NAAN MUDHALVAN

DIGITAL MARKETING

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PROJECT – 4

Wordpress Blog

Creating Blog Using Wordpress Platform

Aim:

To Create Blog Using Wordpress Platform

Procedure:

Industry Selection:

- Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points.
- Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website

Creating an Email ID:

- Select an email service provider like Gmail, Yahoo, or Outlook.
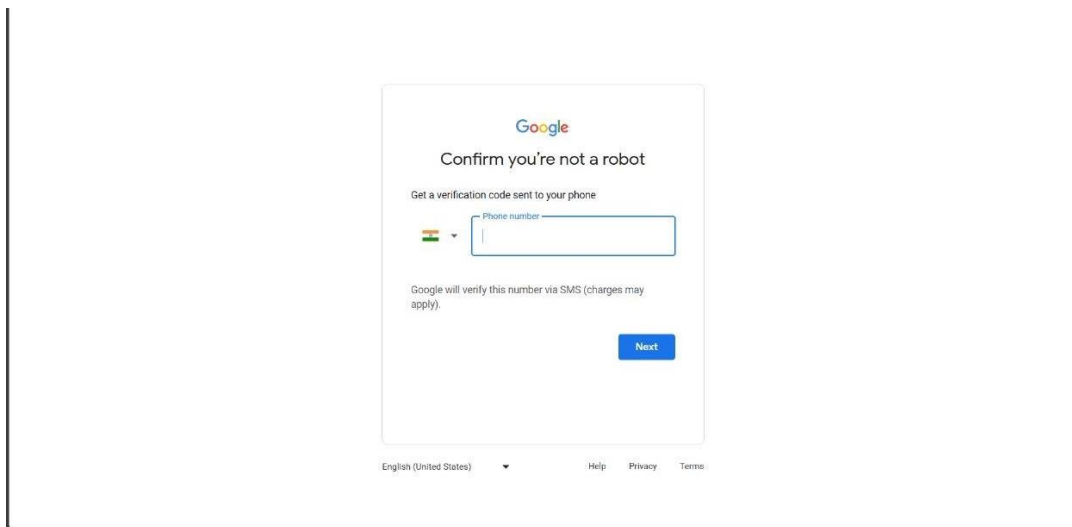- Visit the chosen provider's website.
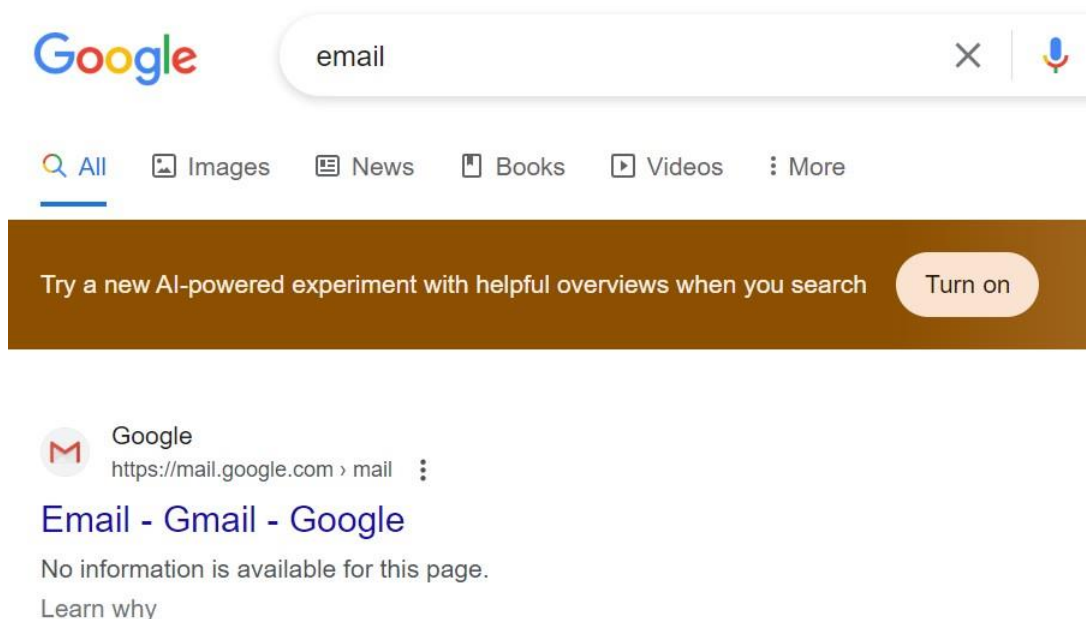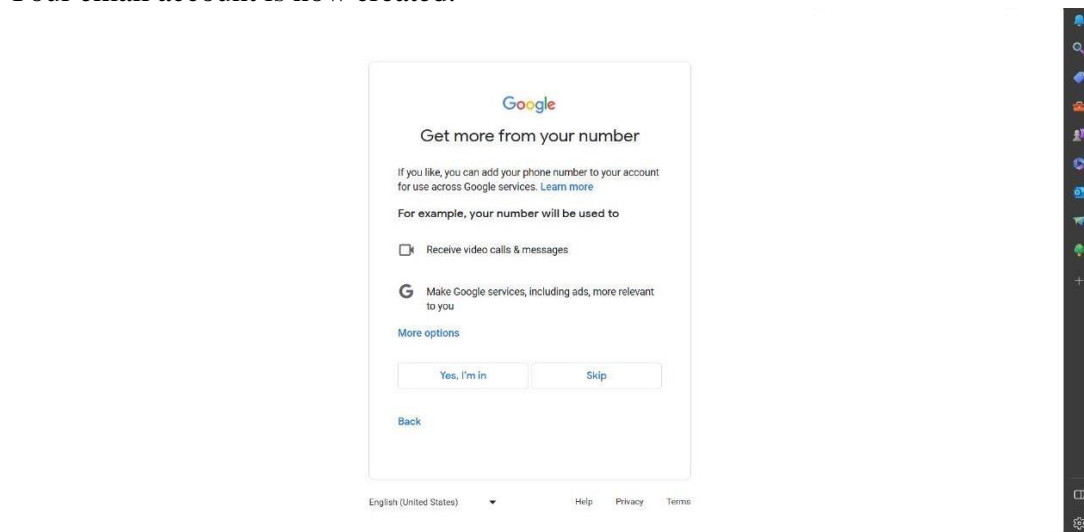

