of Twitter and other "microblogging" systems helps integrate MABs and single-author blogs into the news media. Blog can also be used as a verb, meaning to maintain or add content to a blog.

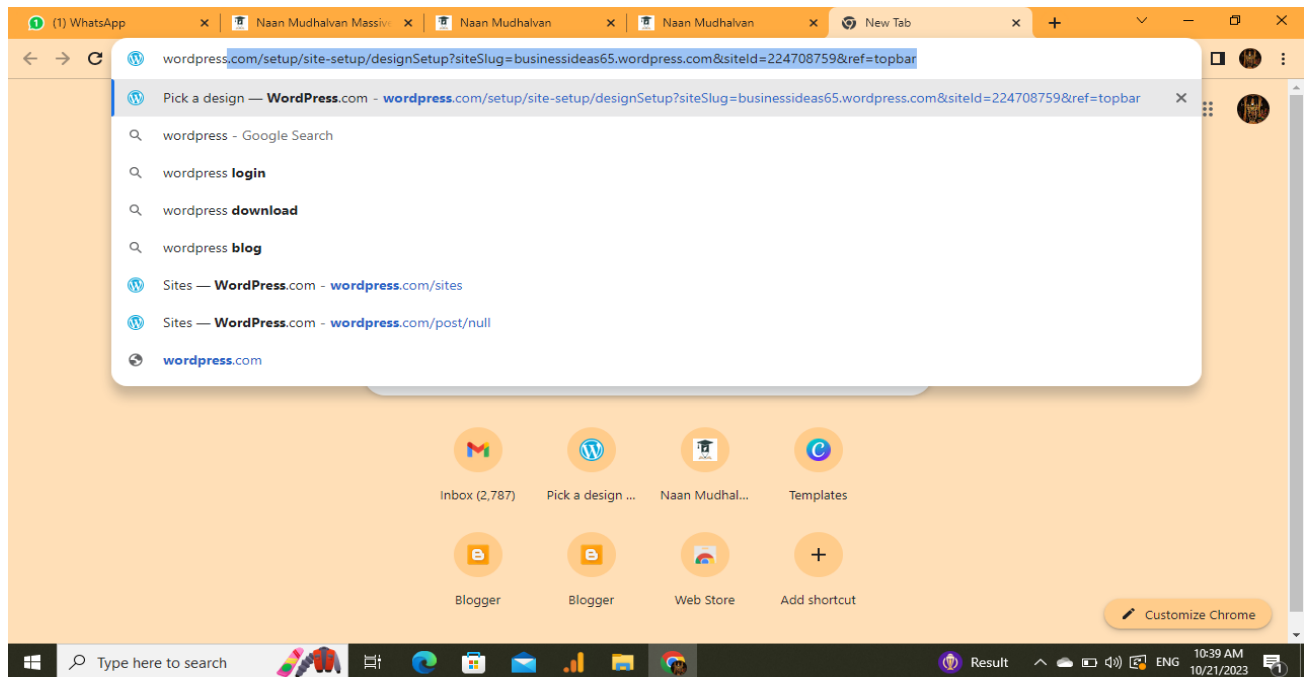
Many blogs provide commentary on a particular subject or topic, ranging from philosophy, religion, and arts to science, politics, and sports. Others function as more personal online diaries or online brand advertising of a particular individual or company. A typical blog combines text, digital images, and links to other blogs, web pages, and other media related to its topic. Most blogs are primarily textual, although some focus on art (art blogs), photographs (photoblogs), videos (video blogs or "vlogs"), music (MP3 blogs), and audio (podcasts). In education, blogs

can be used as instructional resources; these are referred to as edublogs. Microblogging is another type of blogging, featuring very short posts.

