

# **NAAN MUDHALVAN**

## **DIGITAL MARKETING**

### **Participants:**

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## PROJECT – 4

### WordPress -Blogging

**Create a WordPress blog and promote it on any social media platform**

#### **Aim:**

To create a WordPress Blog and promote it on any social media platform and attract a minimum of 50 likes.

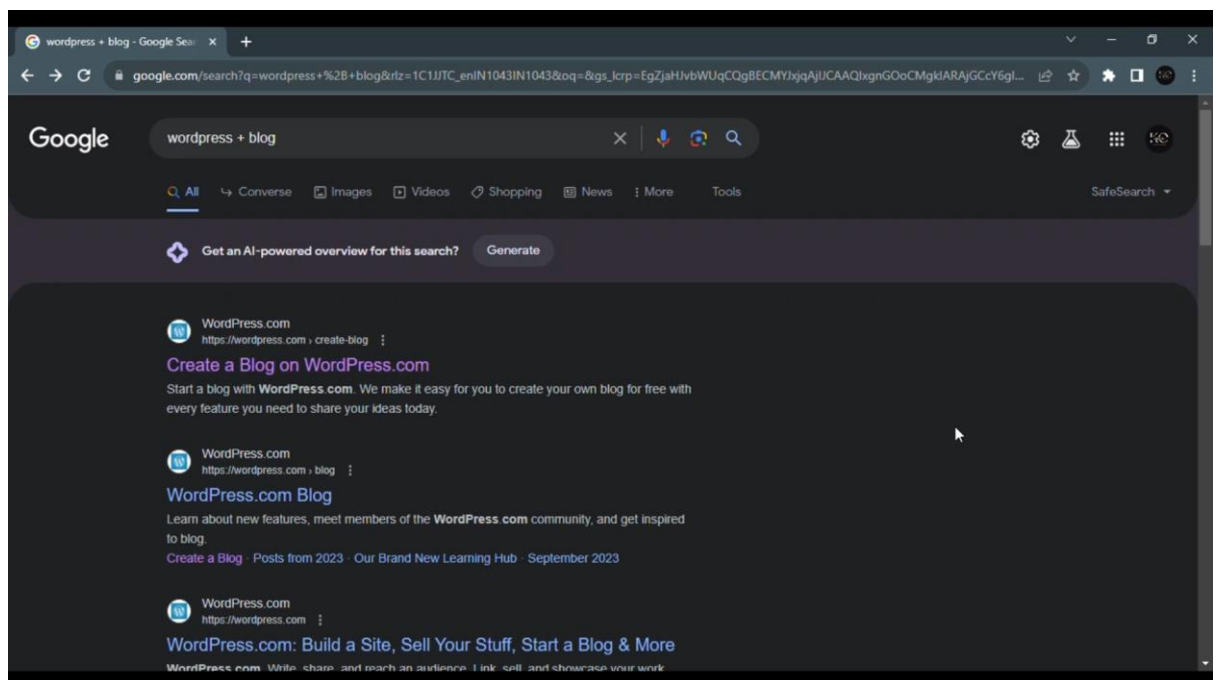
#### **Procedure:**

#### **Industry Selection:**

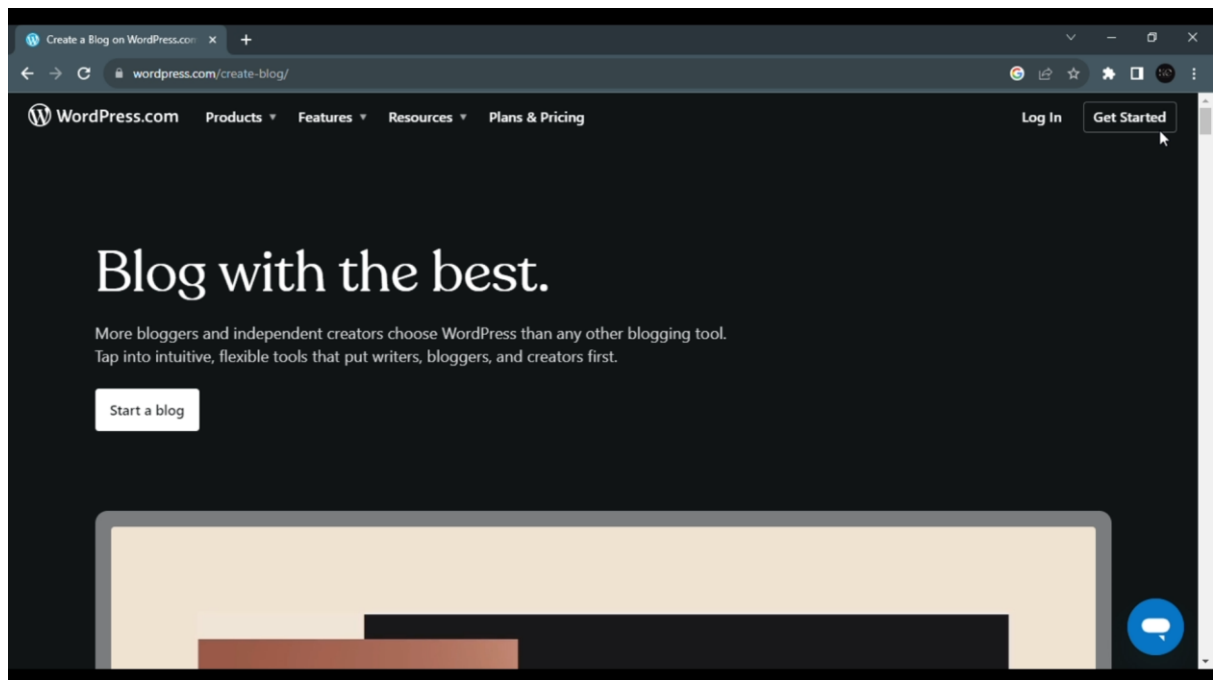
- Research and identify the target audience and niche within the industry. Consider factors like gender, age group, sports focus, or unique selling points.
- Choose a brand name that resonates with your niche, is easy to remember, and has an available domain name for a future website

#### **Creating a WordPress account:**

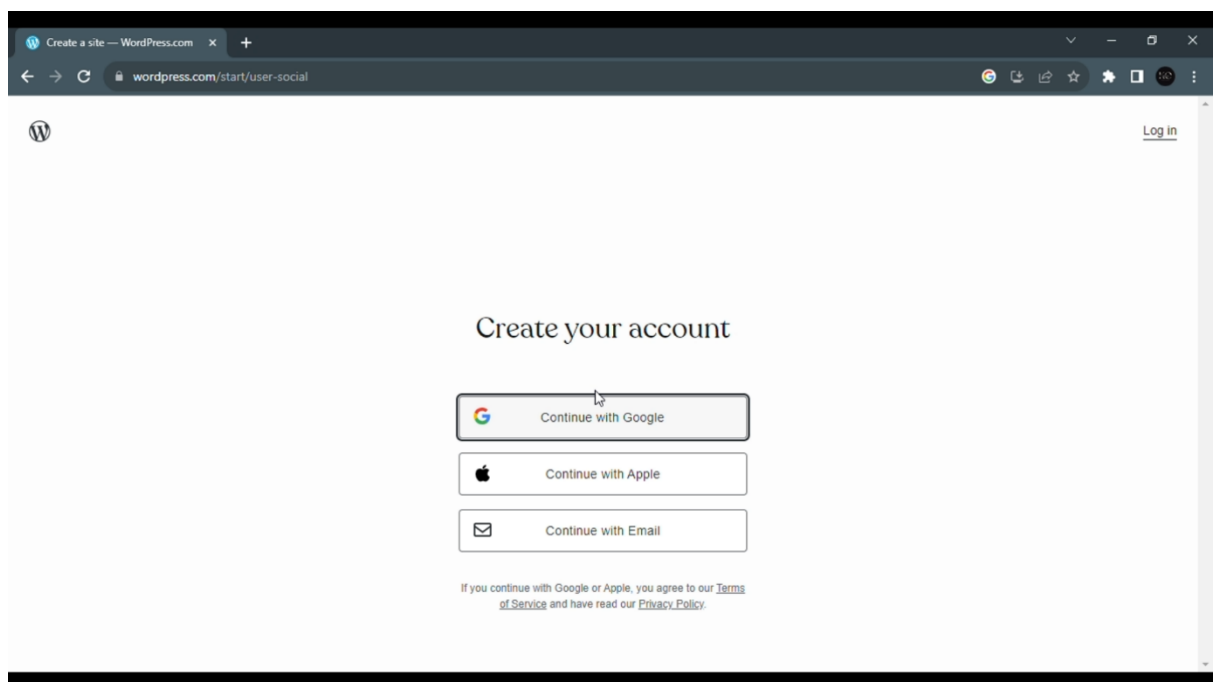
- Search “WordPress blog” in browser.
- Visit the chosen provider's website.