- Click on "Sign Up" or "Create Account."

- Fill in your personal information, including your name and preferred email address.

- Set a secure password.
- Verify your identity through a verification code sent to your phone or another email address.
- Your email account is now created.

Designing a Logo

- Create a logo that reflects the brand's identity, values, and target audience.
- Choose a color palette that aligns with your brand and industry.
- Ensure the logo is versatile and looks good in various sizes and formats.

<u>Creating an Facebook Page</u>

- Download the Facebook app from your smartphone's app store.
- Open the app/website.
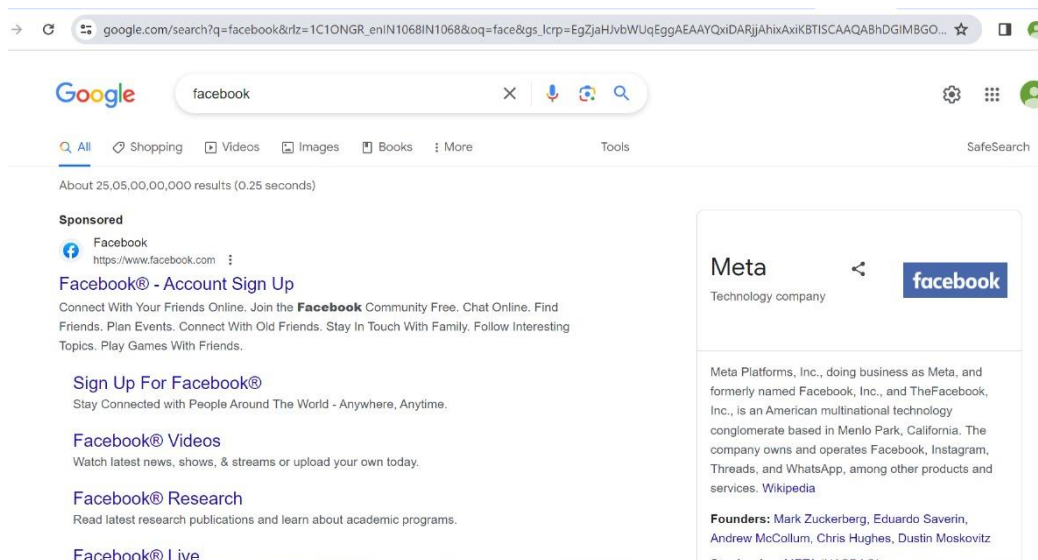
- Sign up for a new account using your brand's name, a profile picture (use your logo), and a bio that describes your brand.