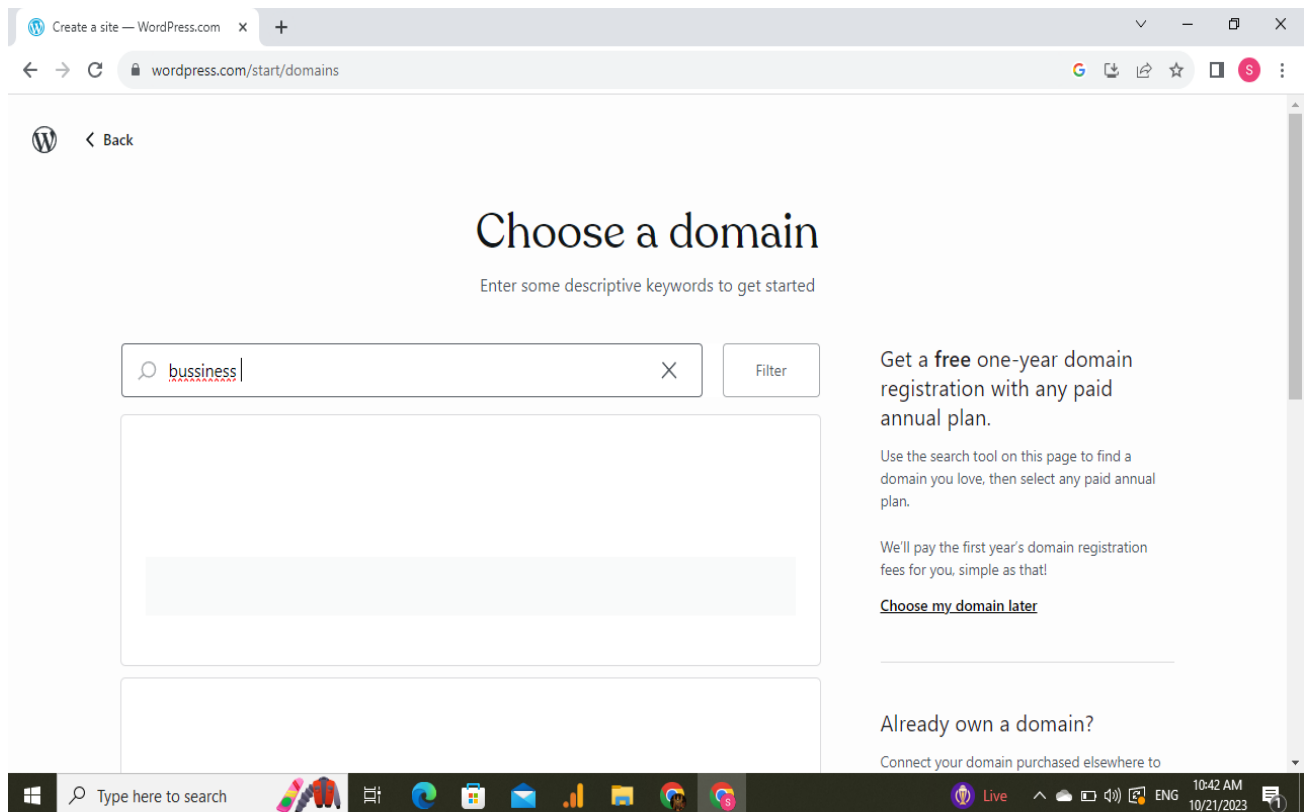
'Blog' and 'blogging' are now loosely used for content creation and sharing on social media, especially when the content is long-form and one creates and shares content on regular basis. So, one could be maintaining a blog on Facebook or blogging on Instagram. Blogging is writing about what you like. In other words, writing about what you know and providing valuable information to people searching for it.

IMPLEMENTATION OF THE CREATION OF BLOGGING USING WORDPRESS

1. NAVIGATION AND SEARCH WORDPRESS ON GOOGLE



2. AFTER SIGNUP AND CHOOSE DOMAIN



3. FREE PLAN

The screenshot shows the WordPress pricing page with the heading "Choose your flavor of WordPress". There are two tabs: "Pay monthly" (selected) and "Pay annually". The plans are as follows:

Plan	Price (Monthly)	Price (First Year)	Notes
Free	₹0	No expiration date	Get a taste of the world's most popular CMS & blogging software.
Personal	₹160	₹1,920	One time discount of ₹200. Create your home on the web with a custom domain name.
Premium	₹280	₹3,360	One time discount of ₹350. Build a unique website with powerful design tools.
Business	₹640	₹7,680	One time discount of ₹800. Unlock the power of WordPress with plugins and cloud tools.
Commerce	₹1,152	₹13,824	One time discount of ₹1,440. Create a powerful online store with built-in premium extensions.
Enterprise	Starts at US\$25,000.00	yearly	Deliver an unmatched performance with the highest security standards on our enterprise content platform.

4. SKIP TO DASHBOARD

The screenshot shows the "What are your goals?" setup page. The URL is wordpress.com/setup/site-setup/goals?siteSlug=business409.wordpress.com&siteId=224946281. There is a "Skip to dashboard" link in the top right. The heading is "What are your goals?" with the subtext "Tell us what would you like to accomplish with your website." Below this, it says "Select all that apply" and lists several options with checkboxes:

- ☐ Write & Publish
- ☐ Sell online
- ☐ Promote myself or business
- ☐ Get a website built quickly (marked as Premium)
- ☐ Import my existing website content
- ☐ Other

5. LAUNCH SITE

The screenshot shows the WordPress 'Let's get ready to launch!' screen. On the left, a progress bar indicates 4/5 steps completed: 'Set up your site', 'Select a design', 'Choose a plan', and 'Write your first post'. A 'Launch your site' button is at the bottom. The main content area displays a preview of the website with the URL 'ENTREPRENEURIALMINDSETSETX@GMAIL.COM' and the title 'ENTREPRENEURIAL MINDSET'. The preview text reads: 'October 19th, 2023. If you're thinking about starting your own maintenance or handyman business, you're on the right track. Maintenance businesses are always in high demand, and with a little hard work and some planning, you can make your business a success. Here are a few tips to help get you started. First, be sure to target your market carefully. Identify who needs your services and figure out how to reach them. You'll also need to have a strong branding strategy in'.

