
Microsoft Student Accelerator Australia 2020

Azure & Cloud Fundamentals - Non-Technical Stream

Vincent Shi
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Introduction

My Personal WordPress Website Link:

<http://blogforvincent.azurewebsites.net>

This report describes the insights during the implementation on Microsoft Azure setup and personal blog website setup using WordPress. Several WordPress plugins were used in order to decorate website and also track the website. Pros and Cons were discussed for each plugin I used. Some similar plugins were also compared.

Plugin

1. Robo Gallery

I chose Robo Gallery as a Gallery Section / Picture plugin because of its customisation service and caching feature.

Robo Gallery is an easy-to-use plugin, and it let users change several parameters (e.g. columns number, image size etc), aiming for provide more customisation settings for users. By using this, I could not only drag pictures into the middle of my posts, but also create a brand new Gallery page, by just using Robo Gallery Plugin.

Additionally, Robo Gallery has an option for caching images. This feature would speed up the loading speed of a website, and this drove me to finally stick to it, rather than other gallery plugins, such as Elementor default gallery option, or Envira Photo Gallery, as they do not provide Image Caching function.

Example of how I used Robo Gallery in my personal website:

- Robo Gallery's cache feature
- Gallery Page

Main Gallery Published

Not Secure — blogforvincent.azurewebsites.net Edit Gallery × Vincent's Blog — WordPress

Howdy, vincent@blog

Dashboard Posts Media Robo Gallery Manage Galleries Add Gallery / Images Overview Support Gallery Demo Video Guides Settings Add-ons Sorting Pages Comments Contact Elementor Templates Appearance Plugins 1 Users Tools Settings SEO minOrange Social Login, Sharing Collapse menu

Main Gallery

Edit snippet

SEO analysis

Add related keyphrase

Cornerstone content

Advanced

Clone Gallery

When you select here to inherit settings from another gallery you'll not be able to edit some of the options. Gallery will copy all settings from selected source.

Source Gallery none

Very useful option for the webmasters who planning to create a lot of galleries. You don't have to configure it every time. Just setup styles of the gallery in one place and use the same options for another galleries on your website in another galleries. Very fast, comfortable, advanced tool to speed up your work flow!

Cache

Make your gallery unbelievable faster. With enabled cache option you gallery load faster in ten times.

Cache Disable Enable

If you modify settings gallery generate new cache after save. You can configure timeout for cleaning of the cached resources [here](#).

Gallery Size Options

Width 180 %

Gallery Alignment Disable Left Center Right

Padding Left 0 px Top 0 px Right 0 px Bottom 0 px

Thumbs Options Size Options

Order By Category ▼ Category ▲ Title ▼ Title ▲ Date ▼ Date ▲ Random

Pro

Thumbnail Medium Large Full

Custom Ratio Off

Categories Root Category >> Main Gallery Edit

Suggest Feature What's next? Need more features? Just drop a line HERE with your needs. GRID LAYOUT, HOVER EFFECTS Contact Developer