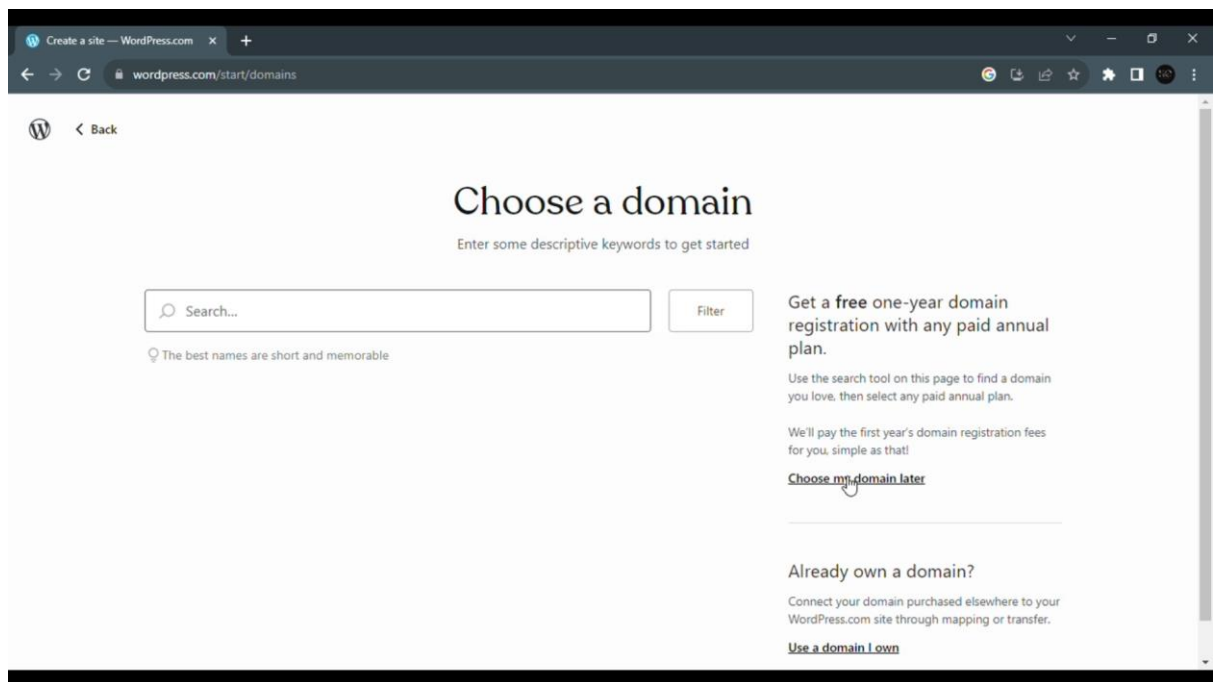
- Click “Get started”



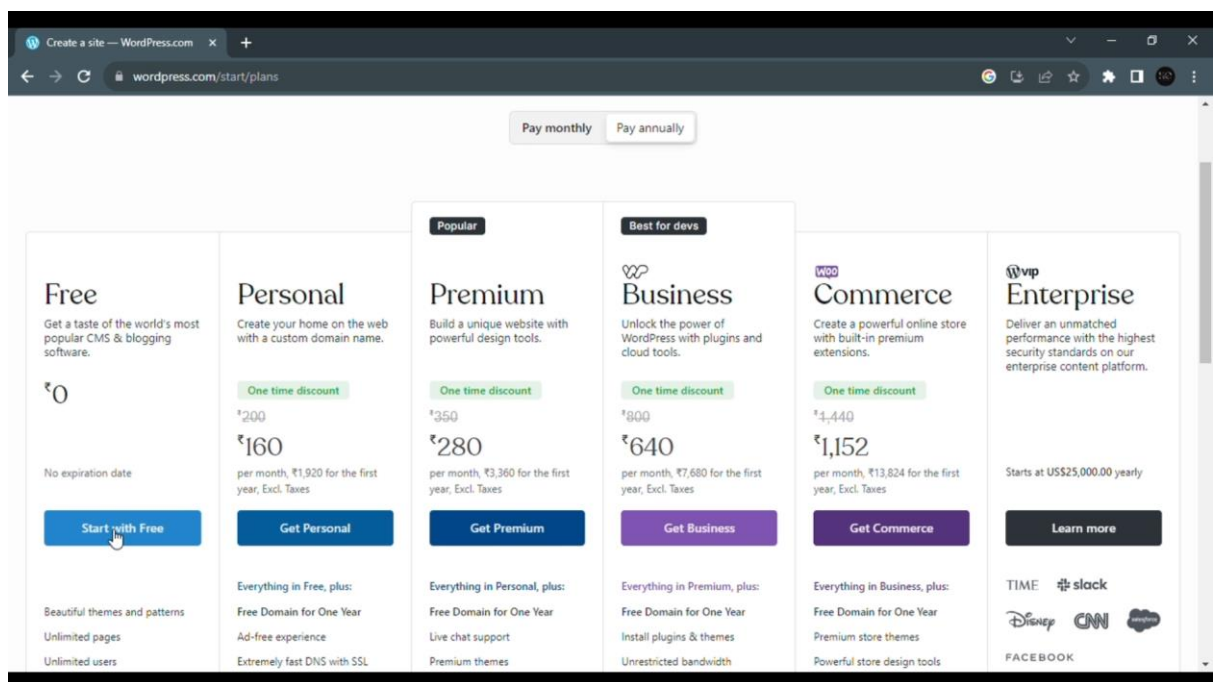
- For creating an account Sign up with Google or Email.



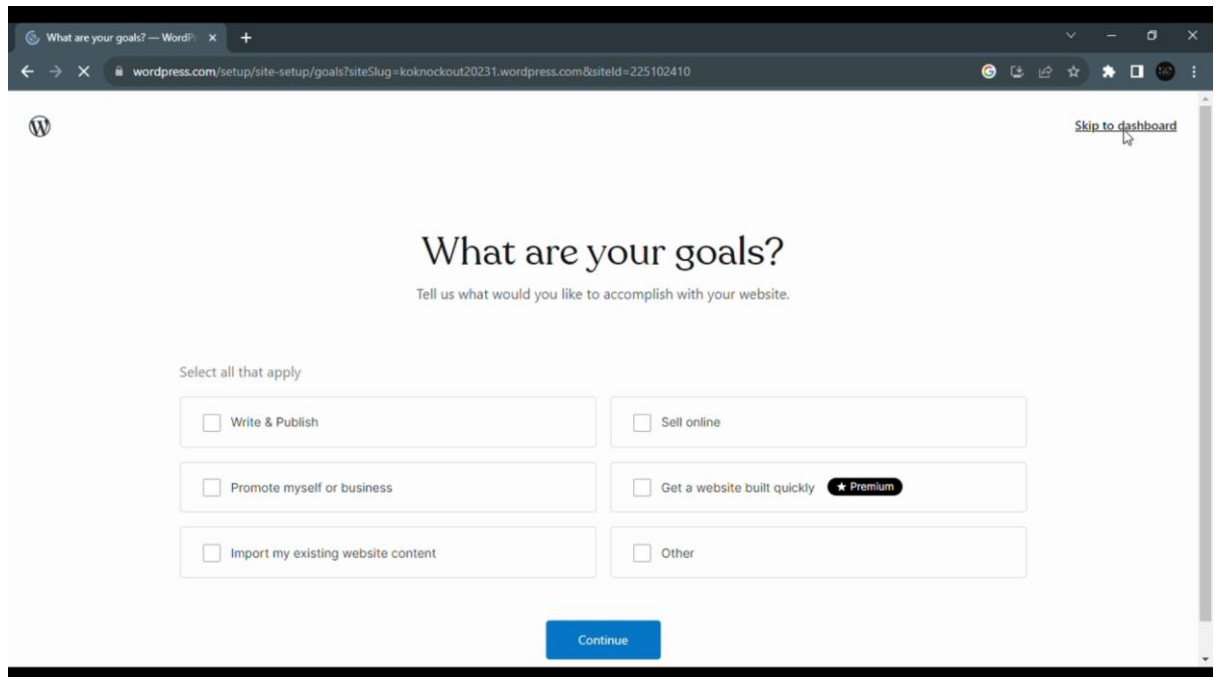
- Click “Choose My Domain Later”.



- Click “Start with Free”.

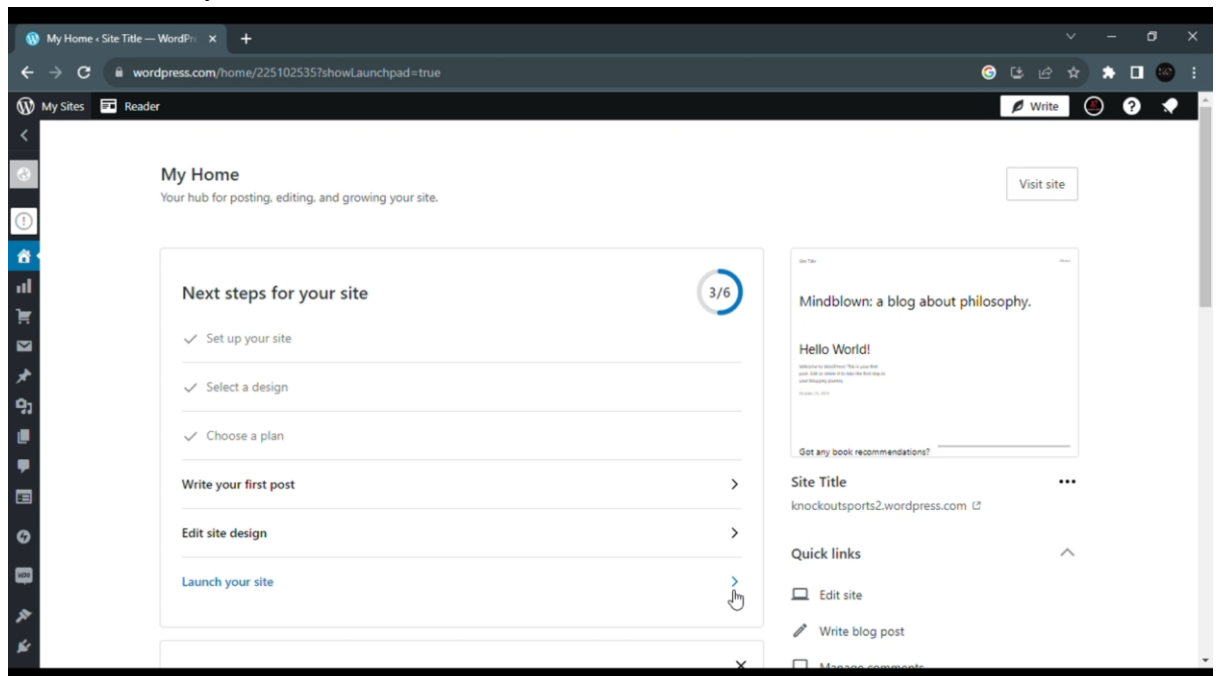


- Click “Skip to Dashboard”.