<u>Creating a blog</u>:

Open wordpress site.

Go to ads and click create add and set the goal as to get more leads
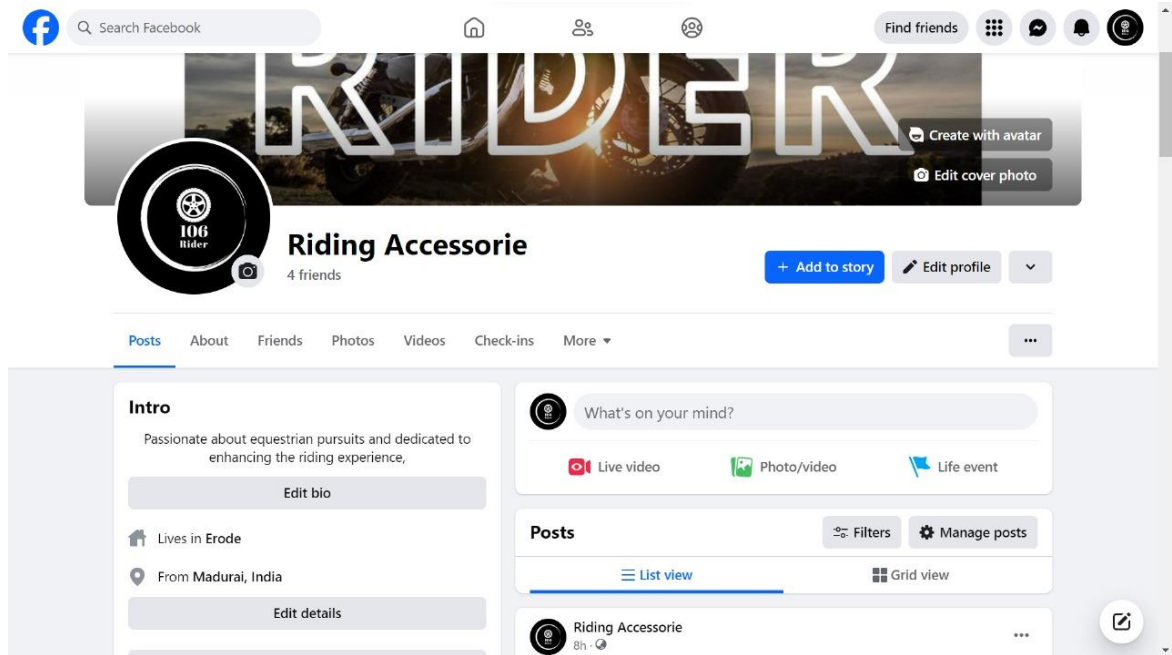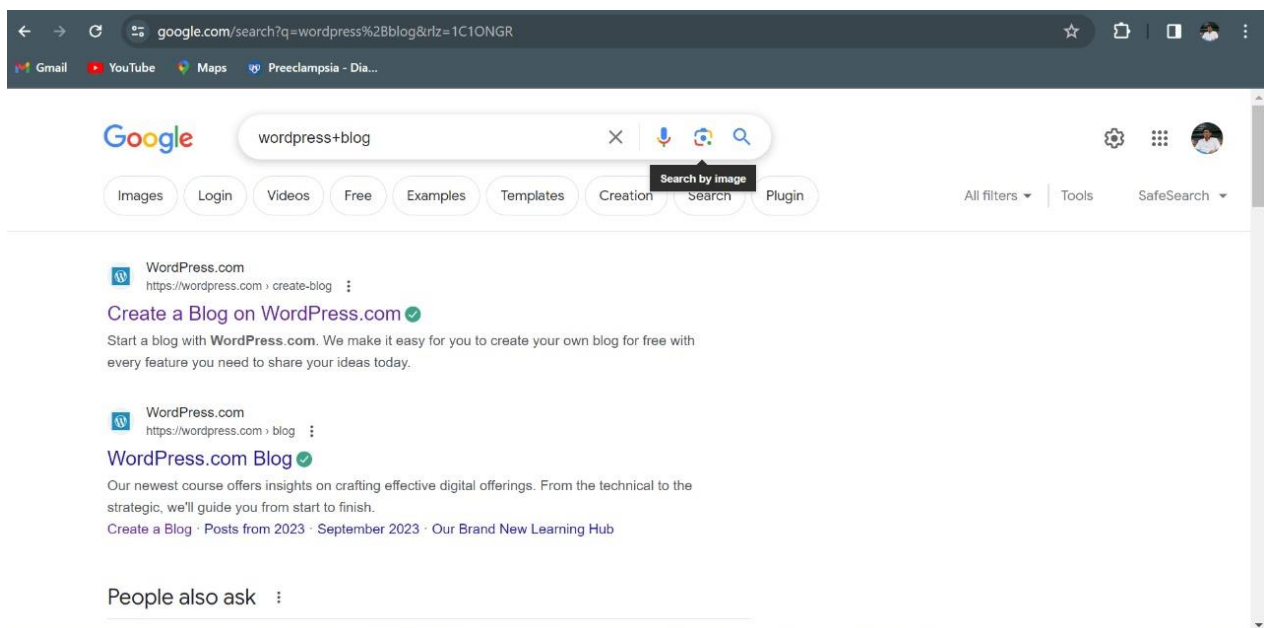