An Internship Report on

Website Handling and Optimization Using Wordpress

&

SAC Info Solutions

BY

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Under the Guidance

of

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DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Mahatma Gandhi Mission's College of Engineering, Nanded (M.S.)

Academic Year 2024-25

An Internship Report on

Website Handling and Optimization Using Wordpress

Submitted to

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in fulfillment of the requirement for the degree of

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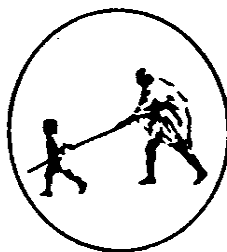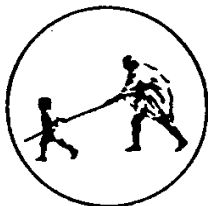in
COMPUTER SCIENCE & ENGINEERING

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Certificate

This is to certify that the internship entitled

"Website Handling and Optimization Using Wordpress"

being submitted by **Mr. Shivam Mahesh Narlawar** to the Dr. Babasaheb Ambedkar Technological University, Lonere , for the award of the degree of Bachelor of Technology in Computer Science and Engineering, is a record of bonafide work carried out by him under my supervision and guidance. The matter contained in this report has not been submitted to any other university or institute for the award of any degree.

Dr. Manisha Joshi

Guide

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SHIVAM NARLAWAR

[B.Tech - B]

ABSTRACT

This report provides a comprehensive overview of my internship experience at SAC Info Solutions Pvt. Ltd., Pune, where I worked as a Web Development Intern for a period of three months. The primary focus of the internship was to gain hands-on experience in website development using WordPress, one of the most widely used content management systems. Throughout the internship, I was actively involved in customizing and enhancing the company's official website, with responsibilities that included designing responsive layouts using Elementor, integrating contact forms through WPForms, implementing SEO practices via Yoast SEO, and optimizing website performance.

The report highlights the tools and technologies used, project objectives, weekly progress, and challenges encountered during the internship. Special emphasis is placed on understanding the rationale behind choosing WordPress, even for a minimal website, and how it contributes to business efficiency, scalability, and ease of management.This internship provided valuable real-world exposure, improved my technical proficiency, and helped me develop essential soft skills such as communication, task management, and team collaboration. The experience has deepened my understanding of modern web development practices and has prepared me to take on more advanced projects in the field of frontend and CMS-based development. The internship not only enhanced my technical skill set but also introduced me to real-time workflows, quality standards, and the importance of user experience in web design. Through regular feedback sessions, task reviews, and independent assignments, I developed a deeper understanding of how professional web development teams operate.

The opportunity to work on a live company website gave me practical insights into balancing design with functionality, troubleshooting plugin issues, and ensuring cross-device compatibility. This report serves as a reflection of my learning journey and the practical knowledge I gained during my time at SAC Info Solutions.

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INTRODUCTION

As the world becomes increasingly digital, the importance of having a strong online presence has never been more apparent. For businesses of all sizes, a website acts as the face of the organization, often serving as the first point of contact between the company and its potential customers. From my perspective as an intern, the objectives were both technical and personal. Technically, I aimed to gain hands-on experience in designing web pages, using plugins, handling basic SEO settings, optimizing images, and ensuring cross-device responsiveness. I wanted to understand how different components of a website work together, how data flows between pages, and how users interact with different elements. I also aimed to get a better grasp of content structuring, visual hierarchy, and accessibility—topics that aren't always covered in a typical classroom setting.

Equally important were the soft skill objectives. I wanted to become more confident in communicating ideas, seeking feedback, and collaborating with a team. Time management was another key focus—learning how to break large tasks into smaller goals, set priorities, and deliver on time. The internship was also an opportunity for me to understand workplace expectations and learn how to carry responsibility for assigned tasks. In summary, the objectives of this internship were not limited to gaining new skills but extended to applying those skills in a professional setting to solve real problems[2].

1.1 Background

From providing information and showcasing services to enabling online transactions and building trust, a website performs multiple crucial functions. This shift toward digital engagement has sparked immense growth in the web development industry, creating a wide range of opportunities for professionals and students alike.

As a student pursuing a degree in Computer Science Engineering, I have always been intrigued by how websites are developed, designed, and managed. While my academic curriculum introduced me to basic concepts in web programming, including HTML, CSS, and a bit of JavaScript, I lacked practical, hands-on experience in building a fully functional, professional website. I wanted to learn how actual businesses operate their websites, how updates are managed, how user interfaces are created, and how real-

world web development differs from textbook examples. This curiosity and desire to grow led me to pursue an internship at **SAC Info Solutions**, a company known for its work in IT services and digital solutions.

This internship provided me with the opportunity to explore web development through one of the most popular content management systems in the world—**WordPress**. Initially, I had little idea about how WordPress worked, but I was eager to learn. The internship promised real-time exposure, allowing me to not only understand the structure and tools within WordPress but also to work on customizing the company's actual website. This practical experience formed the foundation of my growth during the internship, and it allowed me to turn theoretical concepts into usable, impactful skills.

1.2 Project Overview

The project I worked on during my internship was primarily focused on website design and customization using WordPress. My journey began with learning the basics of the platform—understanding the difference between themes and plugins, how widgets and menus are managed, and how page builders like Elementor can help create a visually appealing and responsive design. I was introduced to various tools and functionalities within WordPress, including the dashboard, media management system, settings panel, and plugin repository. Through guided training sessions and personal exploration, I became familiar with how WordPress operates as a flexible platform capable of powering everything from small blogs to full-scale corporate websites.Once I had grasped the essentials, I was given the responsibility of working on **SAC Info Solutions' corporate website**, which was an exciting and somewhat intimidating step. My main task was to enhance the existing structure of the site, make it more visually attractive, and improve user experience by updating layouts, content sections, forms, and internal navigation. I also had to ensure that the site was mobile-responsive, fast-loading, and well-optimized. My work included experimenting with design elements such as color schemes, font choices, image placements, and spacing. I integrated contact forms, embedded maps, and optimized images to improve overall site performance.

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company and its potential customers. From providing information and showcasing services to enabling online transactions and building trust, a website performs multiple crucial functions. This shift toward digital engagement has sparked immense growth in the web development industry, creating a wide range of opportunities for professionals and students alike.

Throughout the project, I had to think like both a developer and a user. While building pages, I constantly had to ask myself: Is this intuitive for the user? Is the content accessible? Does the design reflect the brand? This user-first approach helped me understand the importance of usability in web design. I also faced real-time challenges like plugin conflicts, layout breakages, and content formatting errors, all of which contributed significantly to my learning. By the end of the project, I had not only improved my technical proficiency but also developed a deeper understanding of how design and functionality come together to create a meaningful digital experience.