A screenshot of a web browser showing the WordPress setup page titled "What are your goals?". The URL in the address bar is [wordpress.com/setup/site-setup/goals?siteSlug=koknockout20231.wordpress.com&siteId=225102410](https://wordpress.com/setup/site-setup/goals?siteSlug=koknockout20231.wordpress.com&siteId=225102410). In the top right corner, there is a link labeled "Skip to dashboard" with a mouse cursor hovering over it. The main heading is "What are your goals?" with the subtext "Tell us what would you like to accomplish with your website." Below this, there is a section "Select all that apply" with six checkboxes arranged in two columns: "Write & Publish", "Promote myself or business", "Import my existing website content", "Sell online", "Get a website built quickly" (which has a "Premium" badge), and "Other". A blue "Continue" button is at the bottom center.

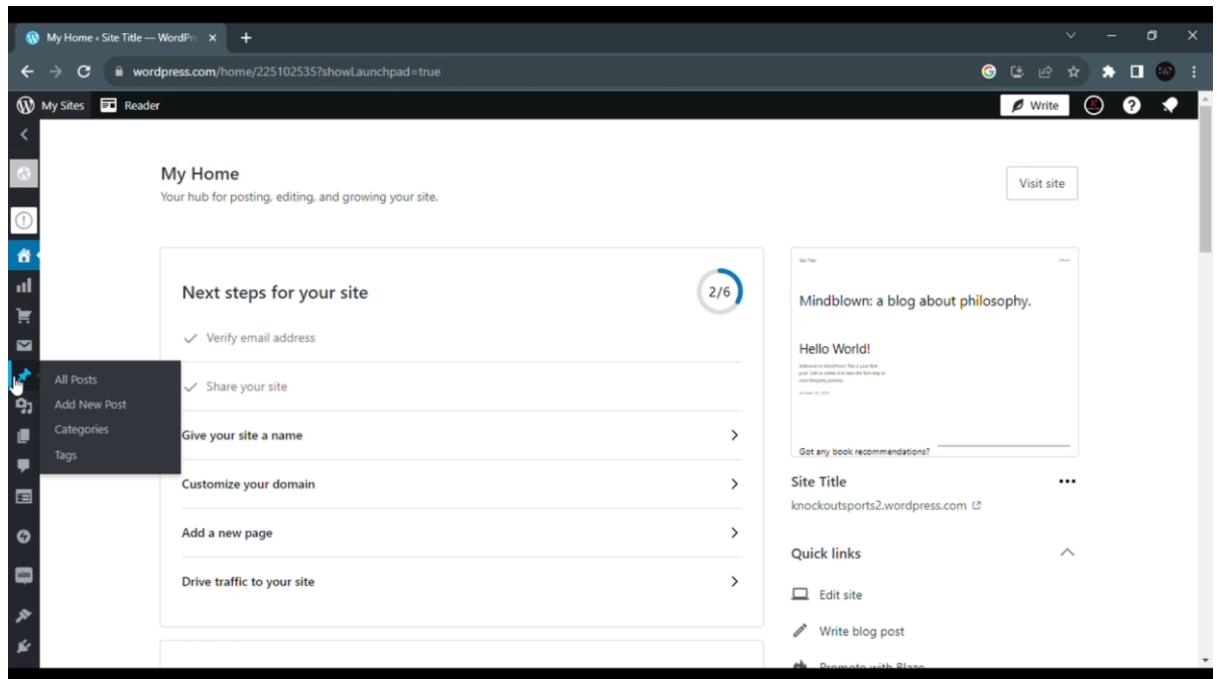
- Click “Launch your Site”.



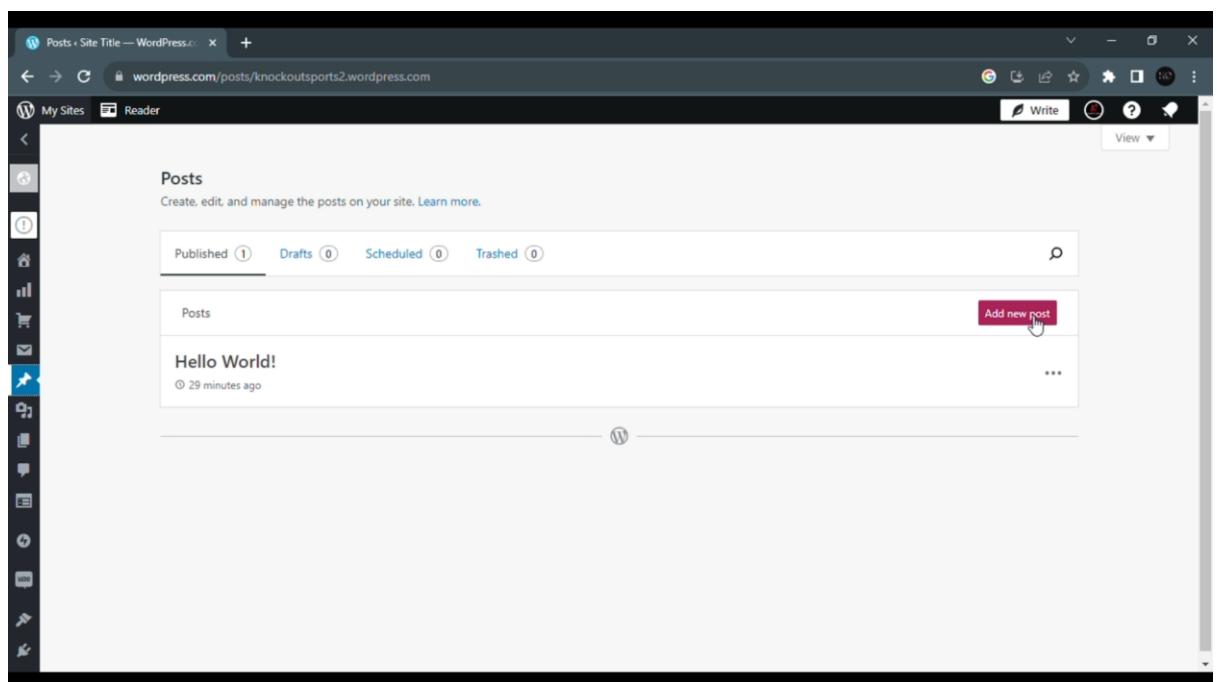
A screenshot of the WordPress "My Home" dashboard. The URL is [wordpress.com/home/225102535?showLaunchpad=true](https://wordpress.com/home/225102535?showLaunchpad=true). The page has a dark sidebar on the left with various icons. The main content area is titled "My Home" with the subtitle "Your hub for posting, editing, and growing your site." and a "Visit site" button in the top right. A "Next steps for your site" section on the left shows a progress bar at 3/6 with three completed steps: "Set up your site", "Select a design", and "Choose a plan". Below these are links for "Write your first post", "Edit site design", and "Launch your site" (which is highlighted with a blue arrow and a mouse cursor). On the right, there is a preview of a blog post titled "Mindblown: a blog about philosophy." with the text "Hello World!". Below the preview, the "Site Title" is "knockoutsports2.wordpress.com". A "Quick links" section at the bottom includes links for "Edit site", "Write blog post", and "Manage comments".

## Creating Posts for Blog:

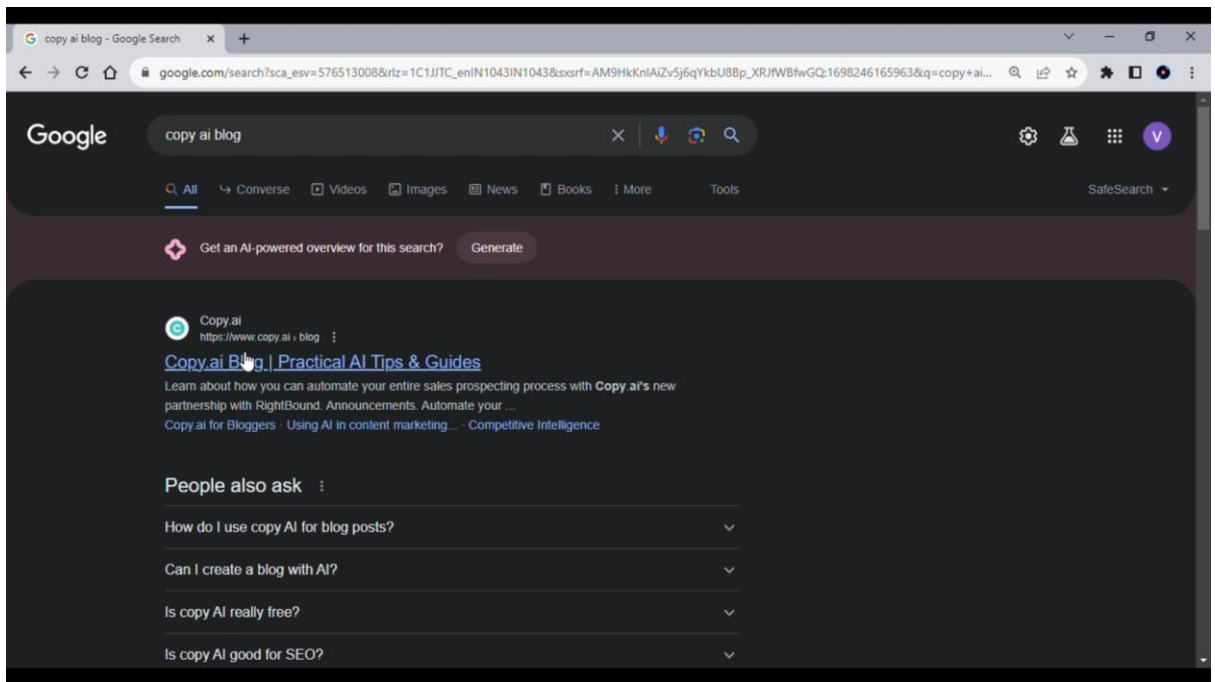
- Click “Posts” from the side bar.



