



# **Ganadipathy Tulsi's Jain Engineering College**

Kaniyambadi - Vellore -632102

**TITLE:** Creating Blog Using WordPress Platform

**Category:** Digital Marketing

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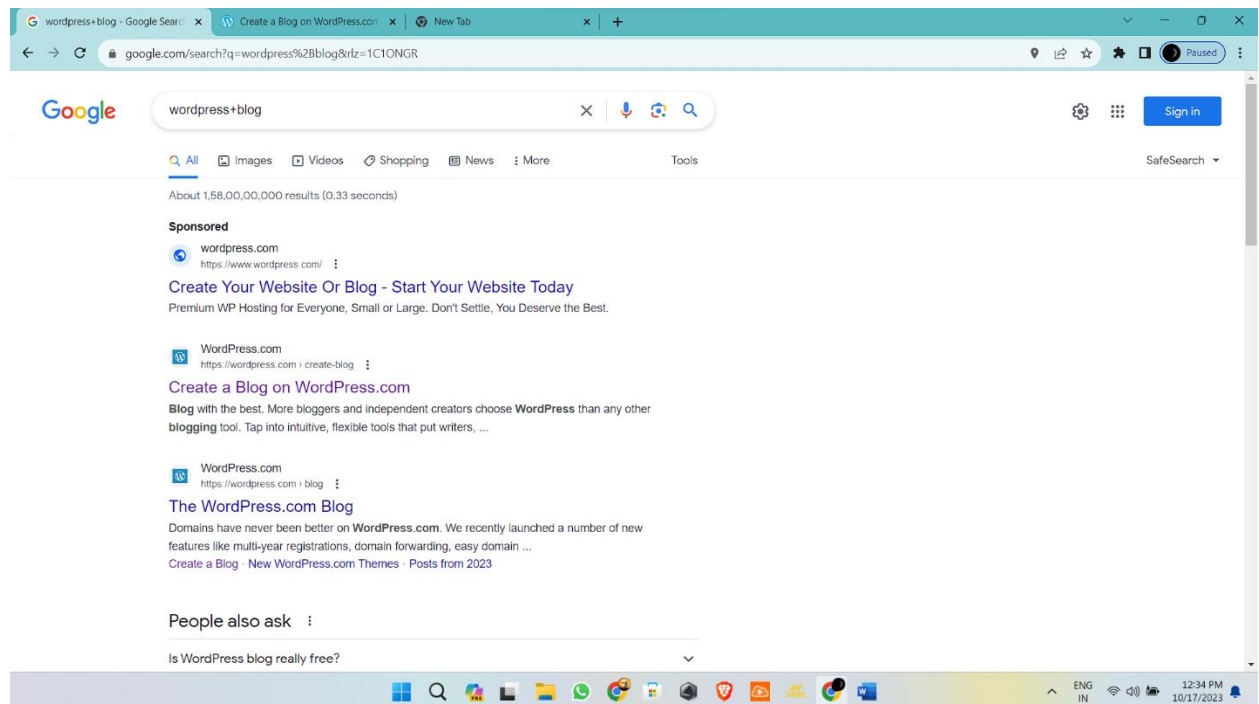
# 1.INTRODUCTION

## 1.1 Project Description

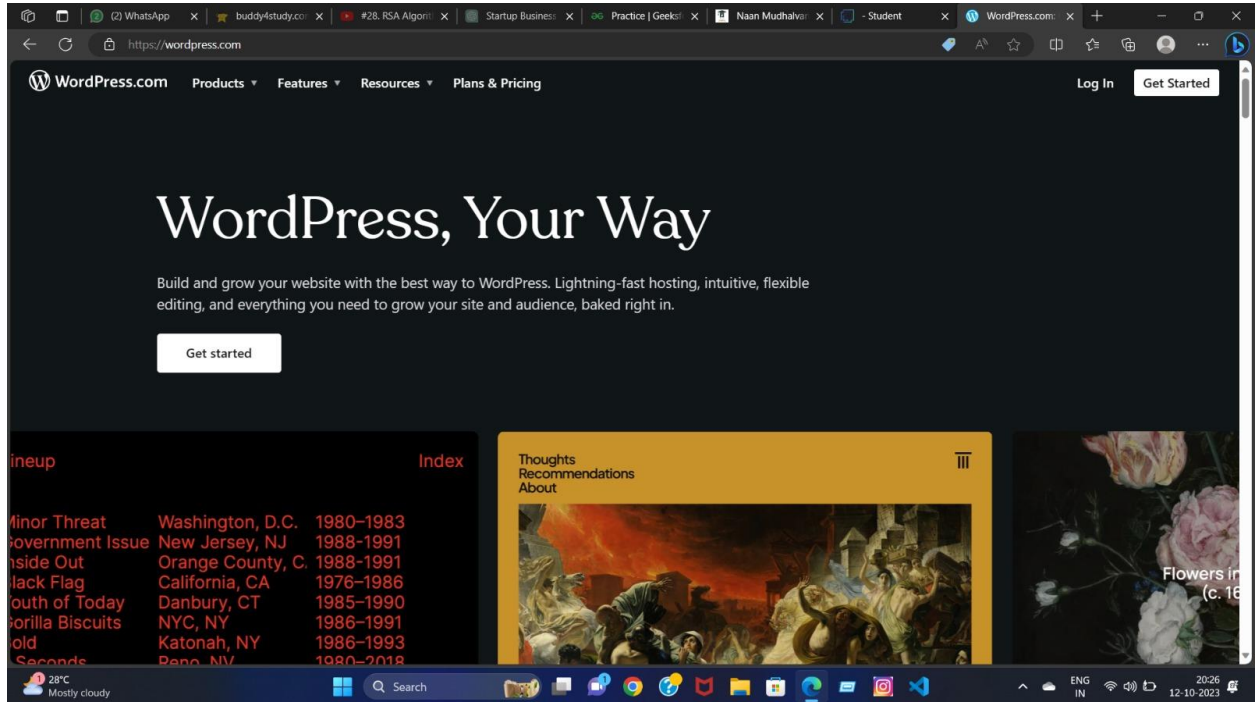
In this project, we aim to create a dynamic and user-friendly blog using the WordPress platform. Our goal is to design an appealing and responsive website that not only showcases compelling content but also offers a seamless user experience. We will customize the theme, configure essential plugins, optimize for SEO, and implement a user-friendly content management system, enabling effortless content creation and management. This WordPress blog will serve as a platform to share valuable information, engage with the audience, and establish an online presence effectively.