1.3 Objectives

Every internship comes with a set of learning outcomes and developmental goals. For this particular internship at SAC Info Solutions, the objectives were well-defined and multi-dimensional. From the company's perspective, the primary objective was to train interns in practical web development using WordPress, enabling them to contribute to real-world projects. I was expected to learn how to use the tools available in the platform effectively, maintain consistency with brand guidelines, and deliver website updates that aligned with the company's digital goals. In traditional businesses, the customer walk-in was physical. In the digital world, the walk-in begins from the homepage. A well-developed website can increase trust, boost visibility, and convert visits into business. As companies shift online, the demand for skilled developers who understand user behavior is rapidly increasing

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1.4 Scope of Work

The scope of work assigned to me during the internship was broad, dynamic, and tailored to ensure I gained exposure to various aspects of website development. Initially, my work involved understanding the structure of the existing WordPress site. I explored how the pages were set up, which themes were in use, what plugins were installed, and how the navigation menus were arranged. I studied the layout and visual flow of the site to identify areas that could be improved in terms of design and functionality. The scope of work assigned to me during the internship was broad, dynamic, and tailored to ensure I gained exposure to various aspects of website development. Initially, my work involved understanding the structure of the existing WordPress site. I explored how the pages were set up, which themes were in use, what plugins were installed, and how the navigation menus were arranged. I studied the layout and visual flow of the site to identify areas that could be improved in terms of design and functionality

Gradually, I began customizing sections of the website under supervision. This included updating homepage banners, modifying service pages, adding team information, and editing the contact page. I worked with the Elementor page builder to create custom layouts, adjust spacing and alignment, insert call-to-action buttons, and manage column arrangements. I also learned how to use widgets to display recent posts, testimonials, and embedded videos. My work also extended to improving SEO-friendliness by setting alt-texts for images, using proper heading tags, and structuring content with readability in mind.

In addition to design, I was involved in optimizing website performance. This meant compressing images to reduce load time, cleaning up unused plugins, and making sure pages loaded correctly on mobile and tablet devices. I had to test each update

thoroughly before publishing to ensure there were no broken links or design errors. The scope of work further included learning about data backups, plugin updates, and minor troubleshooting tasks that are part of website maintenance. This diverse range of tasks gave me a complete picture of what working on a live website entails.

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1.5 Report Organization

Chapter 1: This chapter introduces the background and objectives of the internship project. It outlines the purpose, scope of work, and the broader context in which the project was carried out at SAC Info Solutions.

Chapter 2: It provides an overview of SAC Info Solutions, its services, vision, and work culture. The chapter also highlights its focus on web-based solutions and technological expertise.

Chapter 3: This section describes the internship structure, daily work environment, mentor guidance, and role assigned. It gives a clear picture of how the internship was organized and executed.

Chapter 4: Details the core project of customizing SAC Info Solutions' website. It includespage updates, layout redesigns, plugin configurations, and visual improvements.

Chapter 5: Provides a week-by-week breakdown of tasks completed, challenges faced, and milestones achieved. It shows the progressive learning throughout the internship.

Chapter 6: This chapter outlines both technical and soft skills developed during the internship. It includes website design, SEO, form creation, communication, and time management.

COMPANY PROFILE

2.1 Overview of SAC Info Solutions

SAC Info Solutions is a fast-growing IT services and consulting company that specializes in providing innovative digital solutions to clients across various sectors. The company focuses on offering high-quality services in areas such as web development, software solutions, mobile applications, digital marketing, and IT consulting. With a team of passionate and skilled professionals, SAC Info Solutions is committed to helping businesses grow by providing customized, cost-effective, and efficient IT services.

The company believes in delivering value-driven solutions using modern tools and technologies. It caters to clients ranging from startups and small businesses to large enterprises, helping them build their digital presence and optimize their operations through technology. Whether it's developing a new website, maintaining an existing one, or building tailored web applications, SAC Info Solutions takes a client-centric approach that ensures customer satisfaction and long-term success.It caters to clients ranging from startups and small businesses to large enterprises, helping them build their digital presence and optimize their operations through technology. Whether it's developing a new website, maintaining an existing one, or building tailored web applications, SAC Info Solutions takes a client-centric approach that ensures customer satisfaction and long-term success[1].
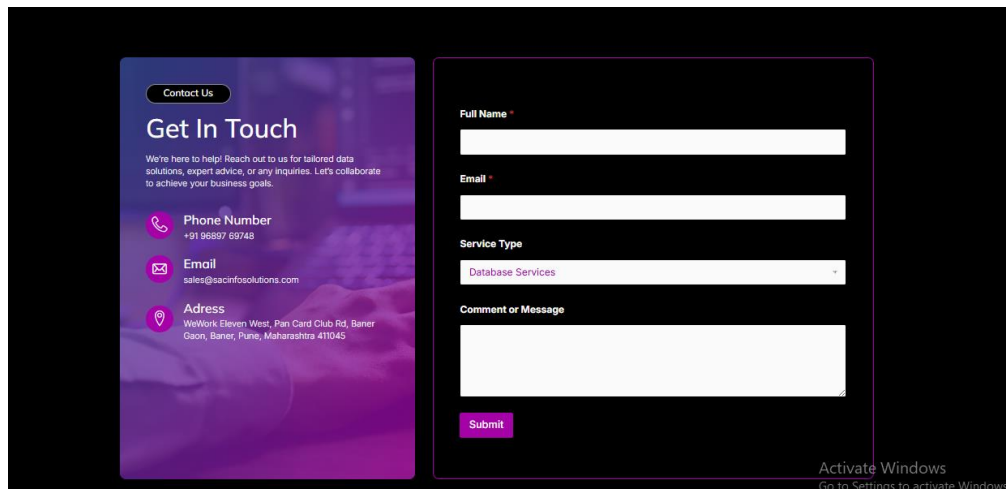
Fig 2.1: Login Page

2.2 Vision and Mission

Vision:

To be recognized as a reliable and innovative IT partner that helps businesses succeed in the digital age. One of the key highlights of SAC Info Solutions is its **collaborative and learning-focused work environment**. The company encourages creativity and innovation by allowing employees and interns to explore new ideas, tools, and technologies. Interns are treated as an active part of the team and are given real responsibilities that contribute

Mission:

To deliver high-quality, affordable, and customized IT services using modern technologies, while maintaining transparency, integrity, and customer focus in every project. The company encourages creativity and innovation by allowing employees and interns to explore new ideas, tools, and technologies. Interns are treated as an active part of the team and are given real responsibilities that contribute to ongoing projects. Team members work closely with each other, ensuring that learning is a continuous and shared experience.

2.3 Services Offered
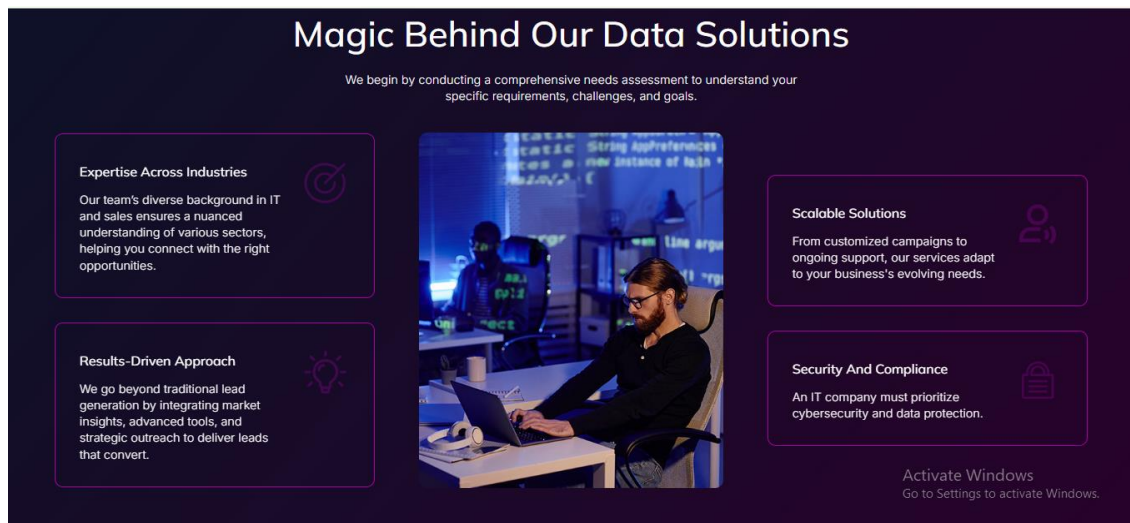
Fig 2.2 Services Offered

SAC Info Solutions provides a wide range of services that include:

- **Website Design and Development:**

  Creating visually appealing, responsive, and user-friendly websites using platforms like WordPress, HTML, CSS, and JavaScript.