6. CONTENTS ACQUIRED FROM COPY AI

The screenshot shows the Copy.ai survey page. The title is 'Welcome to Copy.ai!' with a subtitle 'Help us customize your experience by telling us a bit about yourself and your goals.' The question is 'What is your job role?'. There are seven radio button options: 'Business owner', 'In-House Marketer', 'Copywriter', 'Agency/Consultant', 'Sales', 'Student', and 'Other'. A 'Next' button is at the bottom right. The page has a green progress bar at the top.

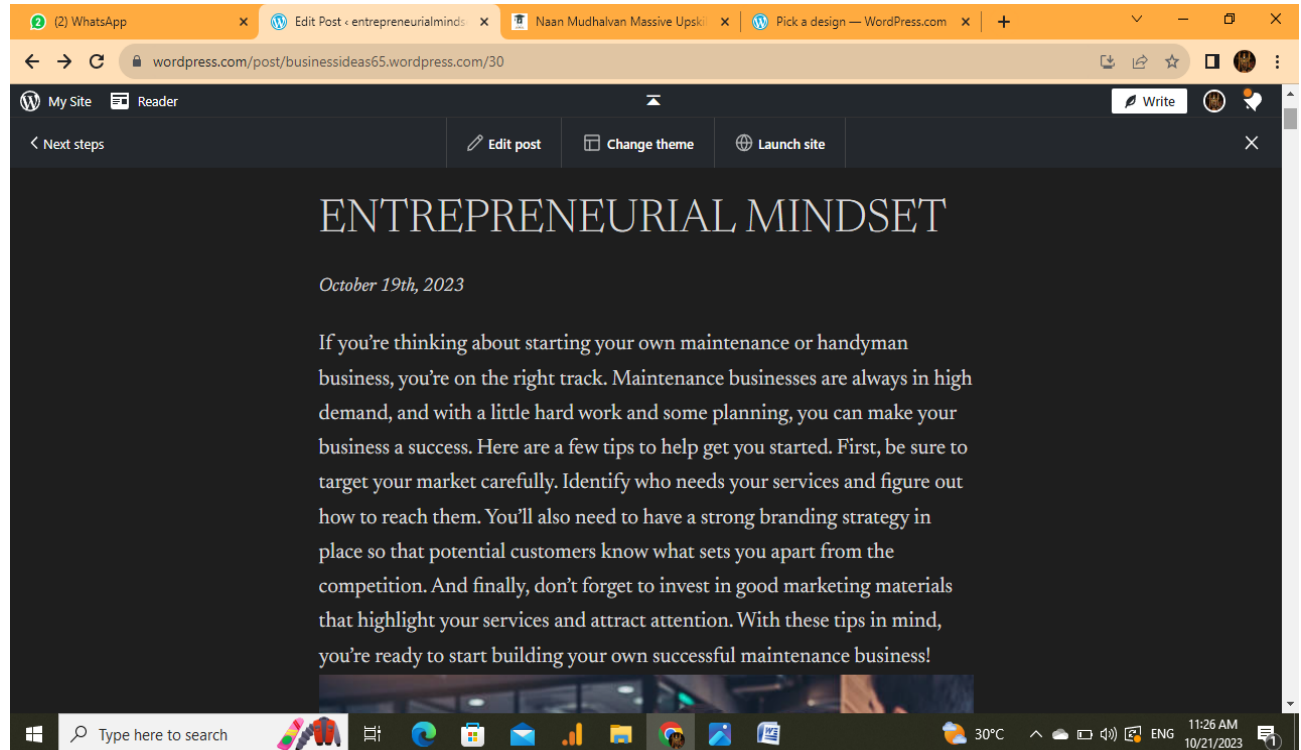
7. GRAMMARLY LOGIN

The screenshot shows the Grammarly website's login page. The browser's address bar displays 'grammarly.com/grammar-check'. The page features a dark green header with the Grammarly logo and navigation links: 'Why Grammarly', 'For Work', 'For Education', 'Compare Plans', and 'Tools & Guides'. A 'Log in' button and a 'Get Grammarly It's free' button are positioned on the right. The main content area has a large heading 'Free Grammar Checker' and a subtext: 'Ensure your English writing is mistake-free. Paste your text or start typing below to check for grammar, spelling, and punctuation errors.' Below this is a large text input area with the placeholder 'Start writing here.' To the right of the input area is a 'Suggestions' panel with the heading 'Let's get started.' and two steps: 'Step 1: Add your text, and Grammarly will underline any issues.' and 'Step 2: Hover over the underlines to see suggestions.' The Windows taskbar at the bottom shows the search bar and various application icons.