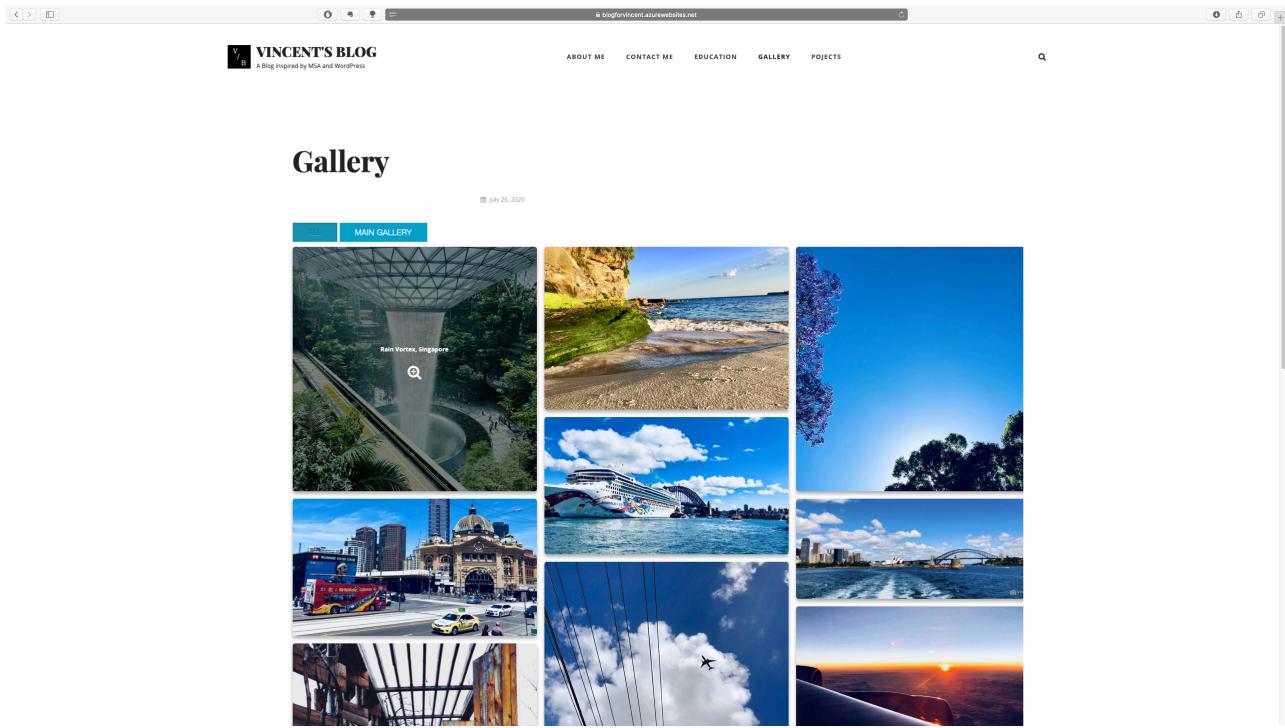
Gallery Shortcode [robo-gallery id="111"] use this shortcode to insert this gallery into page, post or widget