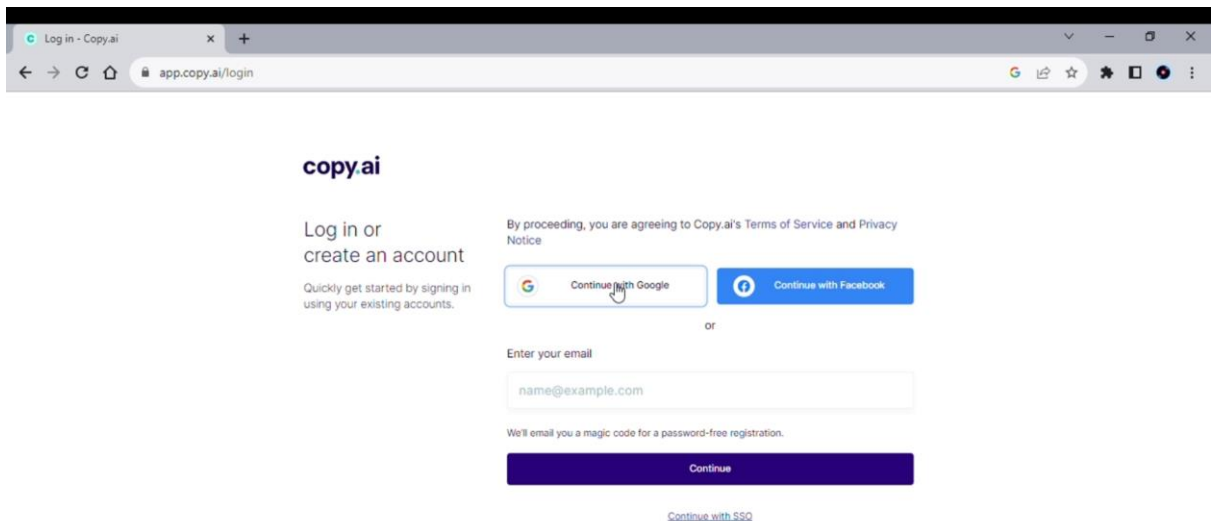
- Click “Add New Post”.



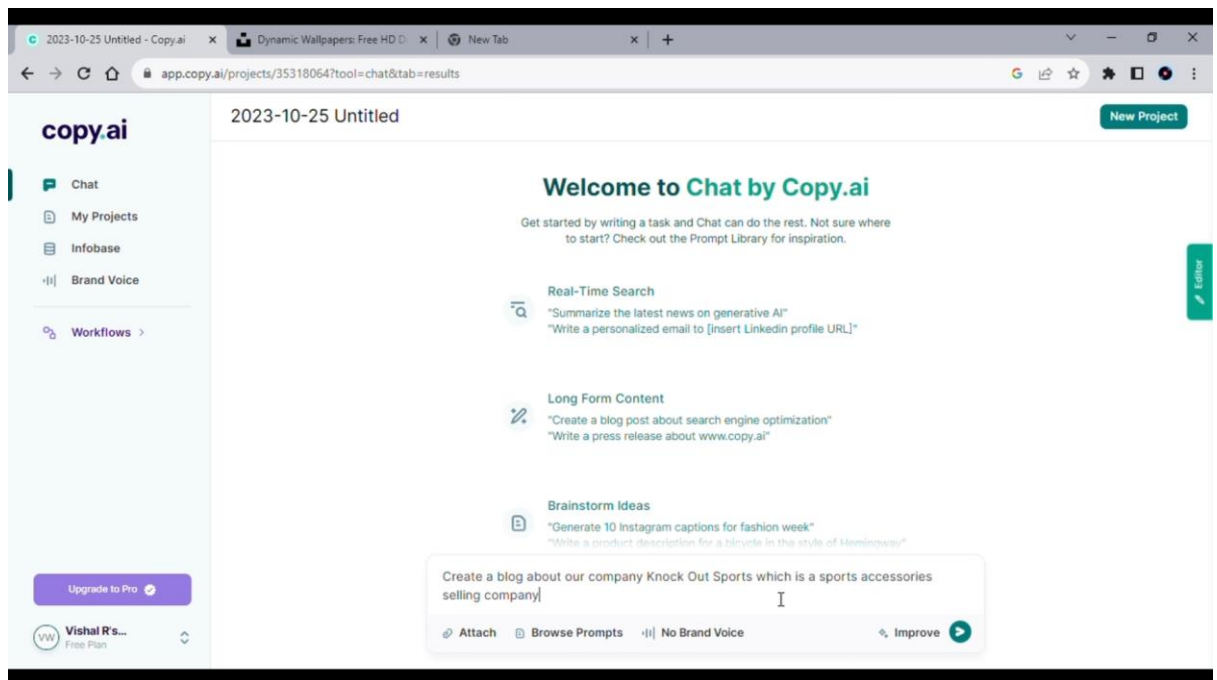
- Goto Browser and search for “Copy.Ai – create copy in seconds”.



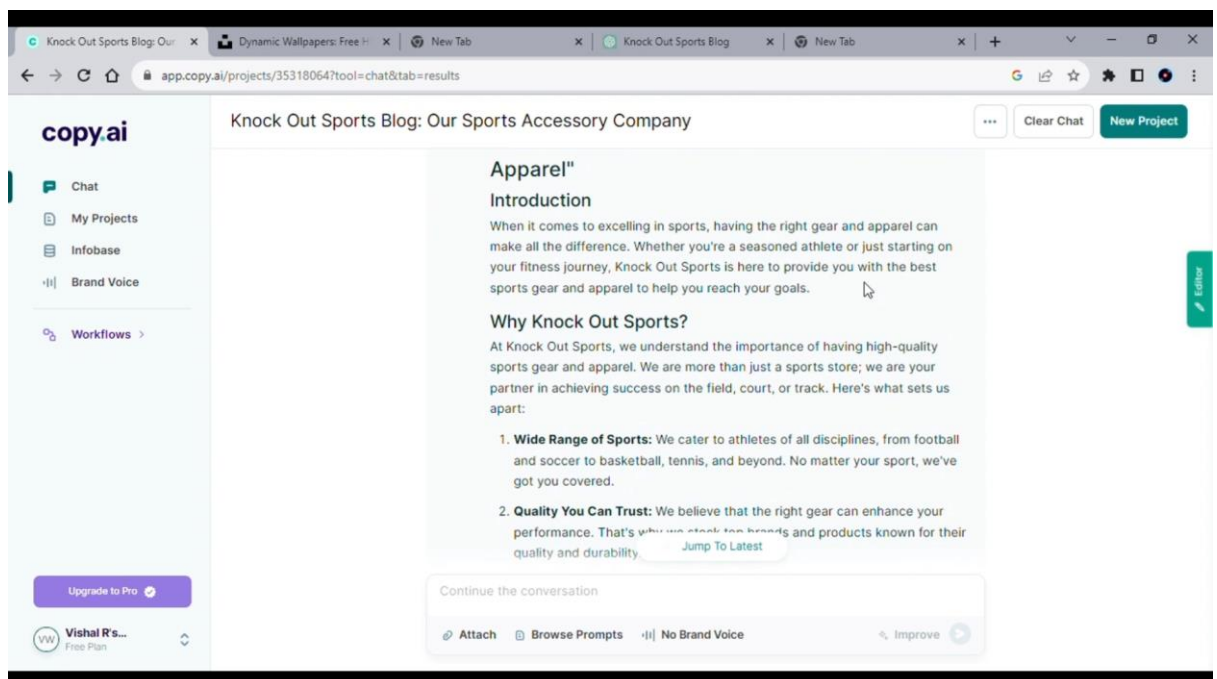
- Sign up or Login with Gmail account.



- Type the Blog title and let the AI generate the content for you.



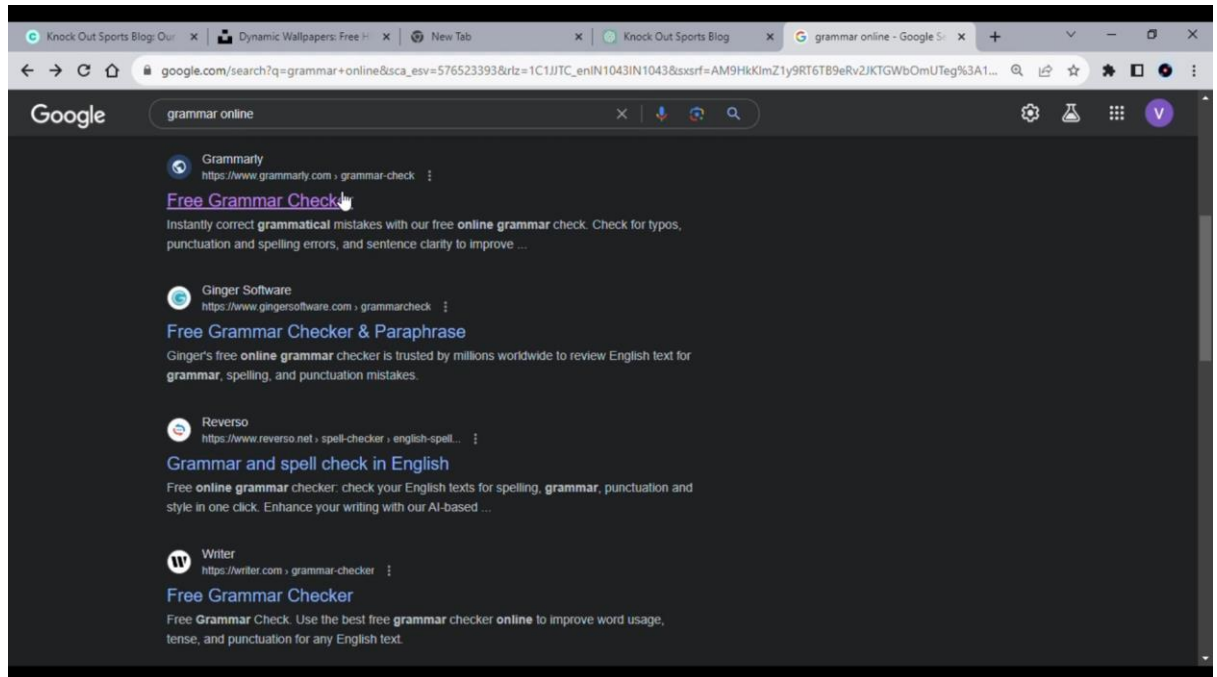
- After the content is generated click copy.