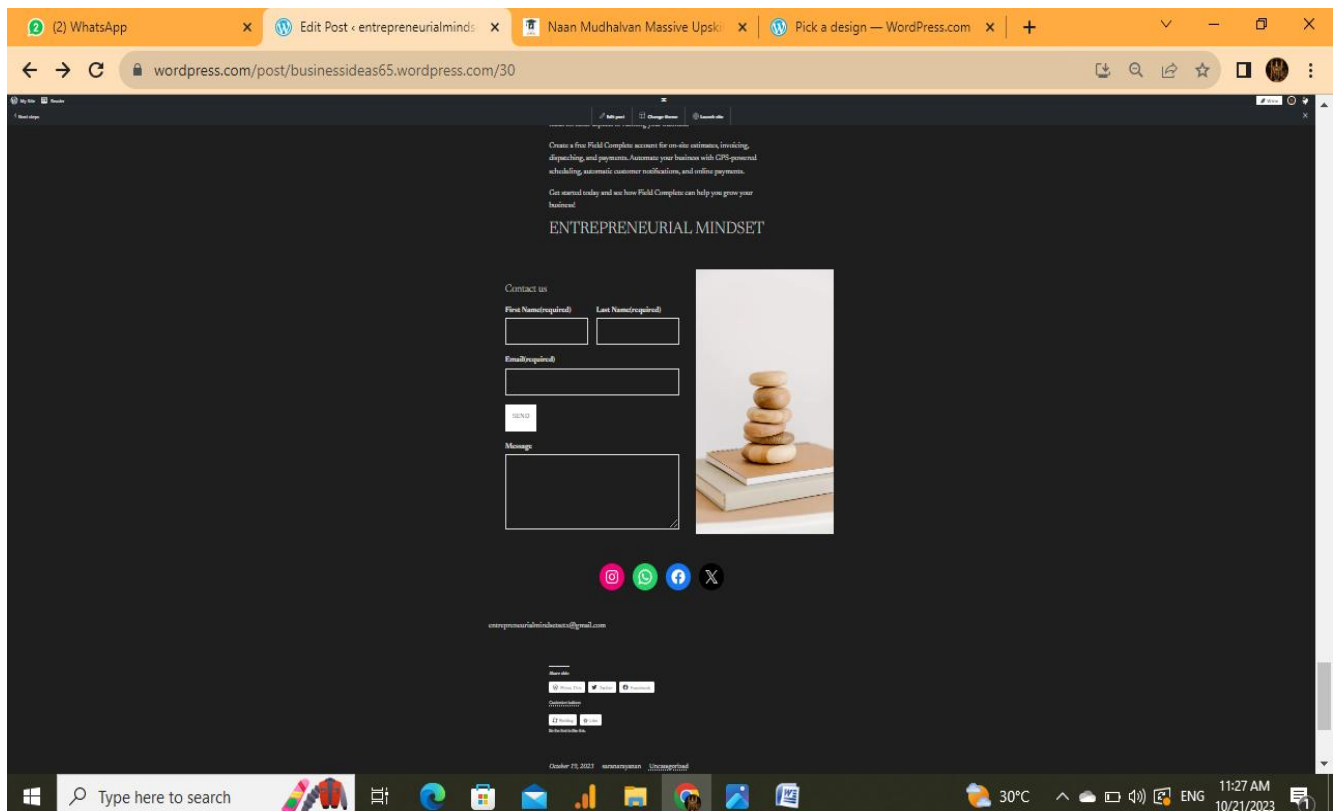
8. GRAMMARLY USED TO CORRECT GRAMMATICAL ERRORS

The screenshot displays the Grammarly app interface. The browser's address bar shows 'app.grammarly.com/ddocs/2226199116'. The document is titled 'Untitled document'. The main text area contains a paragraph about starting a maintenance business, with several words underlined in yellow to indicate errors. A 'Premium suggestions' panel on the right lists 105 additional writing issues, including 'Wordy sentences', 'Word choice', 'Unclear sentences', 'Closing punctuation', 'Intricate text', and 'more...'. A large yellow circle with the number '105' is also visible. Below the list is a 'GO PREMIUM' button. The bottom right corner features a 'Forbes' logo and a quote: 'It's an online service that quickly and easily makes your writing better and makes you sound like a pro, or at least helps you avoid looking like a fool.' The Windows taskbar at the bottom shows the search bar and various application icons.

