

DIGITAL MARKETING

CREATING A BLOG USING WORDPRESS PLATFORM

A PROJECT REPORT

Submitted by

VENNILA M (NM ID: 84FD8545D2F005ABD7645AEB25448743)

ANNA LAKSHMI A (NM ID : CB8FDE3526945B59D454EE59062C6DE0)

DEEPIGA V (NM ID: 6277F509C3909699854448ED4422FDB1)

GAYATHRI P (NM ID: 03E2753381821818C42440FC42DF97BF)

TEAM ID : NM2023TMID04242

*in partial fulfillment for the award of the
degree of*

BACHELORE OF ENGINEERING

**DEPARTMENT OF COMPUTER SCIENCE AND
ENGINEERING**

AAA COLLEGE OF ENGINEERING AND TECHNOLOGY

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1	INTRODUCTION	3
	1.1 PROJECT OVERVIEW	3
	1.2 PURPOSE	3
2	PROBLEM DEFINITION & DESIGN THINKING	4
	2.1 EMPATHY MAP	4
	2.2 IDEATION & BRAINSTORMING MAP	5
3	RESULT	8
4	ADVANTAGES & DISADVANTAGES	15
5	APPLICATIONS	17
6	CONCLUSION	18

CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

The project involves creating a blog using the WordPress platform. WordPress is a user-friendly content management system that will serve as the foundation for our blog. This project will encompass several key components, including selecting an appropriate theme that aligns with our blog's niche, configuring essential plugins for functionality and optimization, and customizing the website's design to reflect our brand identity. Content creation and management will also be a significant focus, with an emphasis on producing high-quality, engaging articles and multimedia content. Additionally, we will implement SEO strategies to boost the blog's visibility and attract a wider audience. The project aims to establish a professional and informative blog that resonates with our target audience and provides valuable content in a visually appealing and user-friendly format.