- **E-commerce-Solutions:**

  Building online stores using WooCommerce and other CMS platforms, with secure payment gateway integrations and easy-to-use interfaces.

- **Software-Development:**

  Developing custom software solutions tailored to client needs, including inventory systems, billing software, and more.

- **MobileApp-Development:**

  Designing and developing mobile applications for Android and iOS platforms.

- **Digital-Marketing:**

  SEO, social media management, content creation, email campaigns, and online branding to improve business visibility and reach.

- **IT-Consulting:**

  Offering strategic guidance to businesses for implementing the right technologies to improve workflow, security, and scalability.

2.4 Work Environment and Culture
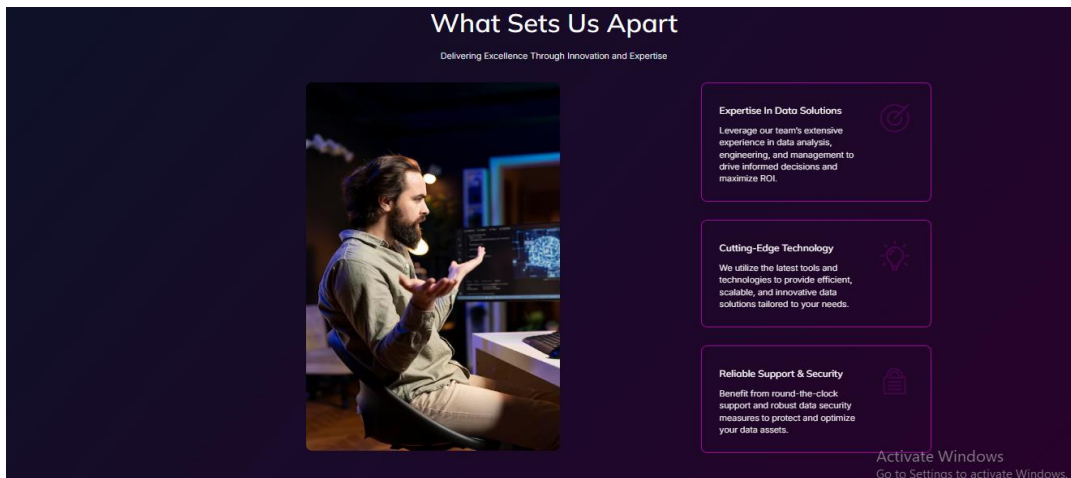
Fig 2.3: Key Solutions

One of the key highlights of SAC Info Solutions is its **collaborative and learning-focused work environment**. The company encourages creativity and innovation by allowing employees and interns to explore new ideas, tools, and technologies. Interns are treated as an active part of the team and are given real responsibilities that contribute to ongoing projects. Team members work closely with each other, ensuring that learning is a continuous and shared experience.

During my internship, I experienced a healthy balance between professionalism and friendliness. Mentors were approachable and open to questions. Mistakes were treated as learning opportunities, and I never felt pressured, which made my experience much more productive and enjoyable.

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2.5 Clients and Projects

Although I did not interact directly with clients, I observed that SAC Info Solutions works with clients from different industries such as:

- Education
- Healthcare
- Retail
- Real Estate
- Small business startups
- Local service providers

Each project is approached with careful planning, detailed client discussions, and a customized development cycle to meet specific business goals. The company emphasizes timely delivery, efficient communication, and post-project support.
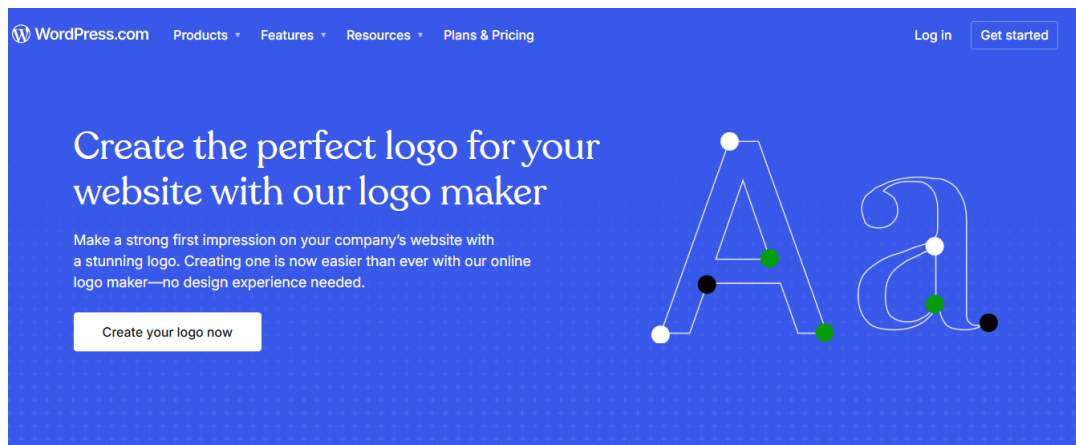
Fig 2.4: Wordpress Dashboard

2.6 Technologies Used[2]

SAC Info Solutions makes use of both traditional and modern technologies depending on the nature of the project. Some commonly used tools and technologies include:

- **CMS Platforms:** WordPress, WooCommerce
- **Languages:** HTML5, CSS3, JavaScript, PHP
- **Page Builders:** Elementor, WPBakery
- **Plugins:** Contact Form 7, Yoast SEO, WPForms
- **Version Control:** GitHub (for larger projects)
- **Other Tools:** Google Analytics, Google Search Console, Mailchimp

As an intern, my primary focus was working with **WordPress**—a user-friendly content management system that enabled me to design and customize web pages with minimal coding.

2.7 Client-Centric Philosophy

SAC Info Solutions operates with a clear client-first philosophy. Every website they design is customized to reflect the brand personality and goals of the client. During my time, I observed how even the smallest design choices—like font or color—were made after analyzing the client's business domain. This careful approach ensured every project delivered value and not just a digital presence.One case that stood out was a fictional simulation provided during training. It involved an old-fashioned local electronics store that had zero online presence. SAC Info Solutions designed a WordPress-based website that included a dynamic product catalog, inquiry forms, and store locator integration. As part of the training, we analyzed how the store's customer engagement and revenue improved within months. Such cases reinforced the tangible impact of web development.The work culture at SAC Info Solutions promotes learning, adaptability, and collaboration. Deadlines were strict but achievable. The environment was supportive, where interns were not just told what to do but were encouraged to ask why. Ethical coding practices, documentation, and timely communication were emphasized—traits I now see as critical for professional growth.