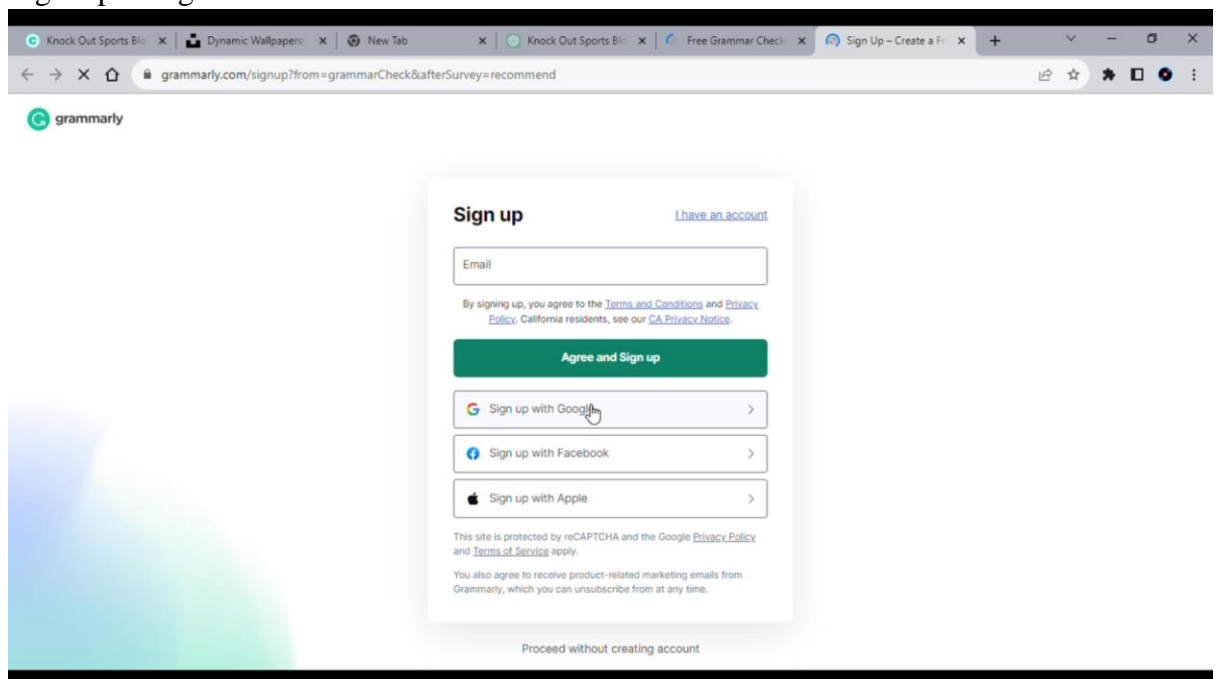


## Check the content with Grammarly :

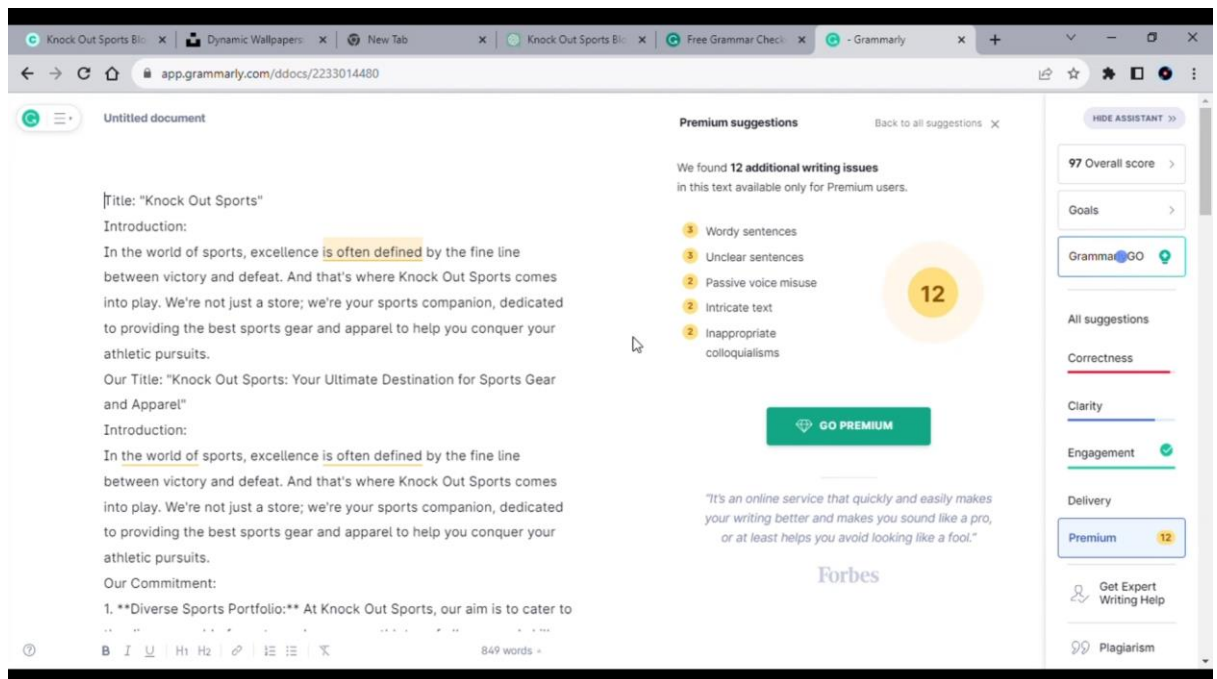
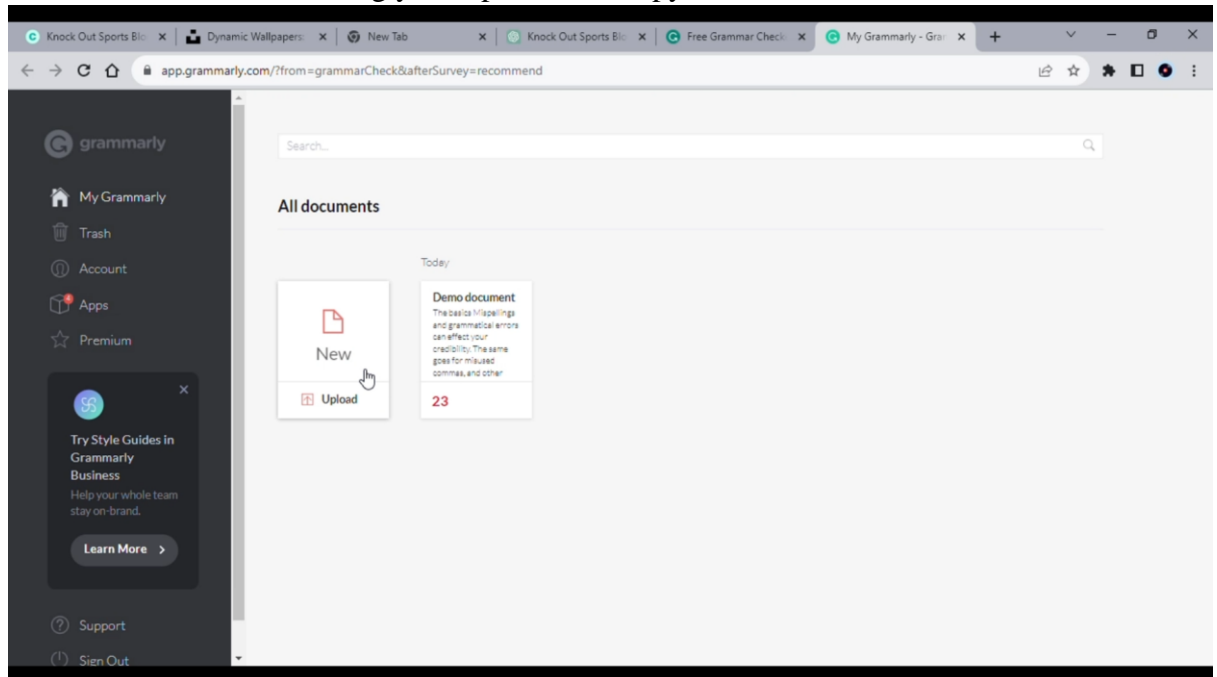
- Search for “Grammarly” in browser.