9. AFTER EDITING THE BLOG FINALLY PUBLISHED



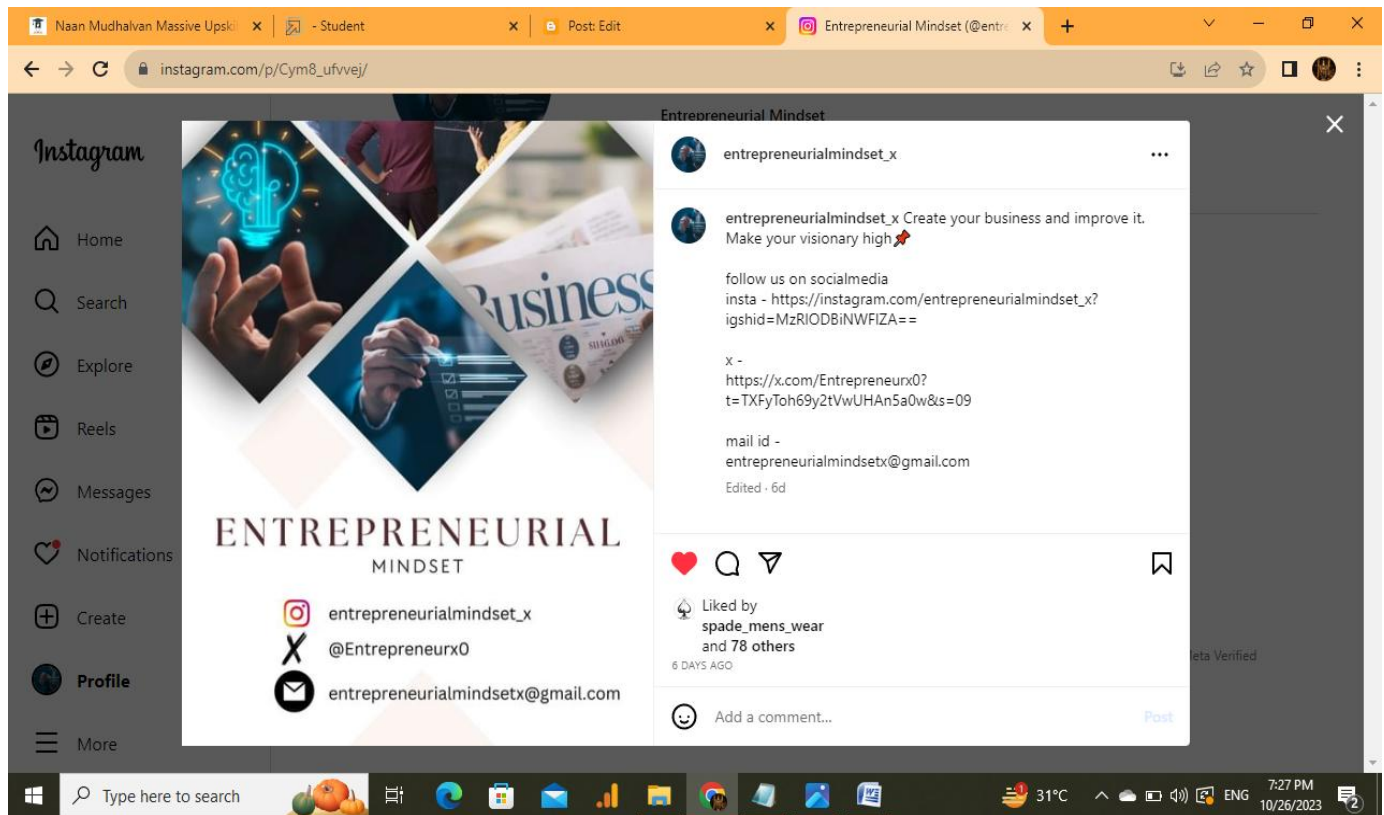
10. SOCIAL INTERFACES OF OUR BLOG



11. OUR TWITTER'S ACCOUNT



12. OUR INSTAGRAM'S ACCOUNT



OUR INSTAGRAM POST IMPRESSION WITH '79 'LIKES FOR BLOGGER POST

13. OUR BLOG'S WRITEUP

ENTREPRENEURIAL MINDSET

If you're thinking about starting your own maintenance or handyman business, you're on the right track. Maintenance businesses are always in high demand, and with a little hard work and some planning, you can make your business a success. Here are a few tips to help get you started. First, be sure to target your market carefully. Identify who needs your services and figure out how to reach them. You'll also need to have a strong branding strategy in place so that potential customers know what sets you apart from the competition. And finally, don't forget to invest in good marketing materials that highlight your services and attract attention. With these tips in mind, you're ready to start building your own successful maintenance business! Group of cheerful business persons handshake and applauding.