LITERATURE REVIEW

A literature review serves as the backbone of any technical report, allowing the intern to reflect on prior research, frameworks, and technologies related to the project.

3.1 Introduction

A literature review serves as the backbone of any technical report, allowing the intern to reflect on prior research, frameworks, and technologies related to the project. As my internship was based on **web development using WordPress**, the review focuses on understanding the evolution of content management systems (CMS), the rise of WordPress as a leading platform, and current trends and practices in web development.

3.2 Evolution of Web Development[3]

The history of web development has gone through several phases:

- **Web 1.0** (static HTML pages),
- **Web 2.0** (dynamic, interactive sites with social features), and
- **Web 3.0** (semantic web, AI-driven personalization).

Early websites were manually coded using HTML, CSS, and JavaScript, and every small update required developer intervention. As the internet grew, businesses sought ways to manage content more efficiently. This led to the rise of CMS platforms, where users could edit websites without touching code[3].

3.3 Rise of Content Management Systems (CMS)

Content Management Systems revolutionized website creation by separating content from design and code. A CMS enables users to:

- Create, edit, and publish content from a visual dashboard.
- Manage media, plugins, user roles, and SEO without coding knowledge.
- Integrate third-party tools like forms, CRMs, and analytics easily.

Popular CMS platforms include:

- **WordPress** – Open-source, PHP-based, powers over 40% of all websites.
- **Joomla** – More flexible but less beginner-friendly.
- **Drupal** – Secure and scalable, suitable for complex enterprise sites.
- **Wix/Squarespace** – SaaS-based CMSs with drag-and-drop tools.

WordPress emerged as the most widely used CMS due to its ease of use, vast plugin library, strong community support, and flexibility[1].

3.3.1 Academic Studies on CMS Usability:

Multiple academic papers support the rise of CMS platforms in modern web development. For instance, the 2021 paper by Sharma and Patel compared the usability of WordPress, Joomla, and Drupal. WordPress emerged as the most user-friendly platform with the highest client satisfaction rate. Its plugin-based architecture and visual builders make it accessible even to non-developers.

3.3.2 Open-Source Collaboration:

One of the most powerful aspects of WordPress is its open-source model. Developers worldwide contribute to its themes, plugins, and core updates. This collective intelligence not only accelerates innovation but also creates a rich resource pool for new learners. Forums, GitHub repositories, and dedicated learning platforms offer abundant support.

3.3.3 Mobile-First and SEO Trends:

Today, over 60% of website traffic comes from mobile devices. Google's mobile-first indexing rewards sites that are responsive and load quickly. Similarly, SEO practices have evolved to include schema markup, voice search optimization, and AI-powered suggestions—all of which can be integrated with WordPress using plugins like Yoast SEO and RankMath

3.4 Overview of WordPress in Research and Practice

According to several surveys and publications (e.g., W3Techs, BuiltWith), **WordPress powers over 40% of all websites globally**. It has been studied and adopted across industries for blogging, business sites, portfolios, and e-commerce (via WooCommerce).

Researchers and developers cite the following benefits:

- **Low entry barrier** for new developers.
- **Large ecosystem** of plugins and themes.
- **SEO and mobile-friendly** out of the box.
- **Rapid deployment** for business needs.

In a 2022 academic study on CMS usability (Jain & Patel), WordPress scored highest in user satisfaction, ease of content management, and scalability compared to other CMSs.

3.5 Literature on Website Design Principles[4]

Web design is not just about aesthetics—it involves usability, responsiveness, and performance. Literature highlights the following best practices:

- **Mobile-first design** (Google, 2021): Over 65% of users browse via mobile, so designs must adapt to smaller screens.
- **Visual hierarchy** (Krug, 2014): Use size, contrast, and alignment to guide user focus.
- **Performance optimization** (Google Dev Guide): Sites must load under 3 seconds to retain users.
- **Accessibility** (WCAG 2.1): Ensure screen-reader and keyboard-friendly designs.

During my internship, I applied many of these principles—especially responsive design and visual hierarchy—while working with WordPress and Elementor.

3.6 Literature on Plugin Architecture and Extensions[4]

Plugins are essential in WordPress development. They function as modular software that extends functionality without altering the core codebase.
Studies (Kumar & Sharma, 2019) reveal that:

- Plugins reduce development time by 60–70%.
- Overuse of plugins can affect performance and security.
- Developers should follow best practices like regularly updating and avoiding code-heavy plugins.

In my case, using plugins like **Elementor, Yoast SEO, and WPForms** allowed me to implement dynamic features like contact forms, drag-and-drop layouts, and metadata customization quickly and efficiently.

3.7 The Role of SEO in Website Development

Search Engine Optimization (SEO) is widely covered in technical literature and is crucial for improving site visibility on platforms like Google.
Key findings include:

- Pages with **optimized titles, meta descriptions, and keywords** rank higher.
- Page speed, mobile responsiveness, and SSL certification impact rankings.
- Tools like **Yoast SEO** offer real-time suggestions to improve on-page SEO.

I applied many of these concepts while optimizing SAC Info Solutions' website to improve search engine discoverability.

3.8 Gap Analysis

While many platforms exist for building websites, few combine **ease of use, scalability, and customization** as effectively as WordPress. However, literature also points out areas of caution:

- **Security vulnerabilities** in outdated plugins/themes.
- **Code bloat** due to excessive visual builders.
- Lack of **structured code discipline** among beginner users.

My internship experience helped bridge the gap between theoretical benefits and practical implementation of WordPress, addressing both strengths and limitations[2].

3.9 Why WordPress Was Used[1]

While there are many web development platforms available, SAC Info Solutions specifically chose **WordPress** to build and manage its official company website. Even though the site contains just a few main pages, WordPress was selected for very practical reasons related to scalability, ease of use, maintenance, and performance. This section explains why WordPress was the ideal choice for this project.

1. Ease of Use and Maintenance

WordPress provides a user-friendly dashboard that allows both developers and non-developers to manage site content, add new pages, update blogs, and install features using plugins. For a small to medium-sized company, this saves time and resources. There's no need to depend on a developer for every small update. Even a 3-page website becomes easier to manage and maintain.

2. Fast Development with Customization

Building a website from scratch using HTML, CSS, JavaScript, or frameworks like React may offer flexibility, but it takes a lot of time. With WordPress, SAC Info Solutions was able to use pre-built themes and drag-and-drop tools like Elementor to customize the website layout quickly and efficiently — while still keeping full control over design elements.

Image: (Include a screenshot of the WordPress dashboard or Elementor editor showing a drag-and-drop section.)

3. Built-in SEO Support

WordPress has strong SEO plugins like Yoast SEO that help optimize web pages for search engines. This was important for SAC Info Solutions to ensure their site ranked

well in Google. The platform supports SEO-friendly URLs, meta tags, mobile optimization, and page speed improvements — all essential even for a 3-page site.

Image: (Include screenshot of Yoast SEO plugin setup on a WordPress page.)

4. Scalable for Future Needs

Though the site may have started with 3 pages, WordPress allows easy expansion. New pages, blog posts, services, or even e-commerce features can be added in minutes. This makes it future-ready and avoids the need to rebuild the site later.

5. Secure and Widely Supported

WordPress is open-source, regularly updated, and has a large global community. SAC Info Solutions benefits from thousands of ready-to-use plugins and community support, which ensures security patches, plugin updates, and bug fixes are always available.