Gallery Tools Create post Posts List

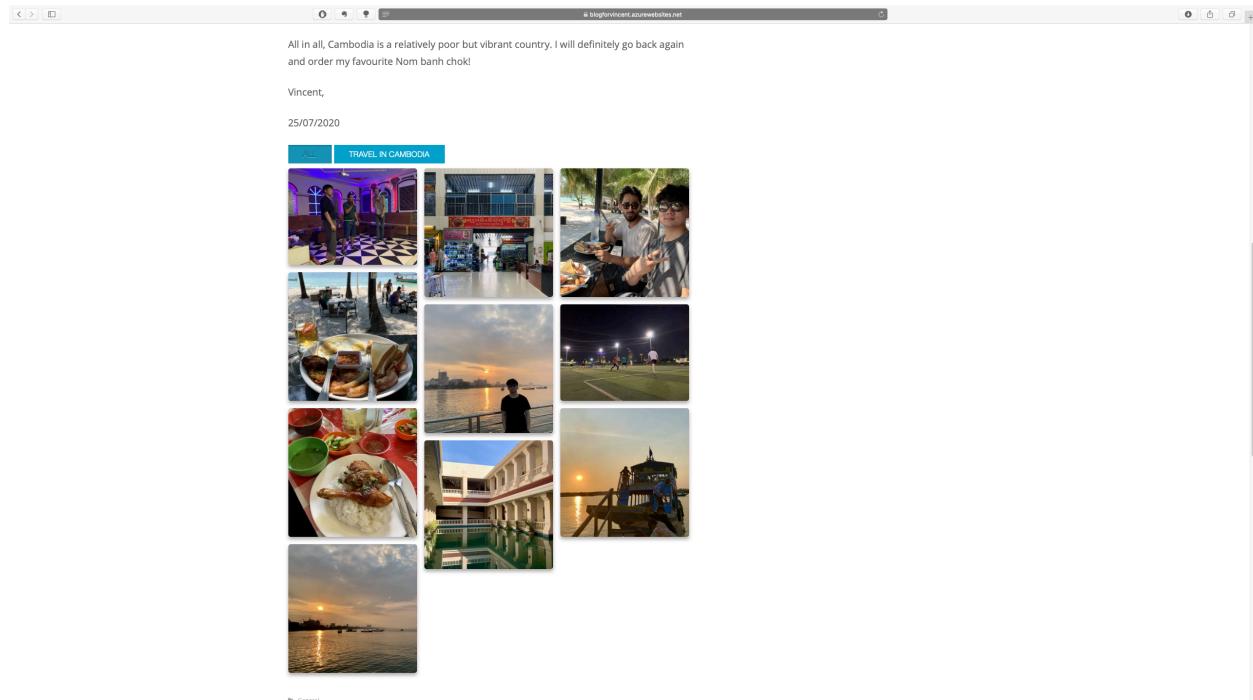
Gallery Views: 56 Reset

Text Addons Pre Text After Text

4



- Pictures under a post



2. Yoast SEO

Yoast SEO is a popular WordPress SEO plugin which allows me to set my main keyword, SEO title and slug etc. The advantage of it is that Yoast SEO also provides recommendation on readability advice (i.e. Keyword optimization). Besides that, it is also an easy-to-use plugin. Users do not need to do much on the backend, but just need to focus on the given two lights: we need to do more work on SEO when it shows red light, and no more work is needed if it turns to green light.

In terms of Google Analytics SEO plugin which I tried before, is also quick and easy to setup. However, it provides several functions which I do not need at this early stage, and these features affect the website loading speed. So I replaced it with the Yoast SEO plugin.

Example of Yoast SEO settings in my website:

- Yoast SEO found no error on my website

The screenshot shows the Yoast SEO configuration page. At the top, there's a green success message: "SEO settings configured" with a checkmark icon. Below it, a note says: "If you want to double-check your Yoast SEO settings, or change something, you can always [reopen the configuration wizard](#)." The main area has two sections: "Problems (0)" with the message "Good job! We could detect no serious SEO problems." and "Notifications (0)" with the message "No new notifications."

- SEO Preview of my About Me page

The screenshot shows the Yoast SEO Focus keyphrase page. It has a search bar with "About Vincent". Below it, a "Google preview" section shows a snippet for "About Me – Vincent's Blog" from "blogforvincent.azurewebsites.net". The snippet includes a photo of a person sitting on rocks by the sea. A note says: "Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results." At the bottom, there's an "Edit snippet" button.

- Some suggestions given by Yoast SEO. Easy to visualise the problems (Green & Red dots). However, Yoast SEO Premium is needed for some improvements.

The screenshot shows the Yoast SEO analysis interface. At the top left, there's a red dot icon followed by "SEO analysis" and "About Vincent". Below that are two blue links: "+ Add synonyms" and "+ Add related keyphrase". A text box states: "Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?". A yellow button labeled "Go Premium! ▶" is visible. On the right, there's a green dot icon followed by "Good results (5)". Below it are five green circular bullet points with corresponding text:

- Passive voice:** You're using enough active voice. That's great!
- Consecutive sentences:** There is enough variety in your sentences. That's great!
- Subheading distribution:** You are not using any subheadings, but your text is short enough and probably doesn't need them.
- Paragraph length:** None of the paragraphs are too long. Great job!
- Sentence length:** Great!

Analysis results

- ▼ Problems (5)
- ^ Improvements (3)
- **Image alt attributes:** Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)

- Search Appearance can also be changed (e.g. meta description, my name and my personal logo/avatar etc)

The screenshot shows the "General" tab of the Yoast SEO settings. It includes sections for "Title Separator" (with a dropdown menu showing options like "-", "--", "—", ":", "·", "•", "*", "•", "|", "~", "«", "»", "<", and ">"), "Homepage" (with fields for "SEO title" containing "Site title", "Page", "Separator", and "Tagline", and "Meta description" containing "% Site title", "Separator", and "Tagline"), "Knowledge Graph & Schema.org" (with a dropdown for "Choose whether the site represents an organization or a person" set to "Person", and a note about selecting a user as the site's representative), and "Personal info" (with a "Name:" field containing "vincent@blog"). At the bottom, there's a "Person logo / avatar" section with a placeholder image path and buttons for "Upload Image" and "Clear Image".