Learn property maintenance industry

The market for property upkeep is exploding. In 2012, the outsourced services industry was worth \$143.1 billion in the United States, according to Statista. The market was predicted to rise to a \$176.5 billion market in 2017 and would continue growing until at least 2022, according to forecasts at the time.

The housekeeping industry encompasses a wide range of employment. Residential maintenance work is one of the most significant revenue-generating tasks in the field. The average cost to maintain a home in 2018 was \$3,067 per year. Portland, OR, and Fort Lauderdale, FL had the highest and lowest expenditures, respectively.

Non-residential property maintenance services are also in high demand. In 2012, these goods made up 55% of the overall industry income. Residential property maintenance income has most likely exceeded this figure, but nonresidential services continue to propel the market forward.

If you're starting a business that provides property maintenance services, there are a few things you need to know about the industry. This includes understanding the different types of services that are commonly provided, the equipment and tools that are typically used, and the target market for this type of business.

When it comes to providing property maintenance services, there are two main types of businesses: those that focus on residential properties and those that focus on commercial properties. There are also businesses that provide both types of services.

The most common type of property maintenance service is lawn care. This can involve anything from mowing the lawn to trimming hedges and trees. Other common services include power washing, painting, and repairs.

To provide these services, businesses will need to invest in some basic equipment, such as lawnmowers, trimmers, and power washers. They may also need to purchase insurance to protect themselves from liability.

The target market for a property maintenance business is typically homeowners or businesses. Homeowners are often looking for someone to help them with yard work or minor repairs around the house. Businesses, on the other hand, may need someone to maintain their landscaping or handle any repair needs they have. Group of six indian businessman in suits posed outdoor in winter day at Europe, looking on laptop and laughing.

Choose the scope of your business

To get started in the maintenance business, you'll first need to decide on the scope of your services. Will you be providing general maintenance and repairs, or will you specialize in a particular area like HVAC or electrical work? Consider your skill set and experience when making this decision.

Once you've decided on the scope of your business, you'll need to create a business plan. This will help you map out the steps you'll need to take to get your business up and running. Be sure to include information on your target market, pricing, and how you'll promote your services.

Create a home maintenance business plan

If you're thinking of starting your own home maintenance business, then you'll need to create a solid business plan. This document will outline your business goals, strategies, and how you plan on achieving them. It's important to have a detailed property maintenance business plan when starting any new business, as it will help keep you on track and ensure that your business is successful.

When creating your home maintenance business plan, there are a few key points to keep in mind:

Define your business goals and objectives. What do you want to achieve with your business? What are your long-term and short-term goals? Having a clear understanding of your goals will help you create a more focused and effective business plan.

Research your industry and target market. It's important to have a good understanding of the home maintenance industry and who your target market is. This information will help you create marketing strategies that are more likely to be successful.

Create a detailed marketing plan. Once you know who your target market is, you can start creating a marketing plan that will reach them. Be sure to include both online and offline marketing techniques in your plan.

Develop a pricing strategy. Knowing how much to charge for your services is crucial to your success. Be sure to research your competition and develop a pricing strategy that will allow you to be competitive while still making a profit.

Create a financial plan. In order to make your home maintenance business successful, you'll need to have a solid financial plan in place. This plan should include your start-up costs, operating expenses, and how you plan on generating revenue. Group of business people having a meeting in a tech company. Creative business professionals planning a project in an office. Teamwork and collaboration in a modern workplace.

Calculate the necessary costs for your property maintenance business

In order to calculate the necessary costs for your property maintenance business, you will first need to determine how much money you will need to start and operate your business. To do this, you will need to consider the following factors:

- a) The cost of your equipment
- b) The cost of your supplies
- c) The cost of your labor
- d) The cost of your overhead

After you have considered all of these factors, you will then be able to determine how much money you will need to start and operate your business. Once you have this information, you can then begin to create a business plan and budget for your new venture.

If you need help getting started, there are many resources available to assist you. The Small Business Administration (SBA) is a great place to start. They offer counseling, training, and financing assistance to small businesses. In addition, your local chamber of commerce or economic development organization can also provide you with information and resources. Finally, don't forget to speak with your accountant or financial advisor to get their input on how to start and operate your new business. With their help, you will be well on your way to success!