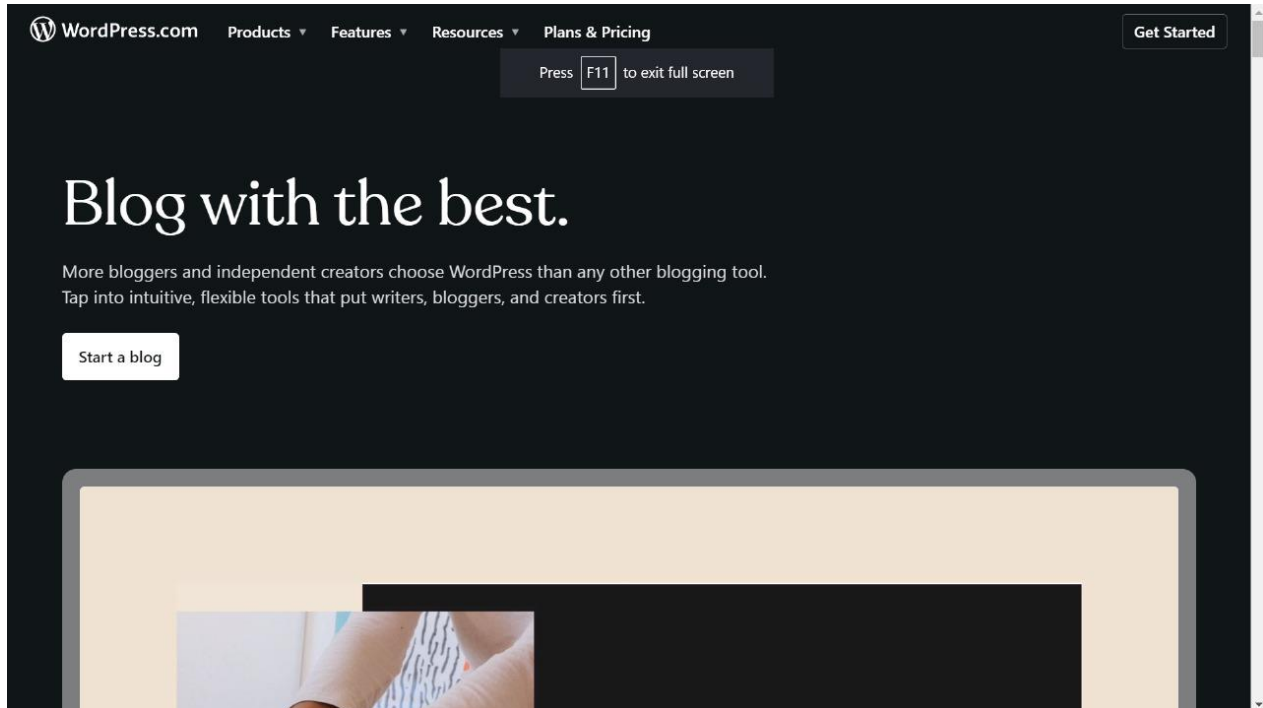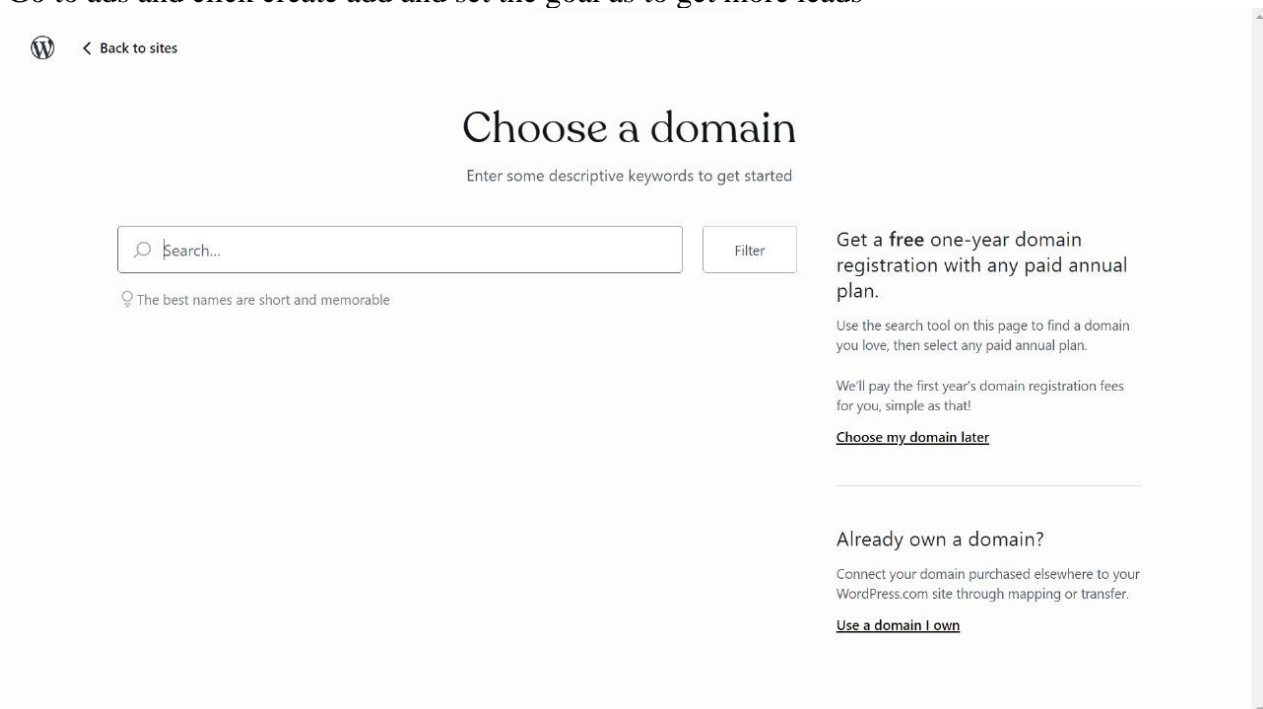