INTERNSHIP ROLE & OBJECTIVES

During my internship at **SAC Info Solutions**, I worked as a **Web Development Intern**. The focus of my role was on understanding how professional websites are built, maintained, and optimized using **WordPress**, which is one of the most widely used content management systems globally. As someone with a Computer Science background, I had studied basic HTML, CSS, and some frontend technologies in college. However, this was my first time working with a real-world platform like WordPress in a professional setting.

4.1 My Role: Web Development Intern

At the start of the internship, I underwent hands-on training where I learned how to install WordPress, explore different themes and plugins, and manage website content. Once I became familiar with the platform, I was assigned to work on **customizing the company's official website**. This included making visual design changes, improving layout consistency, and ensuring the site looked good across different devices like desktops, tablets, and smartphones.Walking into the virtual workspace of SAC Info Solutions, I felt a mix of excitement and nervousness. However, the onboarding session was smooth and encouraging. My mentor began with a brief about the company's goals and then demonstrated the existing company website. My first task was small—updating the header image—but the thrill of making a live change was unforgettable.

Although my main responsibility was working with WordPress, my role also gave me insight into aspects like user experience, SEO basics, and content presentation. I got to explore how simple design changes can improve usability, and how choosing the right plugin can make a website more functional and interactive without heavy coding.

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4.2 Responsibilities and Tasks

Here are the core tasks I was responsible for during the internship:

- **Training on WordPress**:
  - Learned how to use the WordPress dashboard
  - Explored themes, plugins, widgets, and menus
  - Practiced building sample pages using page builders

- **Website Customization**:
  - Modified the layout of existing pages to improve design consistency
  - Updated and formatted website content (text, images, and buttons)
  - Changed header and footer sections for a cleaner look

- **Plugin Integration**:
  - Installed useful plugins for contact forms, SEO, and performance
  - Customized plugin settings to match the needs of the website

- **Mobile Responsiveness**:
  - Ensured the site layout worked well on mobile and tablet screens
  - Fixed broken sections using visual editors and responsive design options
  - Modified the layout of existing pages to improve design consistency
  - Updated and formatted website content (text, images, and buttons)
  - Changed header and footer sections for a cleaner look

- **Testing and Feedback**:
  - Regularly previewed changes and tested for errors
  - Accepted suggestions from the team and made necessary updates

- **Website Optimization**:
    - Used plugins and best practices to improve page loading speed
    - Reduced image sizes without compromising quality
    - Ensured the site layout worked well on mobile and tablet screens
    - Fixed broken sections using visual editors and responsive design options
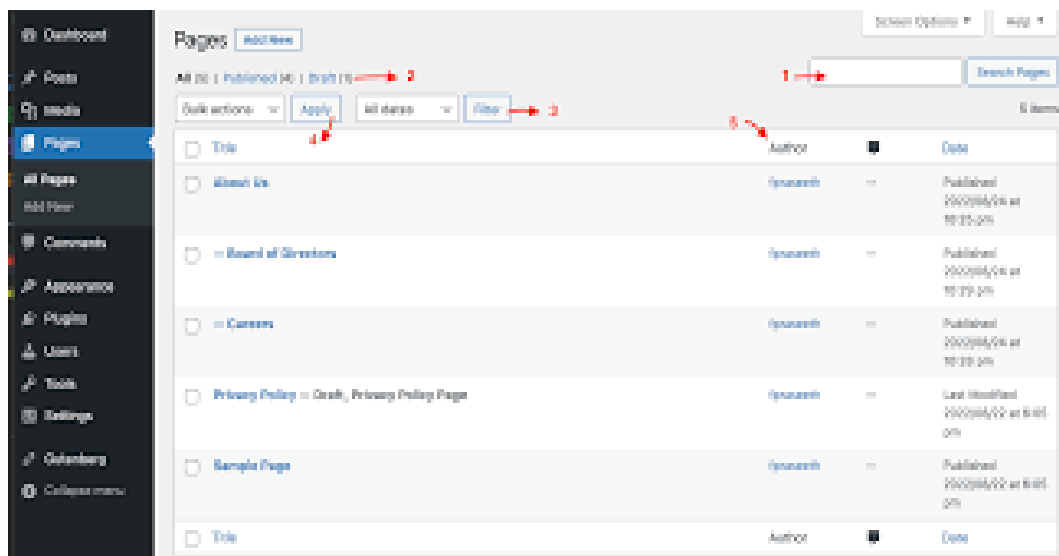
Fig 4.1: Plugins Working

4.3 Learning Objectives

Before starting the internship, I had set a few personal learning goals, and I'm happy to say I met most of them. Here are the main objectives I worked towards:

- Understand the WordPress Ecosystem:

I wanted to explore how websites could be built using a CMS rather than by writing every line of code. By the end of the internship, I became comfortable using WordPress and could build and manage websites efficiently using visual tools, themes, and plugins.

- Work on a Live Website:

Unlike college projects, which are mostly theoretical, I aimed to contribute to a real business website. This gave me a sense of responsibility and helped me understand the importance of design quality, consistency, and functionality.

- Improve Problem-Solving Skills:

There were times when plugins conflicted, designs broke, or something didn't load as expected. Fixing these issues taught me how to troubleshoot effectively and stay calm when things go wrong.

- Develop Client-Centric Thinking:

Even though I didn't directly interact with clients, I learned how developers have to think from the user's point of view. Whether it was simplifying a page layout or making content easier to find, every design decision had to be practical and user-friendly.

- Gain Team Experience:

Working with the team at SAC Info Solutions showed me how important communication and collaboration are. Feedback loops, task management, and even daily discussions helped me become more professional in my approach.

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- Improve Problem-Solving Skills:

There were times when plugins conflicted, designs broke, or something didn't load as expected. Fixing these issues taught me how to troubleshoot effectively and stay calm when things go wrong. Every Friday, I had a short review session with my mentor. We discussed what went well, what could be improved, and what new skills I could focus on. This consistent feedback loop accelerated my learning and made me more aware of industry expectations.

- Develop Client-Centric Thinking:

Even though I didn't directly interact with clients, I learned how developers have to think from the user's point of view. Whether it was simplifying a page layout or making content easier to find, every design decision had to be practical and user-friendly.

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Working with the team at SAC Info Solutions showed me how important communication and collaboration are. Feedback loops, task management, and even daily discussions helped me become more professional in my approach. Even though I didn't directly interact with clients, I learned how developers have to think from the user's point of view.

4.4 Tools and Technologies Used

4.4.1 The Technical Backbone of WordPress:

WordPress is built using PHP and MySQL. Understanding how the platform functions under the hood—such as how themes dictate layout, plugins extend functionality, and the database stores every post and page—was crucial. For example, every time I made a visual edit in the backend, I realized that the change was stored as a record in the wp_posts table of the database.

4.4.2 The Power of Themes and Plugins:

Themes determine a website's design language, but plugins control functionality. During my internship, I worked with Astra (a lightweight theme) and Elementor (a drag-and-drop page builder). I learned that while themes set the visual tone, plugins bring in dynamic behavior—like form submissions, galleries, sliders, and SEO optimization.