Project title: Website for a Floral Boutique

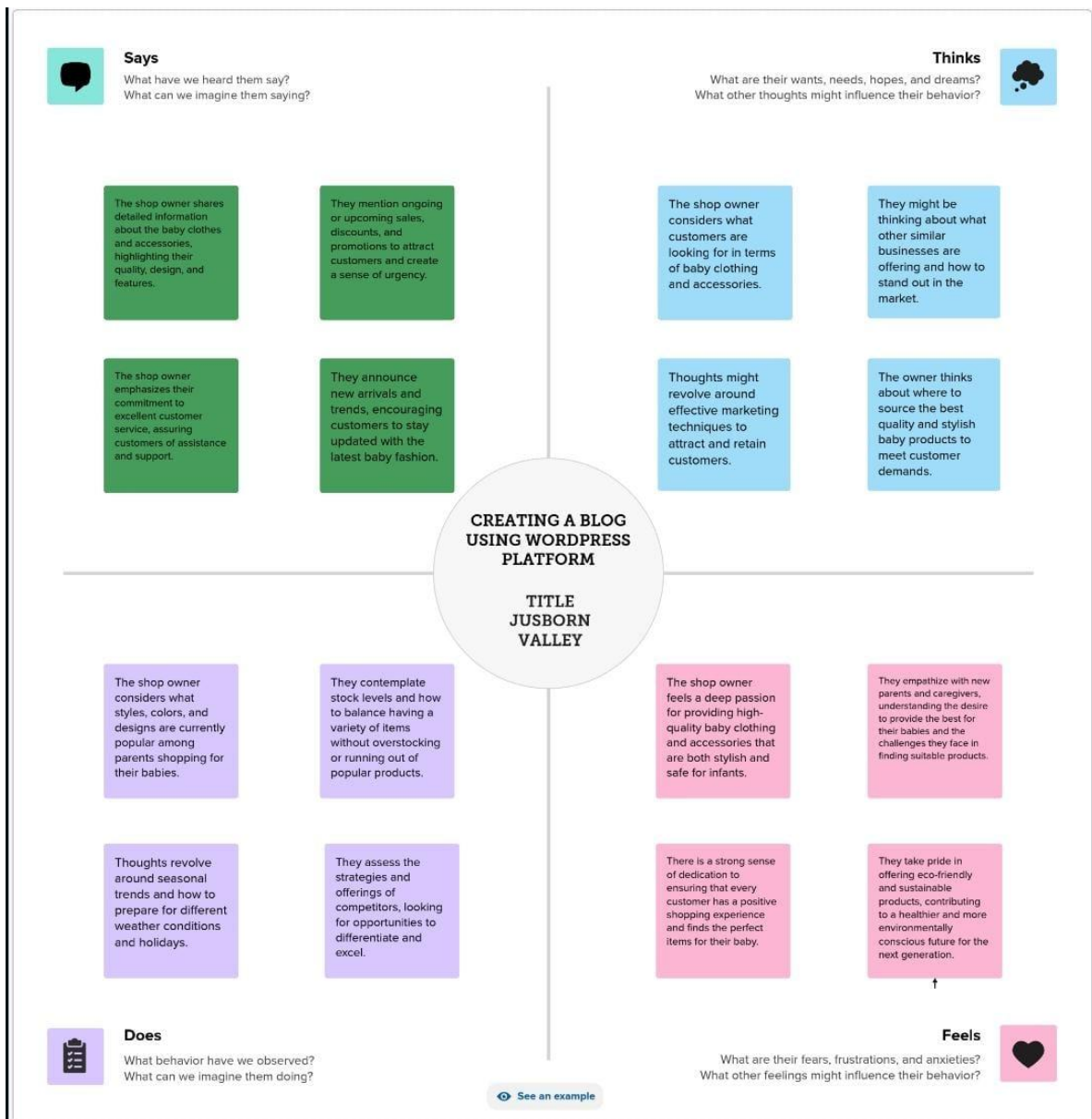
1.2 PURPOSE

The purpose of this project is to create an engaging and informative blog using the WordPress platform. Our goal is to establish a digital presence that serves as a valuable resource for our target audience. Through well-crafted content and an attractive website design, we aim to provide relevant information and insights, spark meaningful discussions, and build a community of loyal readers. Additionally, by implementing SEO and content optimization, we aspire to increase the blog's visibility and reach a broader online audience, ultimately contributing to our online presence and brand recognition.

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

"Inadequate online presence and customer engagement hinder Jusbornvalley's ability to effectively showcase its high-quality baby products and reach its target audience. This project aims to establish a robust digital platform to improve brand visibility, share valuable insights, and foster a stronger connection with new and expecting parents in search of stylish and sustainable baby apparel and accessories."

Key rules of brainstorming

To run a smooth and productive session:

- Stay in topic.
- Encourage wild ideas.
- Defer judgement.
- Listen to others.
- Go for volume.
- If possible, be visual.