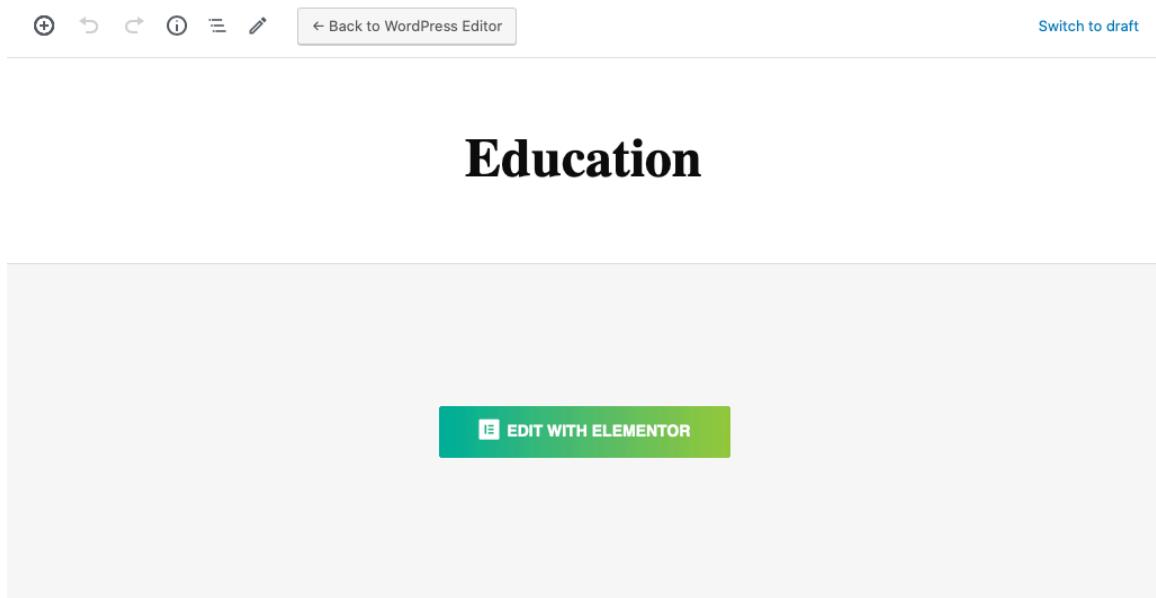
3. Elementor

Elementor is a popular website builder plugin, which provides many features to not only build website, but decorate website, aiming for low-technique needed, and high performance website building. The most attractive feature is that by using Elementor plugin, I can build my website by just dragging and dropping elements, which makes my user experience enjoyable. Besides that, I don't need to consider the Responsive issue as Elementor has a built-in responsive tools, which automatically transfer the website into responsive mode when needed.

I used the default website builder (WordPress), until I found very limited icons in default page. While Elementor plugin, on the other hand, provides a considerable number of icons and other attractive features, and they are free to use. I also used Beaver Builder for a period. Beaver Builder is also a WordPress website builder but the disadvantage of it is that it updates features slowly (e.g. attractive features, icons etc), and I found Elementor is always up-to-date. Therefore, I switched to Elementor plugin for some of my website eventually.

Here is the page that I built with Elementor plugin:

- If one page was using other plugins other than default, it will look like this



- My Education page (built via Elementor plugin)

The screenshot shows the Elementor page builder interface on a Mac OS X system. The left sidebar contains a navigation menu with 'ELEMENTS' and 'GLOBAL' sections, and a search bar for 'Search Widget...'. Below these are two main sections: 'BASIC' and 'PRO'. The 'BASIC' section includes icons for Inner Section, Heading, Image, Text Editor, Video, Button, Divider, Spacer, Google Maps, and Icon. The 'PRO' section includes icons for Posts, Portfolio, Gallery, Form, Login, Slides, Nav Menu, and Animated Headline. At the bottom of the sidebar are various tool buttons and an 'UPDATE' button.

VINCENT'S BLOG
A Blog inspired by MSA and WordPress

ABOUT ME CONTACT ME EDUCATION GALLERY PROJECTS

Education

July 26, 2020

BACHELOR OF ENGINEERING (HONS) – SOFTWARE ENGINEERING

University of New South Wales
Feb. 2018 – Dec. 2021

Relevant courses: Data Management for Statistical Analysis, Data Structures and Algorithms, Artificial Intelligence, System Modelling and Design, Object-Oriented Design & Programming, Database Systems and Advanced C++ Programming etc.

UNIVERSITY ENGLISH ENTRY COURSE (UEEC)

University of New South Wales Global
Oct. 2017 – Jan. 2018

Relevant courses: Academic presentation skills, Harvard Referencing System, English Listening, Speaking and Writing Skills.