Register process for your maintenance business

First, you will need to decide on the business structure of your company. You can choose to be a sole proprietor, partnership, or corporation. Each type of business has its own advantages and disadvantages. Once you have chosen the business structure, you will need to obtain the necessary licenses and permits from the government. You will also need to open a business bank account and get insurance for your company.

Next, you will need to create a business plan. This document will outline your company's goals, strategies, and how you plan on achieving them. The business plan should also include a marketing strategy. This is how you will let potential customers know about your company and what services you offer.

Once you have everything in place, you can start marketing your company and looking for customers. You can use various marketing channels such as online advertising, print ads, or even word-of-mouth.

It is important to always provide excellent customer service. This will ensure that your customers are happy and will continue to use your services. If you provide good value for their money, they will also be more likely to refer you to their friends and family.

Building a successful maintenance business takes time and effort. However, if you are organized and have a good business plan, it is definitely achievable. Just make sure to always put your customers first and deliver quality services.

Get the necessary permits and licenses

A property maintenance company requires a business license, as well as any additional permits and licenses that may be required by the state or local municipality. The business owner should check with their state's Department of Business Regulation to determine what is required. In addition, the company will need insurance coverage for its employees and any

vehicles used in the course of business. Finally, the company will need to have a solid business plan in place detailing how it plans to generate revenue and profit. With these key components in place, a property maintenance company can be up and running quickly and efficiently.

Employer identification number

You will need to obtain an Employer Identification Number (EIN) from the IRS in order to hire staff for your company. You can apply for an EIN online, by mail, or by fax.

Open a business bank account

Opening a business bank account is a key step in starting any business, but it's especially important for businesses that will be dealing with large amounts of cash, such as maintenance businesses. A business bank account can help you track your expenses and income, which is essential for tax purposes. It can also help you build business credit and establish a relationship with a financial institution that can provide funding for your business in the future. You'll need to provide your business name, address, contact information, and tax identification number when you open the account. Sole proprietorships and partnerships can use their personal Social Security number as a tax ID.

While choosing a bank account for your own business, you should also decide how you will accept payments. You can use field complete property maintenance software for accepting your payments on site. This will save you time and money as you don't have to go to the bank to deposit checks.

How to fund your own property maintenance business:

You will need some start-up capital to get your property maintenance business off the ground. You can either save up the money yourself or apply for a loan from a bank. The amount of money you will need will depend on the size and scope of your business.

To start a small property maintenance business, you will need around \$5,000. This will cover the cost of tools, equipment, and marketing. If you are starting a larger business, you will need more money to cover the costs of hiring staff and renting office space.

Purchasing your first piece of equipment

If you're starting a maintenance business, there are some key pieces of equipment you'll need to get started. First, you'll need a truck or van to transport your equipment and supplies. You'll also need ladders, tools, and other equipment necessary for the type of maintenance work you'll be doing.

Insurance for your property maintenance business

Another important consideration when starting a maintenance business is insurance. You'll need to make sure you have the right insurance in place to protect your business from any potential risks. You should speak with an insurance agent to determine the type of coverage you need for your business.

Getting the word out about your property maintenance business

Once you have your equipment and insurance in place, you'll need to start marketing your business. There are a number of ways to market a property maintenance business, including online and offline methods. Some offline marketing methods include distributing flyers and door hangers in neighborhoods where you'd like to work. You can also offer discounts or special promotions to attract new customers.

Choose a brand name

Your brand is how your customers will perceive you, so it's important to choose a name that reflects the image you want to project. You'll also need to make sure the name you choose is available as a domain name (for your website) and as a business name with your state's Secretary of State office.

Make the website

While you can start taking customers without a website, it's important to have one as soon as possible so you can start building your brand online. You can create a simple website yourself using a platform like WordPress, or you can hire a web designer to create something more sophisticated.

Hire staff for your property maintenance company

A successful property maintenance business consists of a team of professionals who can provide quality services to customers. When hiring staff, be sure to look for individuals who have experience in the field and who are knowledgeable about the latest trends in maintenance. It's also important to find employees who are reliable and trustworthy, as they will be working in people's homes and businesses. Perform background checks on all potential employees and make sure to verify references. It's also a good idea to have new hires sign a contract that outlines your expectations for their job performance. Shot of a group of businesspeople arranging sticky notes on a glass wall in a modern office.

Determine how many employees you need

The number of employees you need will depend on the size and scope of your business. A small business may only need two or three employees, while a larger operation may need ten or more. Be sure to consider how much work you can realistically handle and how much you can afford to pay in wages.