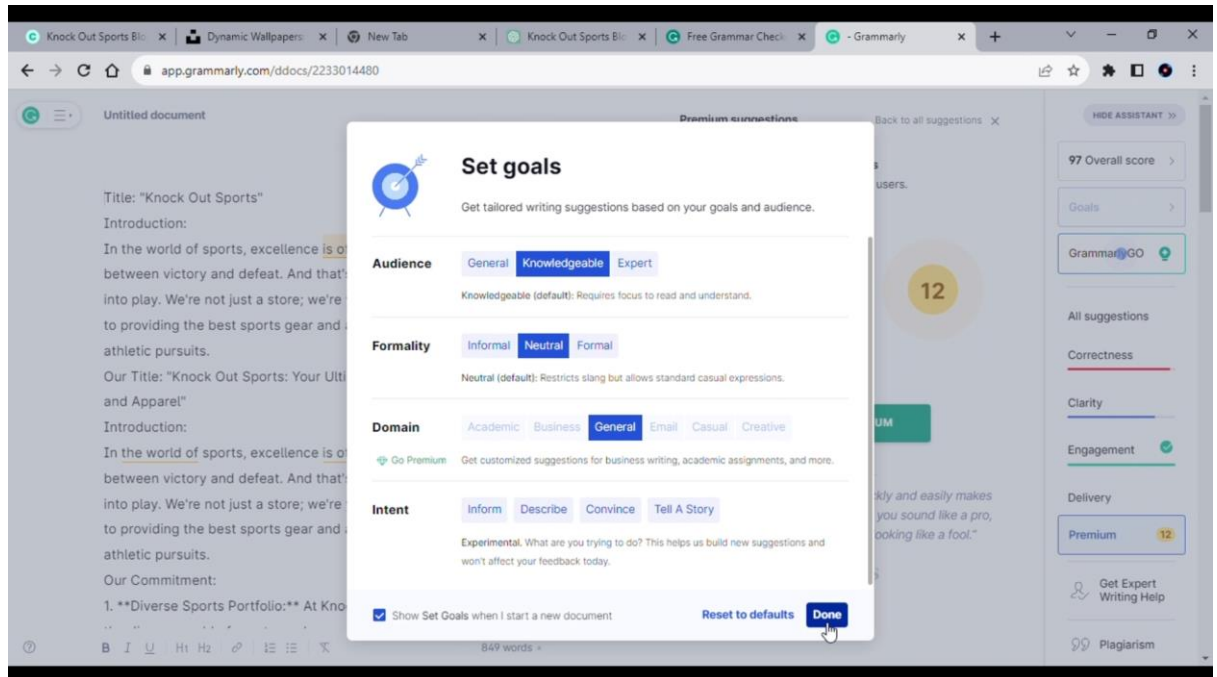
- Sign Up or sign in with Gmail account.



- Click New and Paste the blog you copied from Copy.Ai.

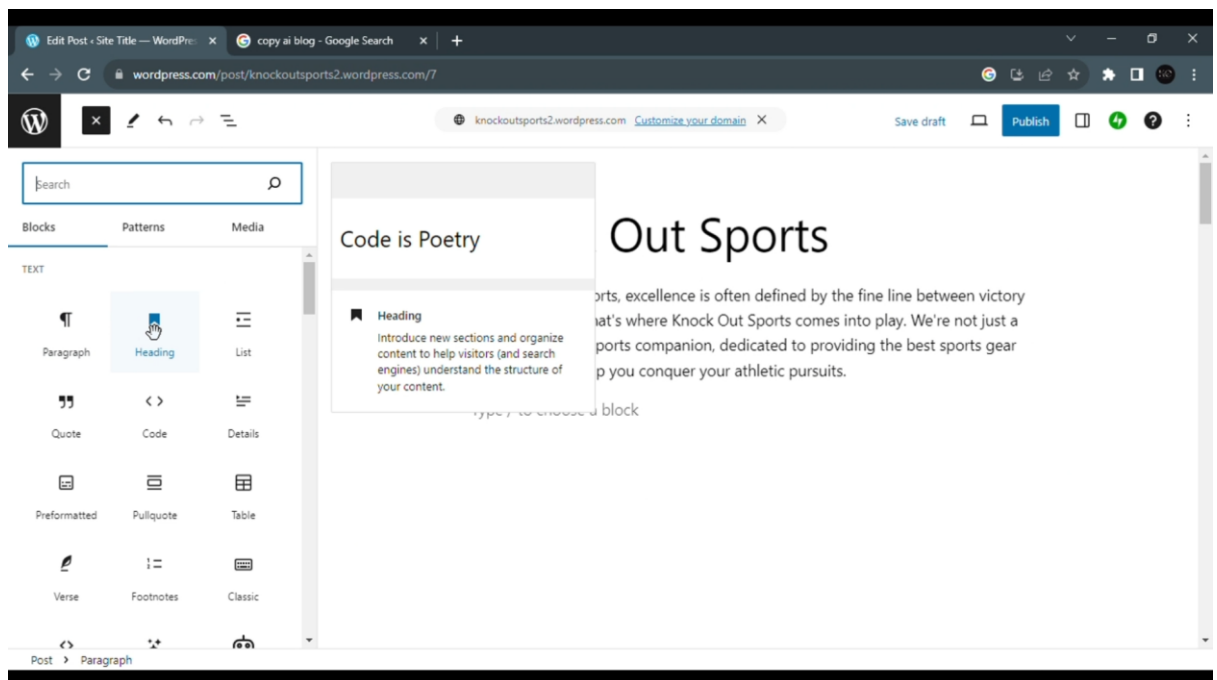


- Select your goals and Grammarly will check grammar errors and give suggestions.

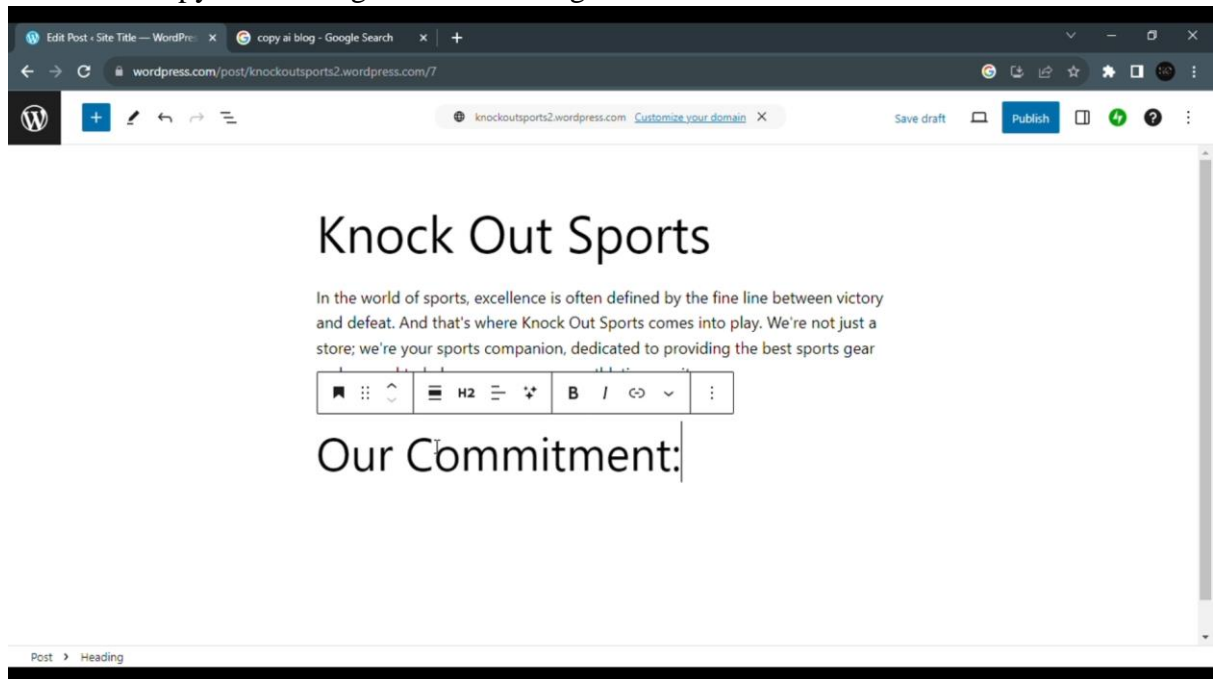


## Creating a blog

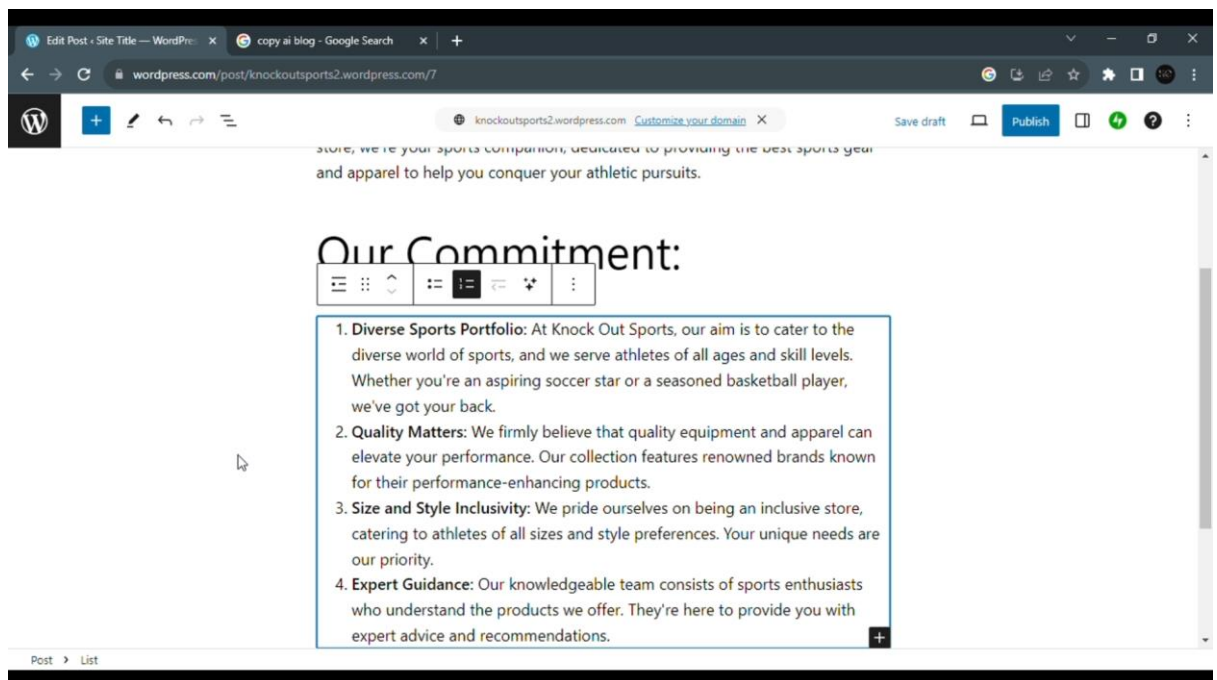
- Now add the Blog title and click Heading.