Then fill all the details

What are your goals?

Tell us what would you like to accomplish with your website.

Select all that apply

☐ Write & Publish	☐ Sell online
☐ Promote myself or business	☐ Get a website built quickly ★ Premium
☐ Import my existing website content	☐ Other

Continue

W My Sites   ⊞ Reader   ✎ Write 🛒 👤 ❓ 🔖

‹ Switch site

📷 **106 Riding Accessories**
   ridingaccesories106.wordpress.com

Free domain with an   **Upgrade**
annual plan

🏠 **My Home**

📊 Stats

🛒 Upgrades   Free

✉ My Mailboxes

📌 Posts

🎵 Media

📄 Pages

💬 Comments

🖼 Feedback

🟢 Jetpack

My Home
Your hub for posting, editing, and growing your site.

Visit site

Next steps for your site   3/7

✓ Give your site a name

✓ Verify email address

✓ Add a new page

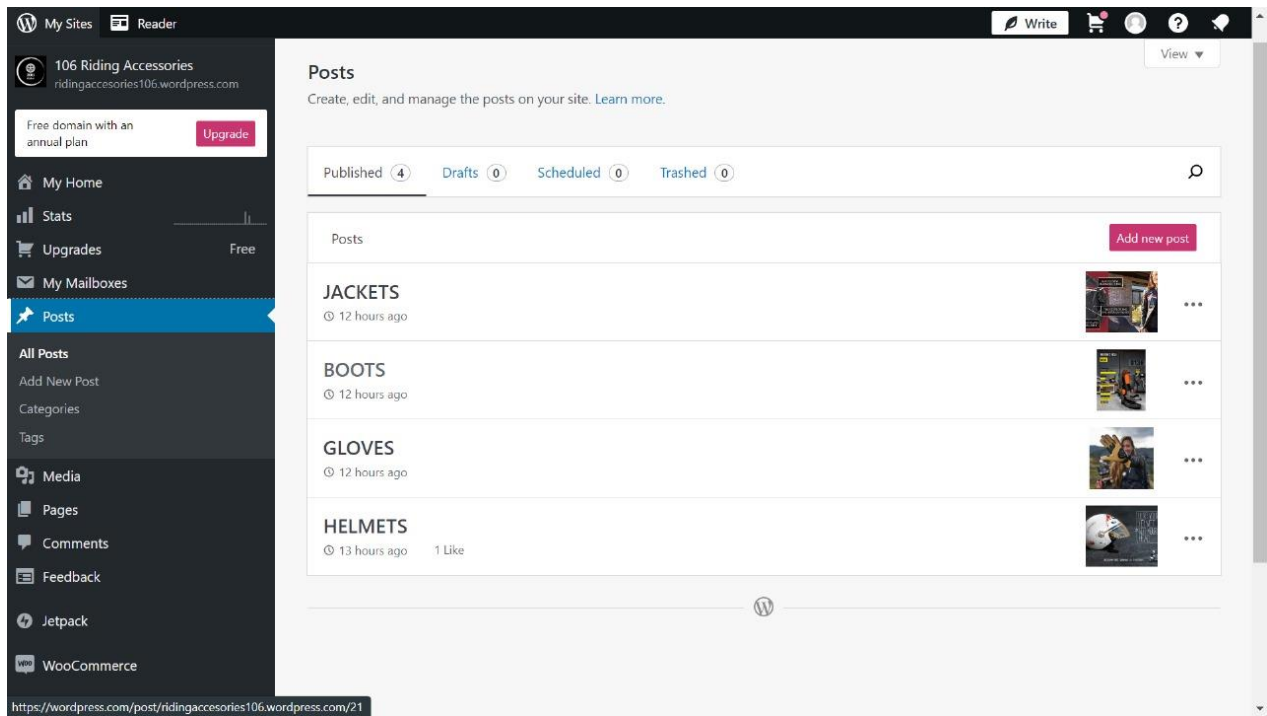Customize your domain   ›

Drive traffic to your site   ›

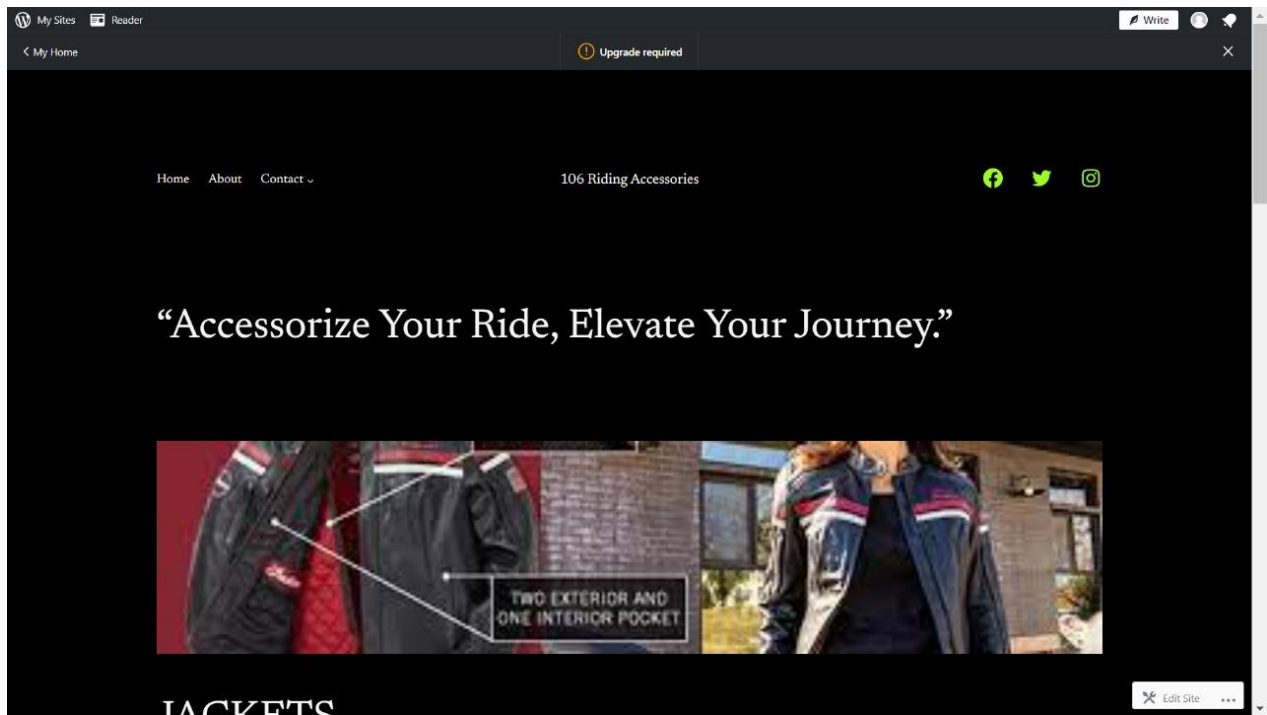"Accessorize Your Ride, Elevate Your Journey."