Offer employee benefits

In order to attract and retain good employees, it's important to offer competitive wages and benefits. Some benefits you may want to offer include health insurance paid vacation, and 401(k) plans. If you can't afford to offer all of these benefits, try to at least offer some type of health insurance plan. This will help you attract and retain quality employees.

Develop systems and procedures

In order to run a successful property maintenance business, you'll need to develop systems and procedures for how things are done. This will help ensure that your employees are providing quality services and that work is being completed in a timely manner. Some things you'll need to develop procedures for include scheduling appointments, handling customer inquiries, and performing maintenance tasks.

Get a skilled manager for your projects

A skilled project manager is essential for any size property maintenance business. He or she will be responsible for coordinating the work of the staff, ensuring that projects are completed on time and within budget, and keeping customers updated on the status of their projects. He should also have a strong understanding of how to market the business and generate new leads.

Advertise your vacancies

There are a few key ways to get the word out about your maintenance business and to hire the best staff. Start by advertising your vacancies online and in local newspapers or job boards. You can also post flyers in public places or hand out business cards to people you meet. Make sure to list all of the requirements for the position and what the ideal candidate would be like. Another great way to find qualified candidates is to ask for referrals from people you know and trust. If someone you know has a background in maintenance or running a business, they may be able to recommend someone who would be perfect for the job. You can also look for candidates through online job postings and websites like Indeed or LinkedIn. Once you've found a few candidates, take the time to interview them and see if they're a good fit for your company. By taking the time to hire the right staff, you'll be setting your maintenance business up for success.

Market your business

Starting a maintenance business can be a great way to become your own boss and earn a good income. However, as with any business, there is a lot of work involved in getting started. The first step is to market your business. You will need to create a brand that potential customers can trust and feel confident using. This can be done by creating a strong online presence and developing marketing materials that highlight the benefits of your services.

In addition to marketing, you will also need to develop a business plan. This should include an overview of your business goals, how you intend to achieve them, and what expenses you anticipate incurring along the way. Maintenance businesses require significant start-up costs, so it is important to have a clear understanding of your financial needs before getting started.

Once you have a plan in place, the next step is to find customers. This can be done by networking with other businesses in your industry, or by advertising your services online or in local publications. You may also want to offer discounts or special promotions to attract new customers.

By taking the time to develop a strong business foundation, you will be well on your way to success as a maintenance business owner.

Use local SEO

As a maintenance business, one of the best ways to market your services is through local SEO. This involves optimizing your website and online content for relevant keywords related to your business. For example, if you are a plumbing company in Los Angeles, you would want to optimize your site for keywords such as “plumbing Los Angeles” or “Los Angeles plumbing.” By doing this, you will make it easier for potential customers to find you when they search for these terms online.

In addition to optimizing your website, you should also create profiles on popular directories and review sites. This will give you another platform to promote your business and

attract new customers. Be sure to include accurate contact information and customer reviews on these profiles to give potential customers the most accurate picture of your business. By taking advantage of local SEO, you can significantly increase your chances of success as a maintenance business.

Develop a social media presence

In today's digital world, it is essential for businesses to have a strong social media presence. This is especially true for maintenance businesses, as potential customers are likely to search for these services online. As such, you should create profiles on popular social media sites and regularly post content that showcases your business. You should also make it easy for customers to contact you by including your contact information on your social media profiles.

In addition to creating a social media presence, you should also consider creating a blog. This can be a great way to share information about your business and attract new customers. Be sure to include keyword-rich content that is relevant to your business, as this will help you attract more visitors from search engines. By taking advantage of social media and blogging, you can reach a wider audience of potential customers and significantly grow your maintenance business.

Consider using field service management software

There are a number of software programs available that can help you manage your property maintenance business. These programs can be used to schedule appointments, track invoices, and keep track of customer information. By using field service management software, you can free up your time to focus on other aspects of running your business. Create a free Field Complete account for on-site estimates, invoicing, dispatching, and payments. Automate your business with GPS-powered scheduling, automatic customer notifications, and online payments. Get started today and see how Field Complete can help you grow your business!

14. APPENDIX

14.1. INSTAGRAM URL:

https://www.instagram.com/entrepreneurialmindset_x/?igshid=MzRIODBiNWFIZA%3D%3D

14.2. TWITTER URL:

<https://twitter.com/Entrepreneurx0?t=TXFyToh69y2tVwUHAN5a0w&s=09>

14.3. BLOG POST URL

<https://businessideas65.wordpress.com/2023/10/19/entrepreneurial-mindset/>

14.4. DEMO VIDEO LINK

<https://www.youtube.com/watch?si=SAasmWR9YusHG5NJ&v=2OAK8c0iC7w&feature=youtu.be>

14.5. GITHUB LINK

<https://github.com/Saranarayanan03/Saranarayanan03>