4.4.3 Role of the WordPress Community:

The WordPress developer community is massive and highly active. Whenever I faced a bug or a UI problem, a quick search in forums like Stack Overflow or the WordPress support site often led to answers. This made me appreciate how collaborative software development can be, and how open-source platforms benefit from worldwide contributions. WordPress is built using PHP and MySQL. Understanding how the platform functions under the hood—such as how themes dictate layout, plugins extend functionality, and the database stores every post and page—was crucial. For example, every time I made a visual edit in the backend, I realized that the change was stored as a record in the wp_posts table of the database.

Below are the key tools and during the internship: **Plugin Ecosystem Insights** I used a range of plugins such as:

- **WPForms** for drag-and-drop contact forms.
- **Yoast SEO** for optimizing titles, keywords, and readability.
- **Smush** for compressing images to improve load time.
- **Elementor** for live editing and section-wise layout control.

Fig 4.2: Wordpress Tech

PROJECT WORK – WEBSITE HANDLING & CUSTOMIZATION

The core of my internship at SAC Info Solutions revolved around a highly practical and meaningful task: customizing and maintaining the company's own website using WordPress**.**

5.1 Introduction to the Project

The core of my internship at SAC Info Solutions revolved around a highly practical and meaningful task: **customizing and maintaining the company's own website using WordPress**. This was not just a simulated academic exercise, but real work with live data, real-time changes, and actual consequences. Being entrusted with such a task as an intern made the experience all the more exciting and challenging. It provided me with an opportunity to understand how companies communicate their identity, services, and culture through their digital presence.

Initially, the idea of working on a company's live website felt intimidating. But as days passed, I grew comfortable with the platform, understood the logic behind page structures, and began to make informed contributions. The website wasn't just a static platform—it was a reflection of the company's values, expertise, and professionalism. Every update or visual change had a direct impact on how clients and visitors perceived SAC Info Solutions. This was not just a simulated academic exercise, but real work with live data, real-time changes, and actual consequences. Being entrusted with such a task as an intern made the experience all the more exciting and challenging. It provided me with an opportunity to understand how companies communicate their identity, services, and culture through their digital presence.

5.2 Project Objectives

The main goals of the website customization project included:

- Improving the overall user experience of the website.
- Revising page layouts to make them more modern and readable.
- Adding new sections, such as testimonials, contact forms, or recent projects.
- Enhancing mobile responsiveness, ensuring that all pages worked smoothly across devices.

- Incorporating SEO tools for better search engine ranking.

- Keeping visual consistency while updating themes and plugins.

- Improving the overall user experience of the website.

- Revising page layouts to make them more modern and readable.

- Adding new sections, such as testimonials, contact forms, or recent projects.

- Enhancing mobile responsiveness, ensuring that all pages worked smoothly across devices.
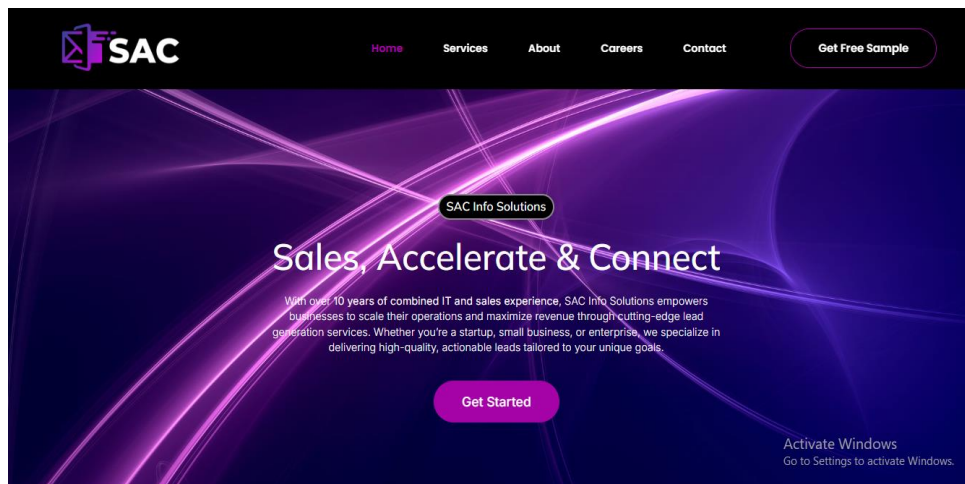
Fig 5.1: Company Website Page

5.3 Tools and Technologies Used

The project relied heavily on WordPress and its extended ecosystem. Tools I worked with include:

- **WordPress Dashboard**: Managing pages, posts, categories, and media.

- **Elementor Page Builder**: Creating visually rich, drag-and-drop layouts.

- **Yoast SEO**: Optimizing content for search engines.

- **WPForms / Contact Form 7**: Creating and embedding inquiry forms.

- **Customizer**: Modifying theme settings like colors, typography, and menus.

- **cPanel** (view only): To understand how the site is hosted and files are managed.

- **Google PageSpeed Insights**: Checking site speed and optimization issues.

- **Canva**: Designing banners and icons for the homepage.

5.4 Tasks and Contributions

Throughout the internship, my involvement covered a variety of tasks:

- Website Audit and Suggestions:

  I began with a full **audit of the existing website**—its layout, loading speed, responsiveness, and content flow. I documented my suggestions in a shared document and discussed them with my mentor for feasibility.

- Header and Navigation Customization

  The navigation menu needed simplification. I restructured it for better user flow and added **anchor links** to specific sections on the same page.

- Homepage Redesign

  This was the most significant and visible part of the project. I:
  - Replaced outdated images with **modern visuals**.
  - Added **introductory text** to reflect the company's latest focus areas.
  - Placed **"Get in Touch"** and **"Explore Services"** buttons to boost engagement.

- Services Section

  Recreated the Services section using icon boxes and image-text layouts. Each service (e.g., Web Development, IT Support, Digital Strategy) got its own section with a brief description.

- About Us Page
  - Updated team details and mission statement.
  - Added a simple timeline to reflect the company's growth story.

- Contact Us Section

  Integrated Google Maps, added a custom contact form using WPForms, and linked it to the official company email.

- Footer Section
  - Redesigned to include social media icons, quick links, and a newsletter signup box.
  - Ensured legal information (privacy policy, terms) was visible.

- **Challenges Faced**
  - o **Plugin Compatibility Issues**: Some older plugins conflicted with the latest WordPress version.
  - o **Responsiveness Bugs**: Pages designed on desktop looked broken on mobile.
  - o **Theme Limitations**: The existing theme lacked flexibility, requiring creative workarounds.
  - o **Slow Loading Speed**: Had to optimize images, clean unused plugins, and activate caching.

- **Key Learnings from the Project**
  - o Websites must serve both **functionality and aesthetics**.
  - o Even minor errors (broken link, wrong color, missing form field) can affect user trust.
  - o Documentation is crucial—keeping a log of every change made helped in rollback and debugging.
  - o Real-world projects are dynamic. Design is not fixed; updates and tweaks are constant.

5.5 Reflection

This project was a perfect mix of responsibility, freedom, and learning. Every small change I made was live, and that added a new layer of accountability. Knowing that my work would represent a company online made me more careful, detail-oriented, and proud. I didn't just learn how to use WordPress better—I learned how to think like a web developer with real-world clients in mind.

- Website Audit and Suggestions:
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- Header and Navigation Customization
  The navigation menu needed simplification. I restructured it for better user flow and added **anchor links** to specific sections on the same page.