BACHELOR OF COMMERCE (DROPPED OUT)

Xi'an International Studies University
Sep. 2015 – Sep. 2017

Relevant courses: Microeconomics Theory, Macroeconomics Theory, Quantitative Methods, Finance, Accounting, International Trade, Management

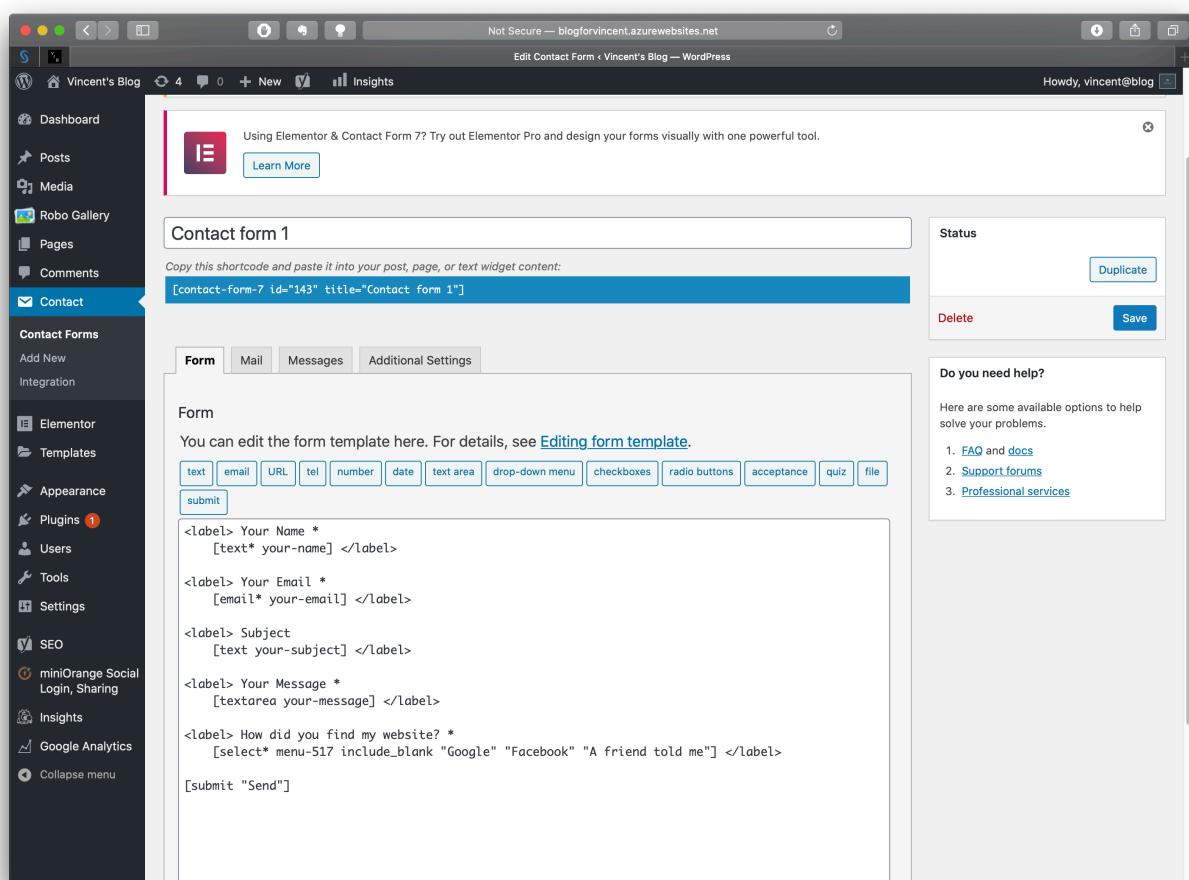
4. Contact Form 7

When people browse my website and potentially find their interest, I want to provide a contact form, so that they can easily contact me. Therefore, I want my contact form be as clear as possible, and as easy-to-use as possible. I found Contact Form 7 is a plugin that provides all the features I need, and it also provides additional customised settings (e.g. adding additional questions). Since this plugin is quite simple, it has little effect on website speed. Additionally, the majority features of Contact Form 7 are free to use.

I found WPForms is a popular contact form plugin. However, only the lite version is for free, and it only provides some features. For more powerful and attractive features, WPForms Pro is needed.

Example of how I used Contact Form 7 in my website:

- Setup page of Contact Form 7



- I setup my Contact Page via Contact Form 7, and added an extra “How did you find my website?” drop-down menu

This screenshot shows the initial state of a Contact Form 7 form. It includes fields for 'YOUR NAME *', 'YOUR EMAIL *', 'SUBJECT', and 'YOUR MESSAGE *'. The 'YOUR MESSAGE' field is a large text area.

