

Project Development Phase

Date	01 November 2023
Project Name	Creating Blog Using Wordpress

Functional Requirements:

FR No.	Functional Requirement	Features Included
FR-1	Automation	It can significantly improve website management and save time for website owners and administrators. There are several areas in which automation can be implemented: Scheduled Content Publishing, Automated Backups, Comment Moderation.
FR-2	Content	Creating high-quality and engaging content for your WordPress website is essential for attracting and retaining visitors. The type of content you should produce depends on your website's purpose and audience: Identify Your Target Audience, Write High-Quality Content, Create Engaging Headlines, Use Visuals, Social Sharing.
FR-3	Analytics	It should understanding what works and improving your content strategy. You can use various analytics tools and methods to track and measure the success of your blog: Google Analytics, WordPress Analytics Plugins, Social Media Analytics, Email Marketing Analytics, Custom Event Tracking, E-commerce Analytics.
FR-4	Deliverability	When it comes to email deliverability for a WordPress blog, ensuring that your email communications reach your subscribers' inboxes is crucial. Whether you're sending newsletters, updates, or other email content, here are some key considerations to improve email deliverability. Use a Reliable Email Service Provider (ESP), Authentication and SPF/DKIM/DMARC Records, Use a Professional Email Address.

VT PETS SHOP

October 21st, 2023



PETS TRENDS IN 2023

- Pets for Sale:**
 - Pet shops typically offer a range of animals for sale, such as dogs, cats, birds, fish, small mammals (like hamsters and guinea pigs), reptiles, and sometimes even exotic animals.
 - These animals are usually sourced from breeders or animal shelters.
- Pet Supplies:**
 - In addition to live animals, pet shops sell various pet-related products, including pet food, toys, bedding, grooming supplies, cages, aquariums, and other accessories.
- Adoption Services:**
 - Many pet shops collaborate with local animal shelters and rescue organizations to facilitate pet adoptions.
 - This helps find homes for abandoned or rescued animals.
- Knowledgeable Staff:**
 - Pet shop employees are usually knowledgeable about pet care and can provide advice on the care, feeding, and housing of pets.
 - They can help customers make informed decisions about the animals and products they purchase.
- Health and Care Products:**
 - Pet shops often carry health and care products, such as medications, flea and tick treatments, and dietary supplements to help pet owners maintain the health and well-being of their pets.
- Fish and Aquatic Supplies:**
 - Some pet shops specialize in fish and aquatic animals, offering a wide range of fish species, aquariums, filters, water conditioners, and aquatic plants.
- Bird and Avian Supplies:**
 - For bird enthusiasts, pet shops sell a variety of birds, cages, bird food, and accessories.
- Customer Education:**
 - Responsible pet shops often educate customers about the commitment and responsibilities of pet ownership, including the time, effort, and financial resources required to care for a pet properly.
- Food and Nutrition:**
 - They offer a variety of pet foods and treats tailored to the specific dietary needs of different animals, including both dry and wet food options.
- Health and Wellness:**
 - Many pet shops provide over-the-counter medications, supplements, and hygiene products for pets.
 - Some may also offer basic grooming services or have a grooming section with products like shampoos and brushes.

TYPES OF PETS

- Dogs:**
 - Dogs are one of the most popular and diverse types of pets. They come in a wide variety of breeds, sizes, and temperaments, making them suitable for different lifestyles.
 - They are known for their loyalty, companionship, and versatility, serving as both family pets and working animals.
 - Cats:**
 - Cats are another popular choice for pets. They are known for their independent nature, low-maintenance care, and playful behavior.
 - Cats come in different breeds and can be either indoor or outdoor pets.
 - Birds:**
 - Birds can make colorful and engaging pets. Common pet bird species include parrots, budgerigars (budgies), canaries, and finches.
 - They require proper cage setups and social interaction to thrive.
 - Small Animals:**
 - This category includes a variety of small mammals such as rabbits, guinea pigs, hamsters, gerbils, mice, and ferrets.
 - These animals are often kept in cages or enclosures and can be suitable for people with limited space.
 - Fish:**
 - Fish are popular as pets, especially in the form of aquariums. Freshwater and saltwater fish come in various sizes and colors, and maintaining an aquarium can be a relaxing and rewarding hobby.
- When visiting a pet shop, it's important to choose one that prioritizes the welfare of the animals they sell, adheres to local animal welfare laws, and provides a clean and safe environment for both pets and customers.
 - Responsible pet ownership includes careful consideration of the needs and responsibilities associated with caring for a pet, so be sure to do your research before bringing a new pet into your home.