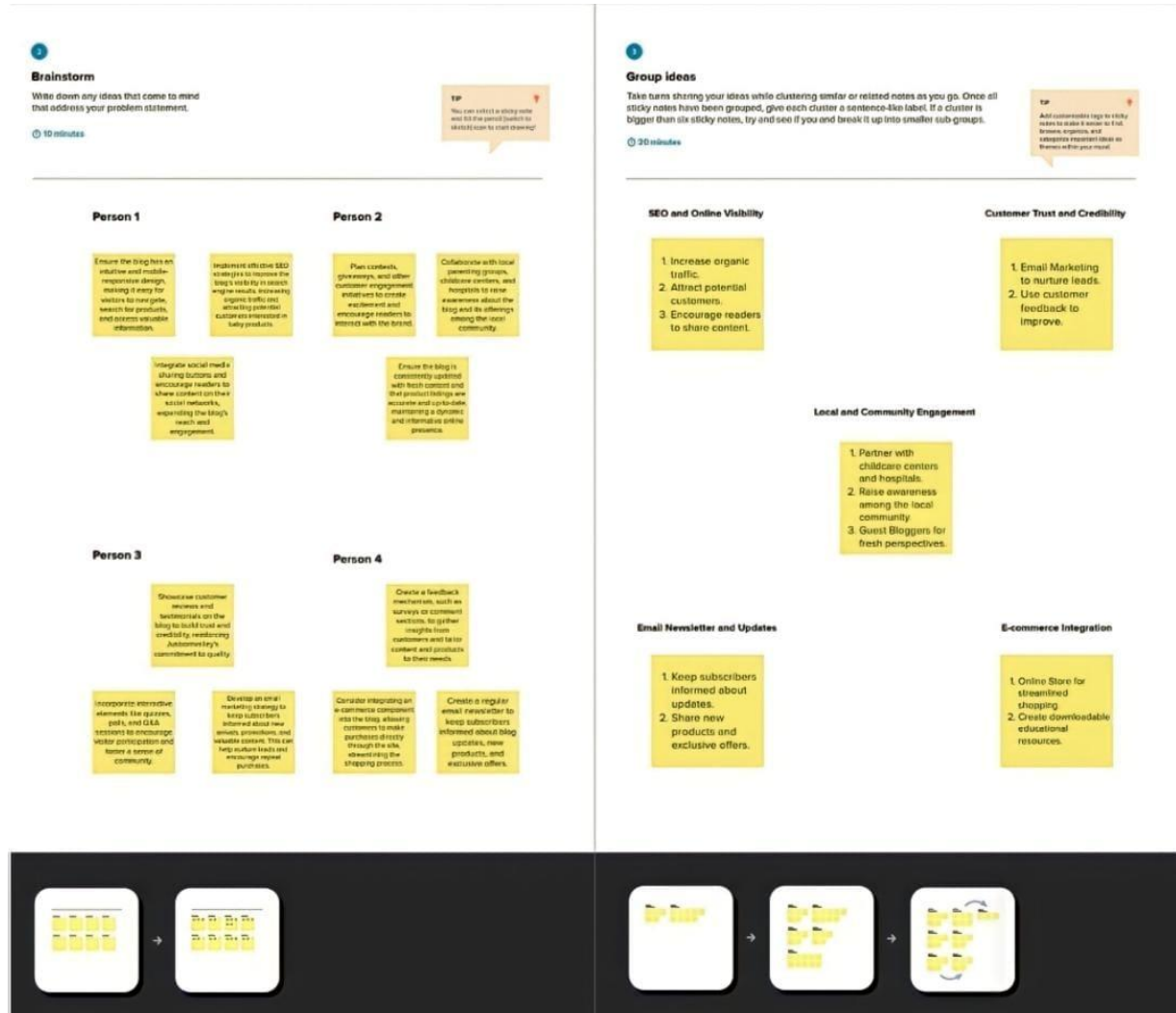


Need some inspiration?

See a featured version of this template to kickstart your work.

[Open example](#)

Step-2: Brainstorm, Idea Listing and Grouping



Step-3: Idea Prioritization

4

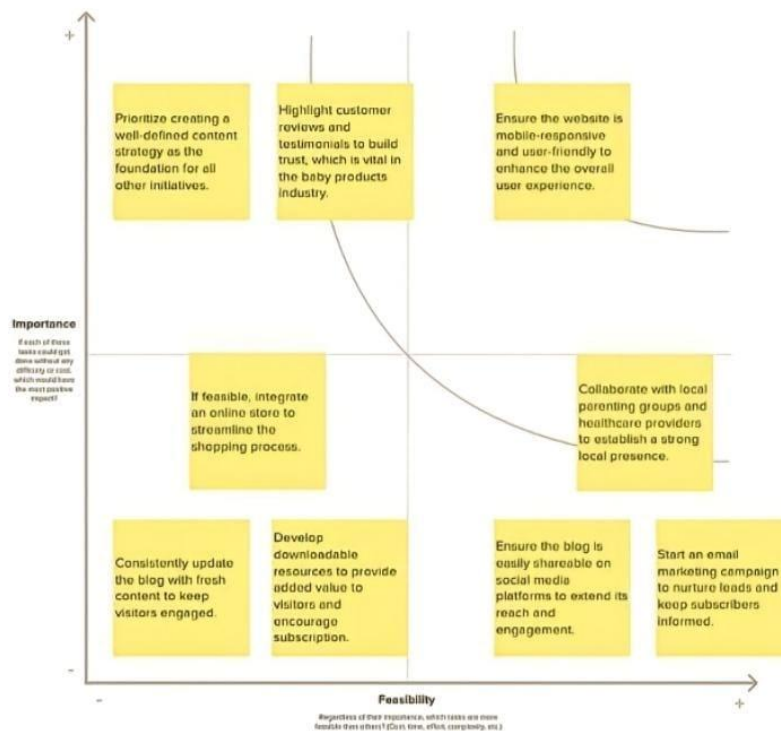
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Tip

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can control the grid by using the secret password **moving the H key** on the keyboard.