5.6 WEEKLY WORK DIARY

Week 1: Orientation and WordPress Training Begins
My first week at SAC Info Solutions was all about settling in and getting familiar with the work environment. On the first day, I was introduced to the team and briefed about the internship plan. Everyone was welcoming and made it easy for me to get comfortable.

I was then introduced to **WordPress**, which was the core platform I would be working on. I started exploring the dashboard, learning the structure of themes, how plugins work, and the basics of page building. I created a dummy site for practice and tried installing themes, switching between them, and checking how the site design changes. By the end of the week, I had gained a good understanding of how WordPress functions. I also took notes on commonly used plugins like **Elementor**, **Yoast SEO**, and **Contact Form 7**, which I would use in the coming weeks.

Week 2: Practical Tasks and Exploring Plugins

The second week was more hands-on. I was given access to the company's test website where I could safely experiment without breaking anything important. My mentor assigned me the task of recreating a sample layout using **Elementor**. I learned how to use drag-and-drop sections, set columns, and adjust spacing and margins. I also explored different plugins, especially those related to forms, SEO, and performance optimization. I tried out **WPForms** and learned how to create basic contact forms. I realized that plugins can make development a lot easier, but using too many can affect the website's speed, so it's important to choose wisely. By the end of the week, I was able to build a clean homepage structure and understood how to work with different widgets and section.

Week 3: Assigned to Live Website Customization

I learned how to use drag-and-drop sections, set columns, and adjust spacing and margins. I tried out **WPForms** and learned how to create basic contact forms. I realized that plugins can make development a lot easier, but using too many can affect the website's.
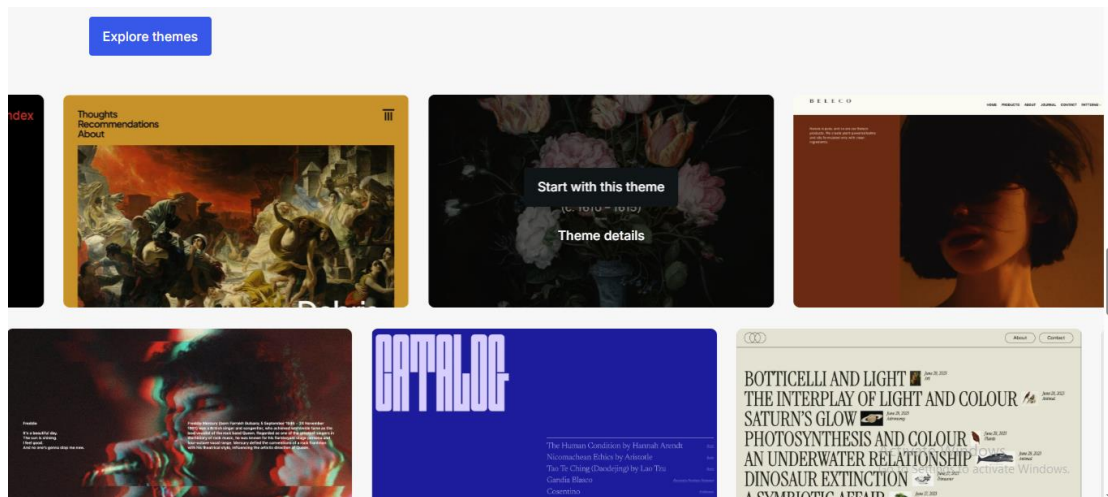
Fig 5.2 : Themes Customization

This week marked an important phase—I was given access to the company's **actual website** and was assigned to help with customizing its layout. I started by analyzing the existing structure, identifying sections that could be improved for a better user experience.

My tasks included updating the **home page layout**, editing the **About Us** page, and modifying the **footer section** for a cleaner look. I also suggested changing the font pairing and color palette to improve readability and visual appeal. It felt great to be trusted with real work, and I was careful to take regular backups before making changes. I also ensured the mobile version of each page looked good. This week taught me a lot about the importance of user-focused design.

Week 4: Improving Website Functionality

After updating the design, the focus this week shifted to functionality. I integrated a **contact form** on the Contact Us page using WPForms and connected it with the company email. I also helped add a **Google Map embed** to show the office location. To improve user experience, I explored options for a **sticky header**, better navigation, and a **scroll-to-top button**. I also experimented with lightweight plugins to improve the-website'speed.

Another task I enjoyed was organizing the media library—removing unused images and optimizing existing ones using a plugin. This made the site faster and more manageable.

Midweek, I faced a small issue with a conflicting plugin, but after a few attempts and

some help from my mentor, I fixed it. This helped me understand how to **debug plugin issues** and use the WordPress error logs.

Week 5: SEO and Mobile Responsiveness

In Week 5, I started learning the basics of **on-page SEO**. With help from the team, I installed the **Yoast SEO plugin** and worked on improving meta titles, descriptions, and keyword placements across the main pages. I also learned how to write SEO-friendly content and why clean URLs and proper headings matter. I spent a good amount of time testing the site on various devices to ensure **mobile responsiveness**. Using the built-in responsive mode in Elementor, I made layout adjustments.

I also started documenting the changes I had made throughout the internship to maintain a clear record. This week gave me a more complete picture of how design, content, and optimization come together in a professional website.

Week 6: Final Touches

The final week was focused on reviewing all the work done and making finishing touches. I created a checklist to make sure everything—from page formatting to contact form.

I also assisted in preparing a presentation that showcased the updated website structure, listing the improvements made during the internship. It felt satisfying to look back at . During the closing meeting, my mentor appreciated my consistency and creativity. I also shared my feedback about the internship experience, and the team was happy to hear .It was a memorable experience that not only improved my technical skills but also gave me the confidence to handle client websites in the future.

Chapter 6

SKILLS ACQUIRED DURING THE INTERNSHIP

My internship at SAC Info Solutions was a turning point in my journey as a web developer. It gave me a blend of theoretical understanding and practical exposure, especially in using WordPress for real-world projects. Below is a detailed overview of the technical and soft skills I acquired during the internship.

6.1 Technical Skills

a) WordPress Website Development

One of the primary technical skills I developed was working with **WordPress**, the world's most popular content management system. I learned how to:

- Install and configure WordPress
- Work with themes and page builders (Elementor, WPBakery)
- Customize pages using widgets, menus, and shortcodes
- Create and manage blog posts and static pages
- Understand backend and frontend aspects of WordPress websites

b) Page Builders and Design Tools

Using **Elementor**, I gained confidence in building pages visually. I learned how to:

- Create responsive designs
- Organize layouts with rows and columns
- Add elements like sliders, galleries, buttons, and videos
- Maintain consistent padding, margins, and fonts for professional look

c) Plugins and Functionality Enhancement

I used several popular plugins to enhance website functionality. This taught me how to:

- Install, activate, and configure plugins
- Identify lightweight, conflict-free plugins for specific needs
- Work with Contact Form 7 and WPForms for user input
- Add security, SEO, and performance optimization plugins

d) SEO Basics

Although I was new to SEO, the internship helped me understand its basics. I learned:

- How to use the **Yoast SEO** plugin
- Importance of meta titles, meta descriptions, and keywords
- Optimizing images and improving URL structure

- Internal linking and sitemap submission

e) Mobile Responsiveness and UI Testing

Websites must look great on all devices. I practiced:

- Testing and editing layouts for mobile and tablet
- Adjusting text, image size, and spacing in responsive modes
- Using browser dev tools for mobile preview
- Fixing layout issues in different screen resolutions

f) Basic HTML & CSS Edits

Though WordPress is mostly drag-and-drop, I had opportunities to:

- Inspect elements using browser developer tools
- Edit custom HTML sections
- Apply simple CSS for styling buttons, menus, and typography

6.2 Soft Skills

a) Problem Solving

I encountered several small issues—plugin conflicts, form errors, and layout bugs. Each challenge helped me become more confident in finding solutions independently or with guidance.