- Select and copy the heading and sub-heading.



- Now copy all the content which was copied from Grammarly.



- Scroll down and add categories, tags and featured image for the posts.

The screenshot shows the WordPress post editor interface. The main content area displays a list of four items under the heading "Our Commitment":

- Diverse Sports Portfolio:** At Knock Out Sports, our aim is to cater to the diverse world of sports, and we serve athletes of all ages and skill levels. Whether you're an aspiring soccer star or a seasoned basketball player, we've got your back.
- Quality Matters:** We firmly believe that quality equipment and apparel can elevate your performance. Our collection features renowned brands known for their performance-enhancing products.
- Size and Style Inclusivity:** We pride ourselves on being an inclusive store, catering to athletes of all sizes and style preferences. Your unique needs are our priority.
- Expert Guidance:** Our knowledgeable team consists of sports enthusiasts who understand the products we offer. They're here to provide you with expert advice and recommendations.

The right sidebar, titled "Post", contains the following settings:

- AUTHOR:** Knock Out (Buttons: Switch to draft, Move to trash)
- Newsletter visibility:** (Dropdown arrow)
- Excerpt:** (Dropdown arrow)
- 2 Revisions:** (Dropdown arrow)
- Categories:** (Dropdown arrow)
- Tags:** (Dropdown arrow)
- Featured image:** (Image placeholder with buttons: Replace, Remove)
- Discussion:** (Dropdown arrow)

At the bottom of the editor, the breadcrumb trail reads: Post > List > List item.

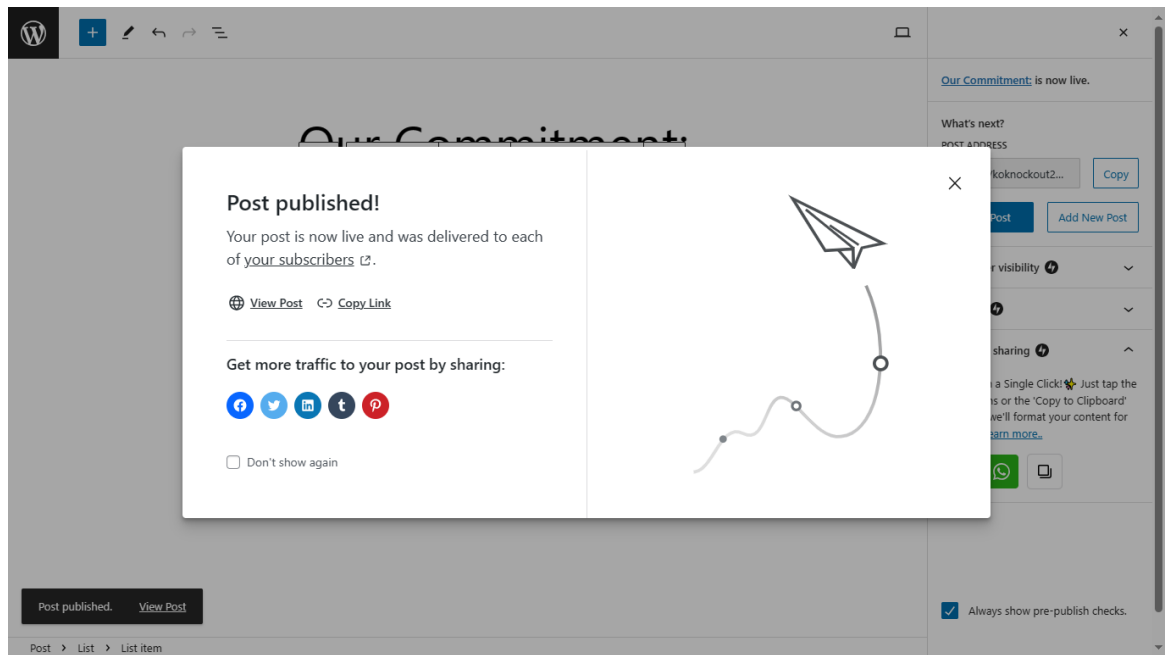
- After done with all the editing click “Publish” button.

The screenshot shows the WordPress post editor interface with the "Publish" sidebar open. The main content area displays the same list of four items under the heading "Our Commitment" as in the previous screenshot.

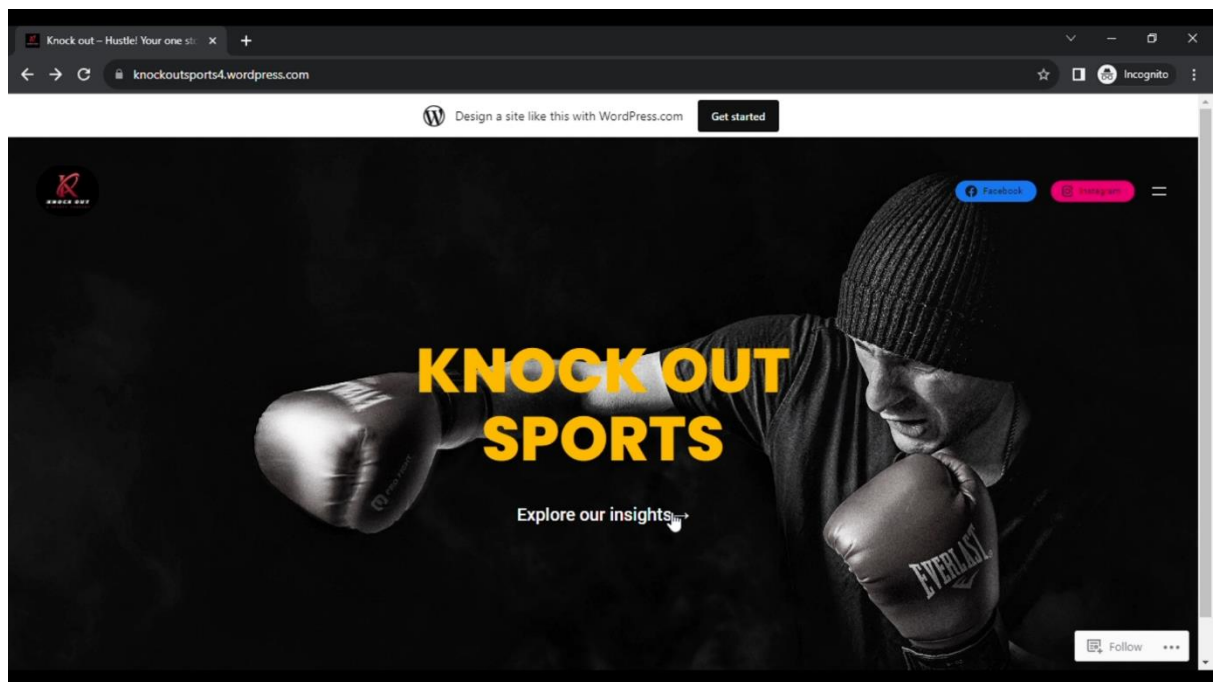
The right sidebar, titled "Publish", contains the following settings:

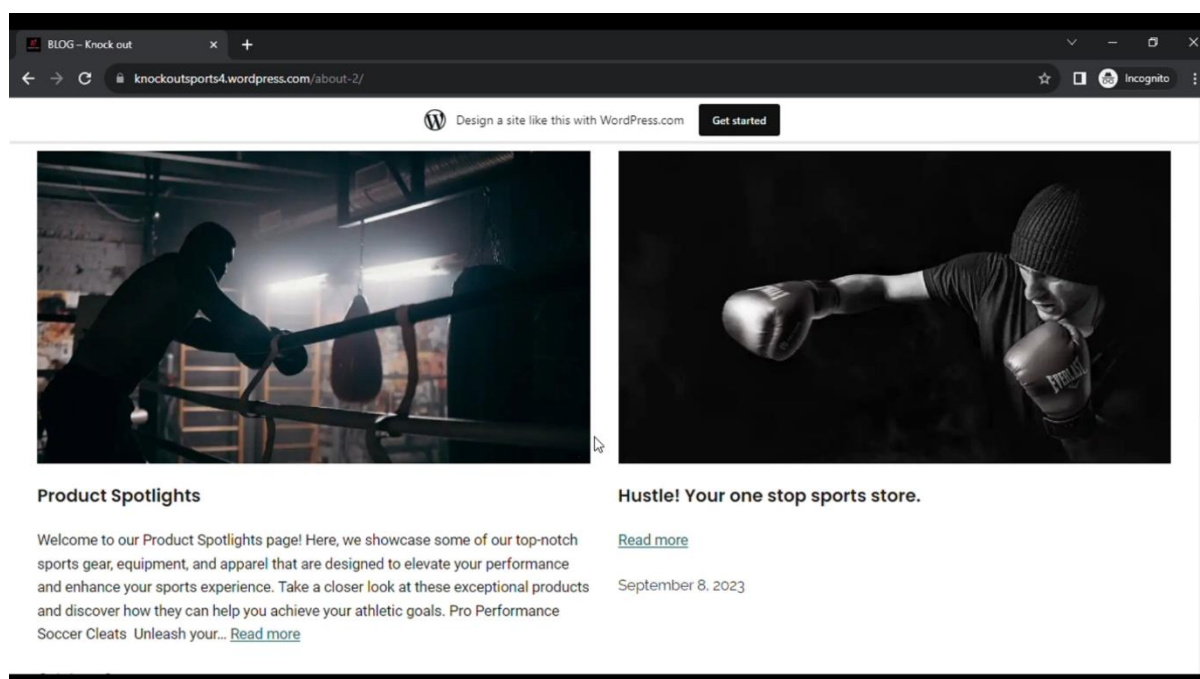
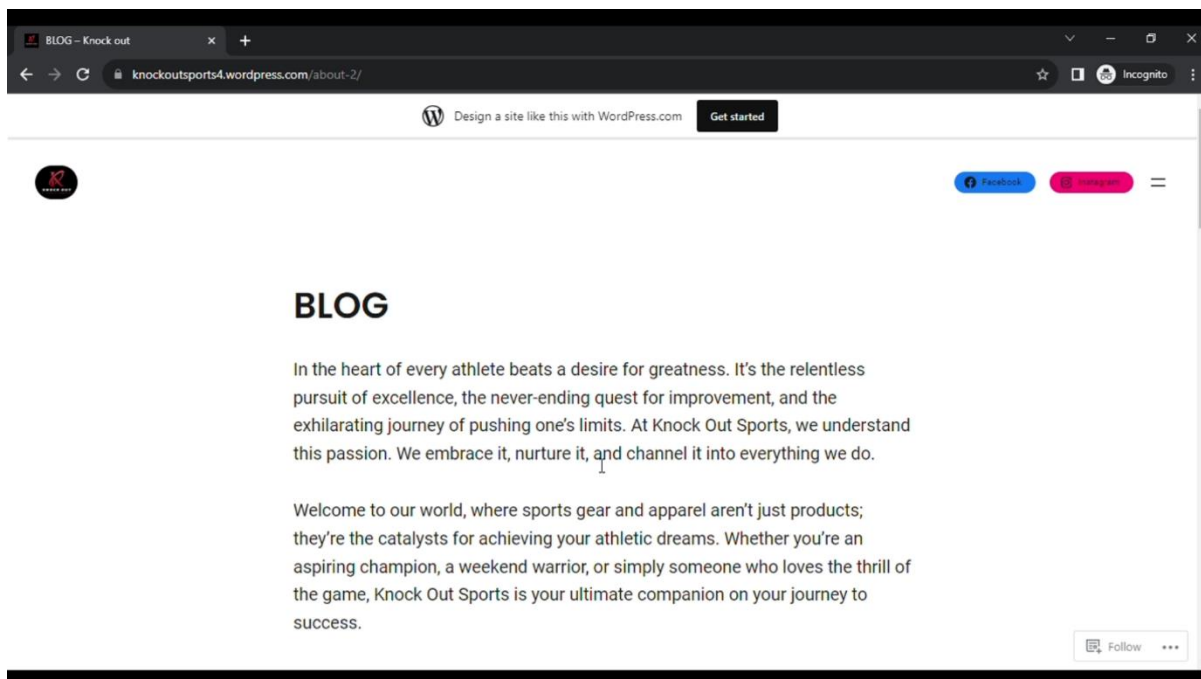
- Publish:** (Buttons: Publish, Cancel)
- Are you ready to publish?** Double-check your settings before publishing.
- Site Title:** Site Title (knockout20237.wordpress.com)
- Visibility:** Public (Dropdown arrow)
- Publish:** Immediately (Dropdown arrow)
- Suggestion:** Add tags (Dropdown arrow)
- Suggestion:** Assign a category (Dropdown arrow)
- AI Assistant:** (Dropdown arrow)
- Social Previews:** (Dropdown arrow)
- Newsletter visibility:** (Dropdown arrow)
- Share this post:** (Dropdown arrow)
- SEO:** (Dropdown arrow)
- ☒ Always show pre-publish checks.

At the bottom of the editor, the breadcrumb trail reads: Post > List > List item.

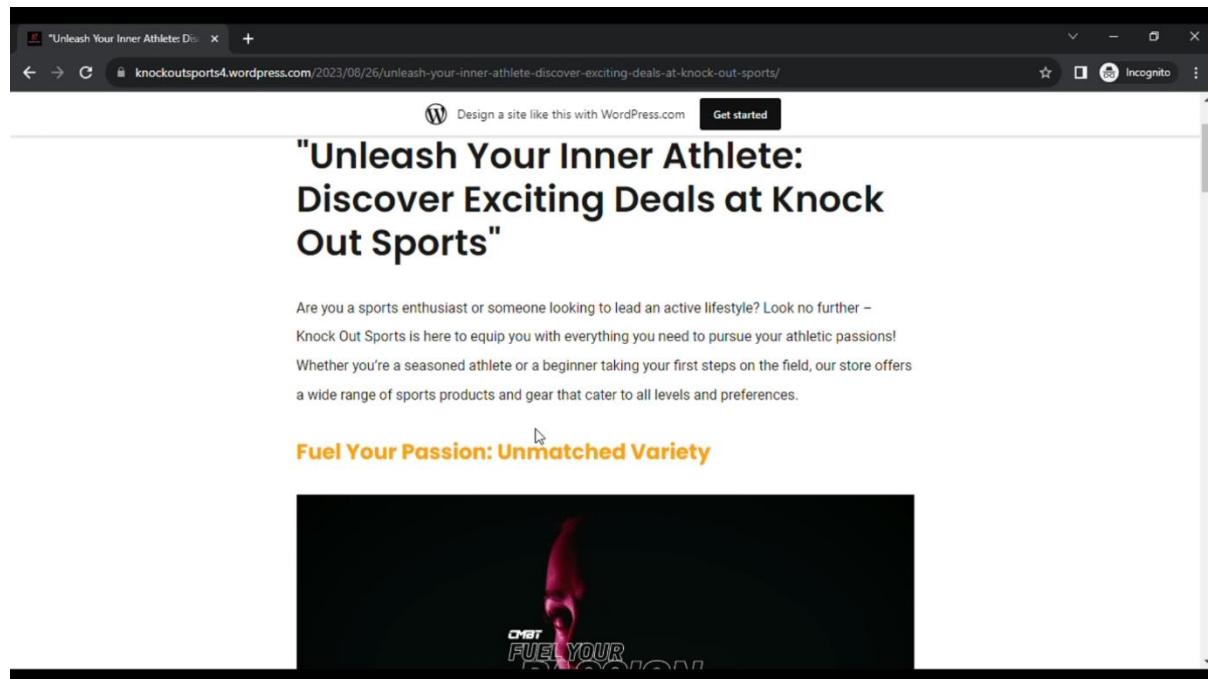
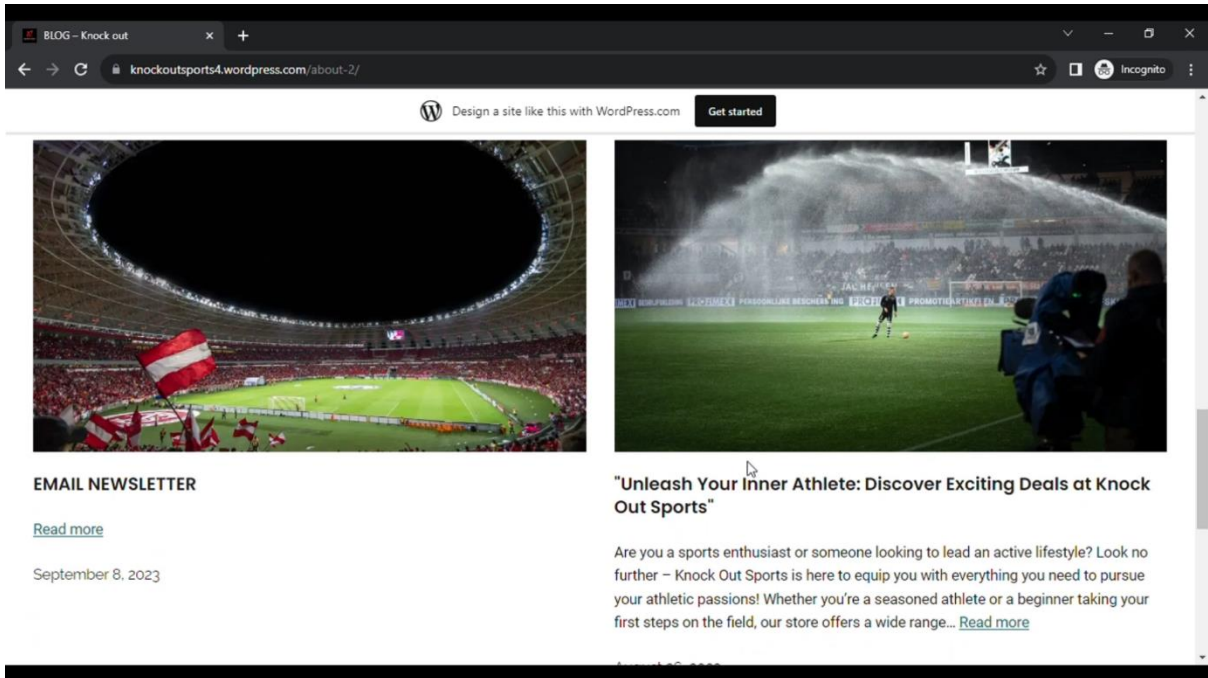


- Click “View post” and view your blog.











**Result:**

- **Email Id:**  
[koknockout2023@gmail.com](mailto:koknockout2023@gmail.com)
- **Industry Name:**  
[Knock Out Sports](#)
- **Industry Type:**  
[Sports Accessories](#)
- **Facebook Id:**  
<https://www.facebook.com/profile.php?id=61550481156326>
- **Instagram Id:**  
[https://www.instagram.com/p/Cy\\_ZmhQCYzh/](https://www.instagram.com/p/Cy_ZmhQCYzh/)
- **Promo link:**  
<https://www.facebook.com/share/p/q7jbapavmRB9s8Hf/?mibextid=ZbWKwL>  
[https://www.instagram.com/p/Cy\\_ZmhQCYzh/](https://www.instagram.com/p/Cy_ZmhQCYzh/)
- **Drive Link:**  
[https://drive.google.com/file/d/1MfAM44oKDFa-ACM2Ciy\\_GjVTMwRqoAtH/view?usp=drivesdk](https://drive.google.com/file/d/1MfAM44oKDFa-ACM2Ciy_GjVTMwRqoAtH/view?usp=drivesdk)