This screenshot shows the expanded Contact Form 7 interface. Below the 'YOUR MESSAGE *' field, there is an additional section labeled 'HOW DID YOU FIND MY WEBSITE? *' containing a dropdown menu with options like '---', 'Social Media', 'Email', etc. A 'SEND' button is located at the bottom of the form.

This screenshot shows the MonsterInsights dashboard within a WordPress admin area. The top navigation bar includes 'BlogForVincen.azurewebsites.net', 'General Reports', 'Vincent's Blog - WordPress', and 'Howdy, vincent@blog'. The sidebar on the left lists various WordPress settings and plugins, with 'Insights' selected. The main content area displays key traffic metrics: Sessions (0), Pageviews (0), Avg. Session Duration (No change vs. Previous 30 Days), and Bounce Rate (0). It also features a call-to-action for upgrading to Pro and a pie chart showing 'New vs. Returning Visitors' (100% New, 0% Returning). Below these are sections for 'Top 10 Countries' and 'Top 10 Referrals', each with a 'View All' button. A 'See Quick Links' button is in the bottom right.

5. Google Analytics - MonsterInsights

MonsterInsights is a Data Analytics plugin based on Google Analytics. To use this, an

This screenshot shows the 'Overview Report' section of the MonsterInsights dashboard. The top navigation bar includes 'BlogForVincen.azurewebsites.net', 'General Reports', 'Vincent's Blog - WordPress', and 'Howdy, vincent@blog'. The sidebar on the left is identical to the previous screenshot. The main content area features a large 'Sessions' and 'Pageviews' summary at the top. Below this is a detailed 'Overview Report' section with tabs for 'Sessions', 'Pageviews', 'Avg. Session Duration', and 'Bounce Rate', all showing 'No change vs. Previous 30 Days'. It includes a 'Upgrade to MonsterInsights Pro' button and a 'New vs. Returning Visitors' pie chart. The bottom of the screen shows a 'See Quick Links' button.

extra setup on Google Account is needed. Users need to go Google Analytics and sign up to get a tracking ID, so that MonsterInsights plugin under WordPress knows which account it is linking to and it will function after that. I chose MonsterInsights eventually

mainly because of its Universal tracking feature, Report Downloadable in PDF format and its user-friendly overall structure.

For data analytics (user behaviour on my website), I have tried Koko Analytics plugin. It is also a good data analytics plugin, especially that visitor can easily opt-out of tracking by enabling "Do Not Track" in their browser settings. However, Koko Analytics does not provide several functions such as PDF format report output and Speed Optimization. So I switched from Koko Analytics to MonsterInsights.

My MonsterInsights setup and output:

- After Sign up in Google Analytics, we would see a tracking ID. (Note: Due to privacy concern, I erased my Tracking ID)
- After setup in Google Analytics and pass the Tracking ID into MonsterInsights, we are now able to view the report

The screenshot shows the Google Analytics Admin interface. The main header includes the URL 'analytics.google.com', the word 'Analytics', and a 'Dismiss' button. Below the header, there's a banner for 'Introducing Google signals BETA' with the subtext 'Unlock new cross-device capabilities and more.' and a 'Get Started' button. The main navigation bar has 'Analytics' and 'All Web Site Data' dropdowns, along with a search bar and a dashboard icon. On the left, a sidebar menu lists various sections like 'Property Settings', 'Property User Management', 'Tracking Info', 'Data Collection', 'Google Ads Linking', 'AdSense Linking', 'Ad Exchange Linking', 'All Products', 'Postbacks', 'Audience Definitions', 'Custom Definitions', and 'Data Import'. The central content area is titled 'Tracking ID' and shows a redacted tracking ID. It includes a 'Status' section stating 'No data received in past 48 hours. Learn more'. Below this is a 'Website Tracking' section for 'Global Site Tag (gtag.js)'. It contains a code snippet for the Global Site Tag (gtag.js) tracking code, which is partially redacted. A note below the code says: 'The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. Learn more'. There's also a 'Connected Site Tags' section with a note about Google Tag Manager and a 'Google Tag Manager' section with a note about multiple analytics tools. At the bottom, there's an 'Additional implementations' section with a note about global site tag and Google Tag Manager.