

### ### WordPress Intern Assignment: Creating a Custom WordPress Site

#### **\*\*Objective:\*\***

Develop a custom WordPress site for a fictional local business (e.g., a bakery, a bookstore, a yoga studio). The site should demonstrate both front-end and back-end skills.

#### **\*\*Requirements:\*\***

##### 1. **\*\*Website Planning:\*\***

- Define the business and its services.
- Create a sitemap that includes at least 5 pages (e.g., Home, About Us, Services/Products, Blog, Contact).

##### 2. **\*\*WordPress Setup:\*\***

- Install WordPress on a local server or hosting environment.
- Choose an appropriate theme, either free or premium, that fits the business style.

##### 3. **\*\*Customization:\*\***

- Modify the theme using a child theme approach to ensure future updates don't overwrite customizations.
- Adjust the color scheme, fonts, and layout to match the brand identity.

##### 4. **\*\*Content Creation:\*\***

- Create original content for each page, including text, images, and multimedia if relevant.
- Ensure the content is SEO friendly.

##### 5. **\*\*Functionality:\*\***

- Implement a contact form on the Contact page.
- Add a blog section and write at least 2 blog posts related to the business.
- Integrate social media links.

##### 6. **\*\*Custom Plugin:\*\***

- Develop a simple custom plugin (e.g., a testimonial slider, a custom post type for products/services) relevant to the business.

##### 7. **\*\*Responsive Design:\*\***

- Ensure the site is fully responsive and functional on various devices and browsers.

##### 8. **\*\*Performance Optimization:\*\***

- Optimize website speed and performance (e.g., caching, image optimization).

##### 9. **\*\*Security Measures:\*\***

- Implement basic security measures (e.g., secure login, backups).

##### 10. **\*\*Documentation:\*\***

- Provide documentation detailing the customization and features of the site.

**\*\*Submission:\*\***

- Present the website along with access to the WordPress admin area.
- Submit all custom code (theme files, plugin files) and a brief report explaining the choices made during the development process.

**\*\*Evaluation Criteria:\*\***

- Creativity and originality in design and functionality.
- Adherence to WordPress best practices.
- Quality of coding and customization.
- Overall usability and aesthetic appeal of the website.
- Attention to detail in documentation and presentation.

This assignment covers various aspects of WordPress development, from planning and content creation to coding and optimization, providing a comprehensive evaluation of the interns' capabilities.