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

1. **Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
2. **Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

[Share template feedback](#)



CHAPTER 3

RESULT

Brand Name: Jusborn Valley

Category: Babies clothing and accessories

Target Audience: All

Email: jusbornvalley@gmail.com

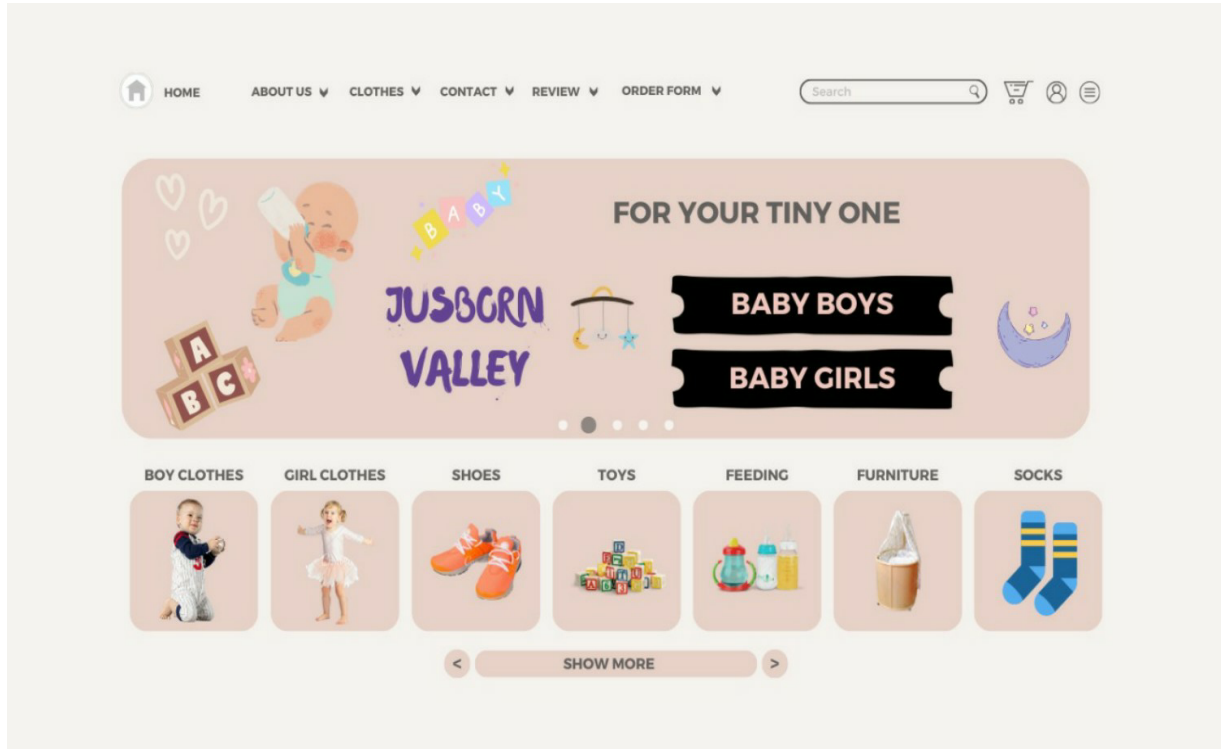
Password: Your password here

Wordpress URL:

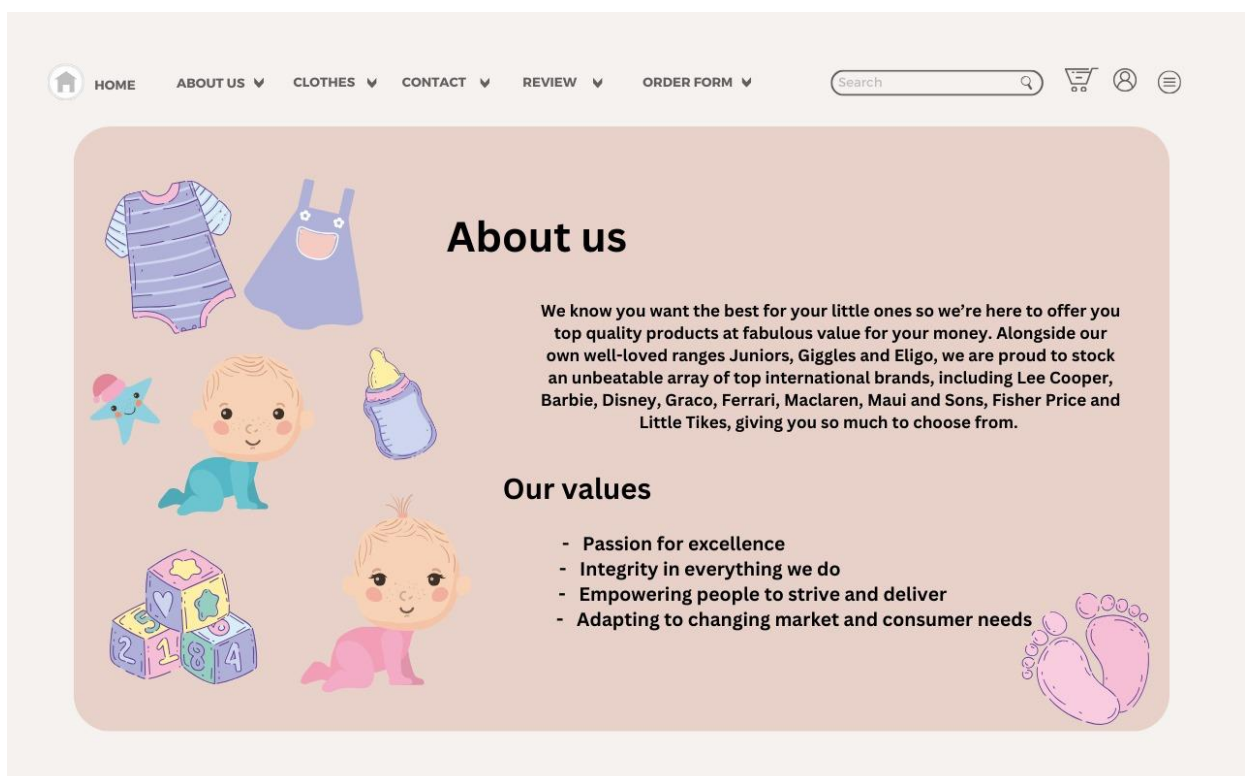
<https://www.canva.com/design/DAFytW5-mwY/watch>

WEBSITE PAGES:

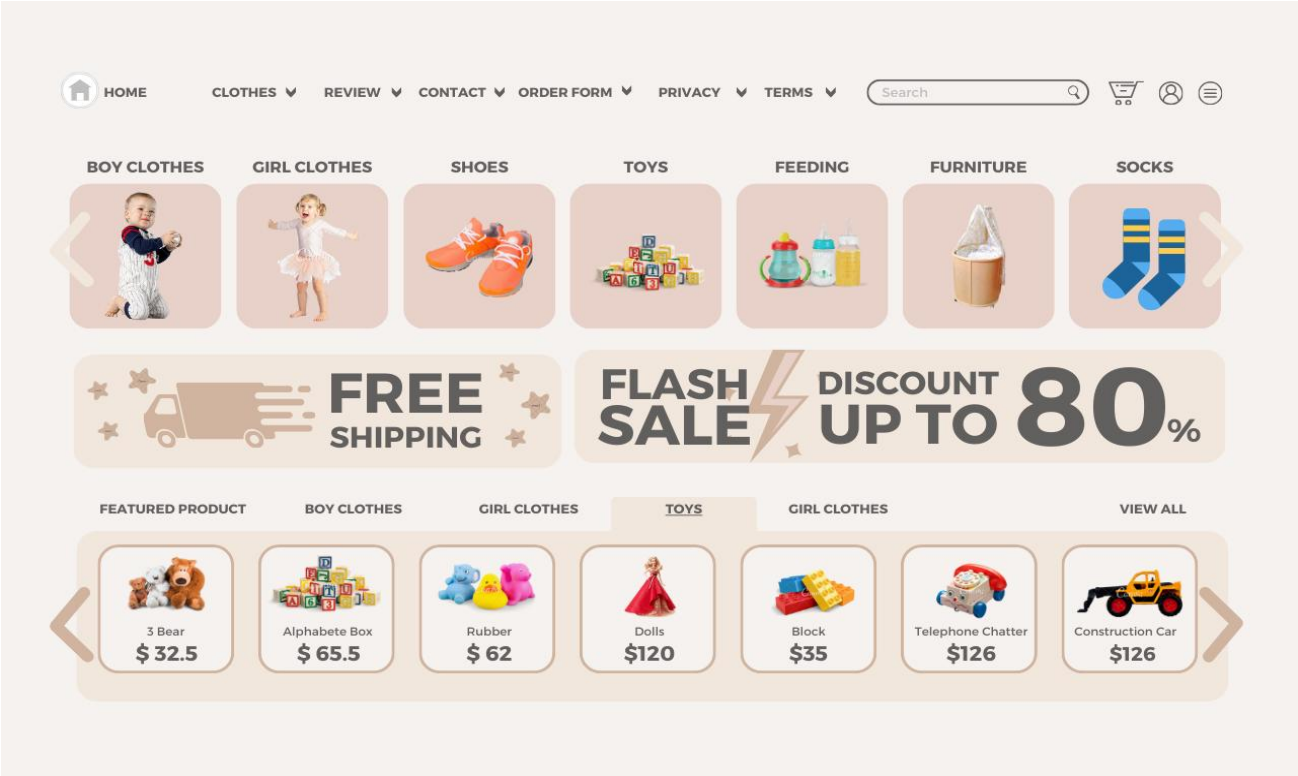
HOME



ABOUT US



STORE



REVIEWS

Review

User Rating ★★★★★

4.1 average based on 254 reviews.

5 star

150

4 star

63

3 star

15

2 star

6

1 star

20

ORDER FORM

Product Order Form

First Name *

Last Name *

Company Name (Optional)

Country *

Select a country...

Street Address *

House number and street name

Apartment, suite, unit etc. (optional)

Town / City *

State / County *

Postcode / ZIP *

Phone *

Email Address *

Your order

Product Name x 2(Qty)

\$88.00

Subtotal

\$88.00

Shipping


Free shipping

☒ Direct Bank Transfer

Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.

☐ Cash on Delivery

☐ Paypal



Place Order

CONTACT

Contact Us

Your name:

Your email:

Your message:

Send email

CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

User-Friendly Platform: WordPress is known for its user-friendly interface, making it easy for content creators to manage and update the blog without extensive technical knowledge.

Customization: WordPress offers a wide range of themes and plugins, allowing for extensive customization of the blog's design and functionality to align with the specific goals and brand identity.

Content Management: WordPress provides powerful tools for managing and organizing content, making it simple to create, edit, and schedule posts and multimedia elements.

SEO-Friendly: WordPress has built-in features and plugins that can help improve the blog's search engine optimization, making it easier for the blog to rank in search results and attract more organic traffic.

Community Building: The project aims to foster a sense of community among readers, encouraging discussions and interactions, which can lead to increased user engagement and brand loyalty.

DISADVANTAGES:

Maintenance and Updates: WordPress requires regular updates for its core, themes, and plugins to ensure security and functionality. Failure to keep everything up-to-date can leave the site vulnerable to security breaches and compatibility issues.

Security Risks: WordPress websites can be vulnerable to security threats if not properly configured and secured. Hackers may exploit vulnerabilities in themes, plugins, or weak passwords.

Learning Curve: Despite its user-friendly interface, there can be a learning curve for those who are new to WordPress, particularly when customizing the site or troubleshooting issues.

Plugin Compatibility: Sometimes, plugins can conflict with one another or the WordPress core, leading to errors or site malfunctions.

Performance Issues: Depending on the theme and plugins used, a WordPress site can suffer from performance issues, leading to slow loading times if not optimized correctly.

CHAPTER 5

APPLICATIONS

Personal Blogging: Individuals can use WordPress to share their personal thoughts, experiences, hobbies, and expertise on various topics.

Business Blogs: Companies and organizations can maintain blogs to showcase their products or services, provide industry insights, and engage with their customers.

News and Media Outlets: News websites often use WordPress to publish articles, multimedia content, and updates.

Educational Websites: Educational institutions can create blogs to disseminate information, resources, and announcements.

E-commerce Blogs: E-commerce sites can incorporate blogs to improve SEO, provide product information, and offer valuable content to customers.

CHAPTER 6

CONCLUSION

In conclusion, the project to create a blog using the WordPress platform for Jusbornvalley, a baby clothes and accessories shop, holds significant potential for enhancing the brand's online presence and customer engagement. By prioritizing a comprehensive content strategy, user-friendly design, SEO optimization, and building customer trust and credibility, Jusbornvalley can effectively address its challenges and strengthen its digital footprint. Engaging with the local community and healthcare providers, maintaining regular content updates, and implementing email marketing and e-commerce integration are also crucial components for success. The development of educational resources and social media integration further enrich the customer experience and extend the reach of the brand. With these strategies in place, Jusbornvalley is well-positioned to provide valuable insights, foster a sense of community, and offer high-quality, sustainable baby products to its target audience, ultimately achieving its goal of improved online visibility and customer engagement.