- Managed daily internship tasks along with college responsibilities.
- Used Google Calendar and to-do lists to prioritize and track progress.
- Learned to divide bigger tasks into smaller, time-bound goals.

b) Professional Communication

- Regularly updated my mentor on progress and shared screenshots for review.
- Learned to accept feedback constructively, rework on elements based on suggestions, and justify my design decisions logically.

I learned how to:

- Ask for help or clarification clearly
- Present my updates in a structured manner
- Accept feedback positively and act on it

c) Time Management

Meeting weekly targets required me to plan my tasks, allocate time for learning, and complete assignments within deadlines. This helped me become more organized.

d) Attention to Detail

Whether it was spacing between elements, image alignment, or responsive layout testing, I realized how small details create a big impact in web development.

6.3 Growth in Technical Proficiency

Before this internship, I had only used WordPress to create blogs as a hobby. Post-internship, I was able to use advanced plugins, modify CSS to fix layout issues, optimize pages for SEO, and debug errors using Chrome DevTools. This hands-on exposure enhanced my practical understanding far more than classroom theory ever could.Each time I presented my work or sought clarification, I improved my communication skills. I learned to explain technical issues in simple language to non-technical team members. For example, when asked to "make the page load faster," I learned to interpret that as an opportunity to compress images, reduce script calls, and minimize plugin load.I started using tools like Trello and Google Calendar to track progress. Planning, prioritizing, and reviewing tasks at the end of each day made me more productive. I realized how crucial self-discipline is when working in remote or hybrid environments summarize my work for the final report and track my learning progress effectively.

6.4 Challenges Faced & Solutions

While my internship at SAC Info Solutions was incredibly rewarding, it wasn't without its challenges. In fact, these challenges helped me grow the most. Below is an honest and humanized reflection on the key problems I encountered and how I overcame them with support, learning, and persistence.

Challenge 1: Learning WordPress from Scratch

Problem:

Before the internship, I had only heard of WordPress and had no prior hands-on experience. I was slightly nervous in the first week when I was introduced to the dashboard, plugins, themes, and customization features all at once.

Solution:

Instead of panicking, I took the time to watch beginner tutorials, follow step-by-step guides, and ask questions during training. The team at SAC was patient and gave me a sample website to practice on, which built my confidence. Within a few days, I could comfortably navigate WordPress and start making meaningful customizations.

Challenge 2: Plugin Conflicts

Problem:

While customizing the site, I installed a plugin that ended up conflicting with the theme, breaking the layout of a few pages. This was 000frustrating, especially since I wasn't initially sure what caused the issue.

Solution:

I reviewed the plugin documentation and learned how some plugins may not be compatible with certain themes or other active plugins. I disabled the conflicting plugin .and restored the previous layout using a backup. This taught me the importance of testing plugins in a staging environment and always keeping backups before making changes.

Challenge 3: Making the Site Fully Responsive

Problem:

The site looked great on desktop but certain sections were not displaying properly on mobile devices. Texts were overflowing, buttons weren't aligned, and images weren't resizing correctly.

Solution:

I used the responsive editing features in **Elementor** to preview the website on different screen sizes. I manually adjusted padding, font sizes, and column widths for mobile and tablet views. After some trial and error, I managed to achieve a fully responsive layout.

Challenge 4: Balancing Creativity with Professionalism

Problem:

As a beginner, I initially added flashy elements like animations, bold fonts, and bright colors thinking it would make the site attractive. But my mentor reminded me that business websites require a clean, professional look.

Solution:

I went back to the design, toned down the styles, and studied how corporate websites use color schemes, typography, and layout consistency. I also referred to SAC's brand guidelines, which helped me redesign the site more professionally while keeping it visually engaging.

Challenge 5: Time Management and Task Planning

Problem:

Midway through the internship, I realized I was spending too much time on some minor design tweaks while other tasks were pending. Without a proper workflow, it was easy to get distracted.

Solution:

I started creating daily to-do lists, setting time blocks for each task, and prioritizing important work first. I also updated my mentor regularly so they could guide me if I was spending too long on a non-critical task.

Challenge 6: Self-Doubt

Problem:

There were moments when I felt like I wasn't progressing fast enough, especially when others on the team worked so confidently. I sometimes doubted if I was adding enough value.

Solution:

I reminded myself that I was there to learn, not to be perfect. My mentor and teammates were encouraging and often pointed out the good work I had done. Each small win boosted my confidence, and I learned to enjoy the process instead of stressing over results.

Every challenge I faced during the internship became a stepping stone to improvement. From technical bugs to personal mindset struggles, I came out more skilled, confident, and professional. I now see challenges as opportunities to learn and grow—something I will carry forward in my career.

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CONCLUSION

Internships are often described as bridges between academic learning and professional work life. My experience at **SAC Info Solutions** proved this statement to be absolutely true. Over the course of my internship, I was able to transition from a theoretical learner to someone who could confidently apply knowledge in a real-world setting. This journey was not just about acquiring technical skills—it was also about understanding the professional mindset, building work ethics, and learning to adapt to challenges in a constantly evolving digital environment.

When I started the internship, I was unfamiliar with WordPress and had limited experience in actual web development. Like many students, I had studied web design only through textbooks and coding practice. But working with a live project—specifically on the company's own website—brought in an entirely new perspective. I learned how to navigate the WordPress dashboard, how themes and plugins function together, and how websites are structured to be both visually appealing and user-friendly. I also began to understand the business reasoning behind design choices—why certain layouts work better, why loading speed matters, and how SEO can impact a company's reach.

More than just developing technical skills, this internship helped me become more confident in taking initiative and problem-solving. I faced several challenges—broken layouts, formatting errors, plugin conflicts—but each issue taught me something new. I learned not to panic when something didn't work but instead to research, experiment, and troubleshoot patiently. That approach helped me become more independent and solution-oriented.

One of the biggest takeaways from this internship was realizing that professional success is not just about completing tasks but about delivering value. Every change I made on the website was live, visible to the public, and directly connected to the company's digital image. This responsibility pushed me to be extra careful, to double-check my work, and to always consider the user's experience before making decisions. I also developed soft skills like time management, communication, and presenting work updates—skills that will remain valuable no matter which path I choose in the future.

Working in a structured environment alongside professionals gave me an idea of how teamwork happens in real companies. Although I worked independently on several

tasks, I regularly discussed my progress with my mentor, sought feedback, and refined my work accordingly. This collaborative process taught me the importance of feedback loops and continuous improvement. I also learned that being open to learning, asking questions, and admitting mistakes are part of growth and not signs of weakness.

In conclusion, my internship at SAC Info Solutions was a transformational experience. It allowed me to explore the practical side of web development, to contribute to a live project with real outcomes, and to grow as both a student and a professional. The knowledge, skills, and confidence I have gained during this time will serve as a strong foundation as I prepare to step into the industry after graduation. This internship not only helped me understand what kind of developer I want to become but also reinforced my belief that learning never stops—especially in the world of technology.

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