

Plugin Report:

This project has provided me a lot of necessary tools that hope to implement in the future. Throughout this project I have learnt basic website design as well of plugin implementation of various types. This project has been very insightful and below is a description of my plugin implementation.

Elementor:

As I lack much knowledge on HTML/CSS, it is very difficult to build a website from scratch. Therefore I opted to use a front-end page builder. Elementor is one of the most popular builders as it is very easy to use. Elementor has a free version which is very good and complete. Elementor has more than 80 different design elements. It also comes with a lot of default templates, which are beautiful in design, and there are also a lot of tutorials on line, and a lot of content to learn from. It is very responsive and I loved all the designs they had. Very easy to use, and could undo and redo actions, which was great.

Matomo Analytics

In this era of data it is very important to know how users interact with your website. Therefore it is essential to have an analytics plugin to track traffic and user behaviour. I chose Matomo as my analytics plugin. Matomo gives good summaries on how the audience is engaged and the data is laid out beautifully and very comprehensively. Compared to other analytics plugins like Google Analytics, Matomo gives to 100% data ownership, which protects the privacy of the website's users. It also doesn't sample any data like Google Analytics, it gives you 100% accurate data. A plugin like this helps you to get to know your audience and be able to visualize how your audience engages with your website. This acts as a feedback mechanism to see where your website is lacking and can be changed to retain more customers.

Yoast SEO

One of the most important parts of a website, is being able to be visualized and found by everyone. Therefore it is very important that your website always appears at the top of search engine results. Yoast is a very powerful and comprehensive plugin that helps you accomplish that. Through keyword optimization, you put all the words that are related to your website and its synonyms, which helps faster indexing your website on search engines, making your website more visible. Thorough Yoast, you can also see how your website previews on social media and Google, and through other tools like no duplicate content, and redirect managers, it improves the visibility and the retention of visitors.

WP Super Cache

Having a fast and responsive website is essential to retain visitors, as visitors can easily leave the website and go onto the next one if they feel that the site speed is slow. Therefore having a caching plugin is essential, as it significantly enhances a website experience. WP Super Cache enhances the speed of the website by creating static html files, therefore enhancing the overall performance. As some search engines take web speed into consideration, it's a must to have a quick and responsive website as it favors on the search engine results.

Link to website:

<http://msaproject02.azurewebsites.net/>