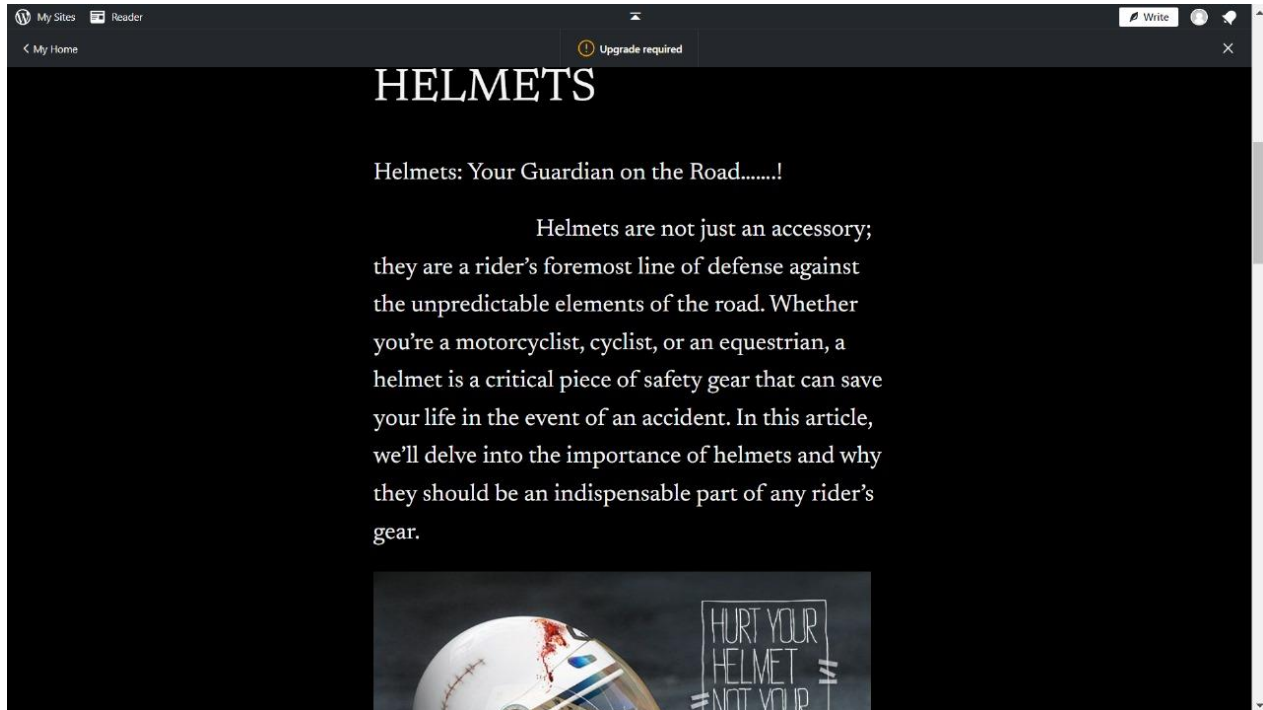**106 Riding Accessories**   •••
ridingaccesories106.wordpress.com ⬈

Quick links   ⌃

After filling the details and payment process, the ad is posted in the facebook

HELMETS

Helmets: Your Guardian on the Road.......!

Helmets are not just an accessory; they are a rider's foremost line of defense against the unpredictable elements of the road. Whether you're a motorcyclist, cyclist, or an equestrian, a helmet is a critical piece of safety gear that can save your life in the event of an accident. In this article, we'll delve into the importance of helmets and why they should be an indispensable part of any rider's gear.

Result:

➢ **Email Id:**
ridingaccesories106@gmail.com

➢ **Industry Name:**
Riding Accessories

➢ **Industry Type:**
Accessories shop

➢ **Facebook page:**
Riding Accesories

➢ **https://www.facebook.com/profile.php?id=61550477902410&mibextid=ZbWKwL**

➢ **Instagram page:**

➢ **https://instagram.com/106ridingaccessories?igshid=YTQwZjQ0NmI0OA==**

➢ **Canva Logo:**

> ➢ **https://canva.com/design/DAFypTn0waY/ofzBVPD7-Xf1birHQR77vA/edit**

> ➢ **Video Link:**

https://drive.google.com/file/d/1-7R4dsmW3eKldXapYm0z095mKZGvsirh/view?usp=drivesdk