# 2.PROJECT PROCESS

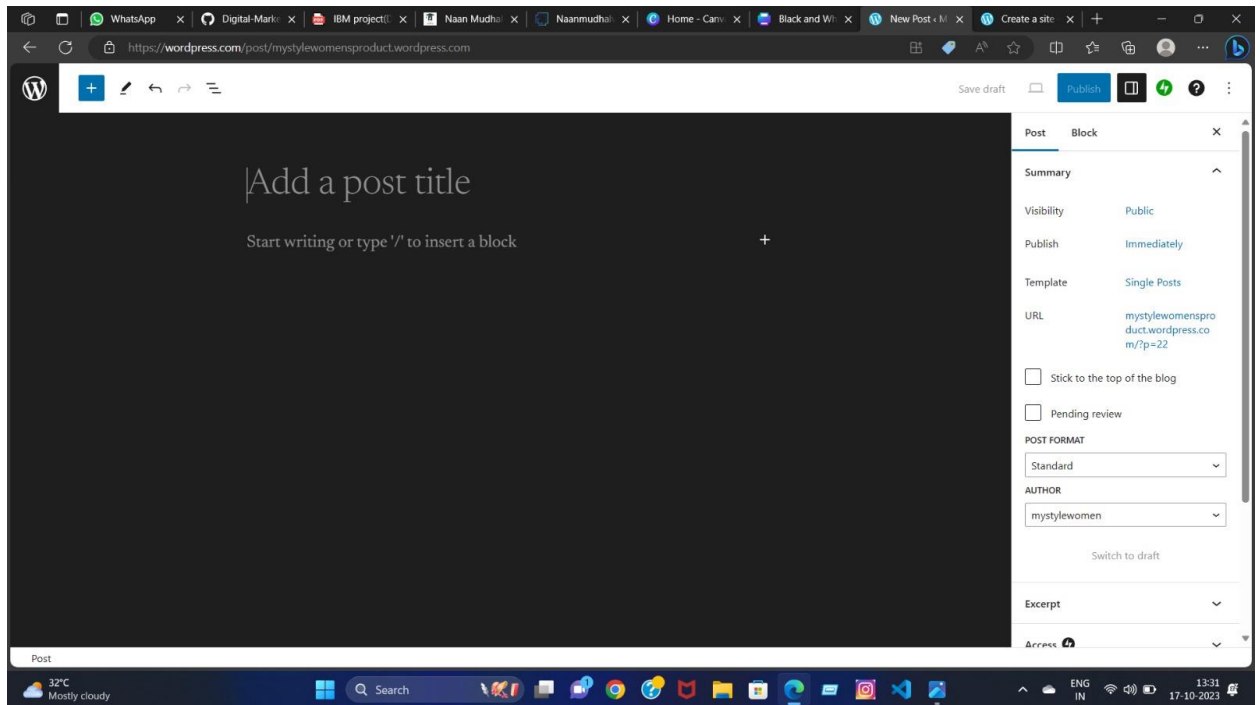
## 2.1. Navigation



## 2.2. Search “WordPress Blog”



## 2.3. Select -Create a Blog



## 2.4. Sign Up and choose Domain.

Choose a domain

Enter some descriptive keywords to get started

biggestdogloabl

Recommended

biggestdogloabl.blog

Free for the first year with annual paid plans  
₹1,809/year

Select

Best Alternative

biggestdogloabl.in

Free for the first year with annual paid plans  
₹658/year

Select

biggestdogloabl.wordpress.com

Free

Select

biggestdogloabl.com

Free for the first year with annual paid plans

Select

Get a free one-year domain registration with any paid annual plan.

Use the search tool on this page to find a domain you love, then select any paid annual plan.

We'll pay the first year's domain registration fees for you, simple as that!

Choose my domain later

Already own a domain?

Connect your domain purchased elsewhere to your WordPress.com site through mapping or transfer.

Use a domain I own

## 2.5. Free Plan

Choose your flavor of WordPress

A paid plan is required for your domain.

Custom domains are only available with a paid plan. And they are free for the first year with an annual paid plan.

biggestdogloabl.blog

Free for one year

Get Personal - ₹160/month

biggestdogloabl.wordpress.com

Continue with Free plan

Free

Get a taste of the world's most popular CMS & blogging software.

Personal

Create your home on the web with a custom domain name.

One time discount

\*200

₹160

per month, ₹1,920 for the first year, Excl. Taxes

Get Personal

Everything in Free, plus:

Premium

₹280

per month, ₹3,360 for the first year, Excl. Taxes

Get Premium

Everything in Personal, plus:

Business

₹640

per month, ₹7,680 for the first year, Excl. Taxes

Get Business

Everything in Premium, plus:

Commerce

₹1,152

per month, ₹13,824 for the first year, Excl. Taxes

Get Commerce

Everything in Business, plus:

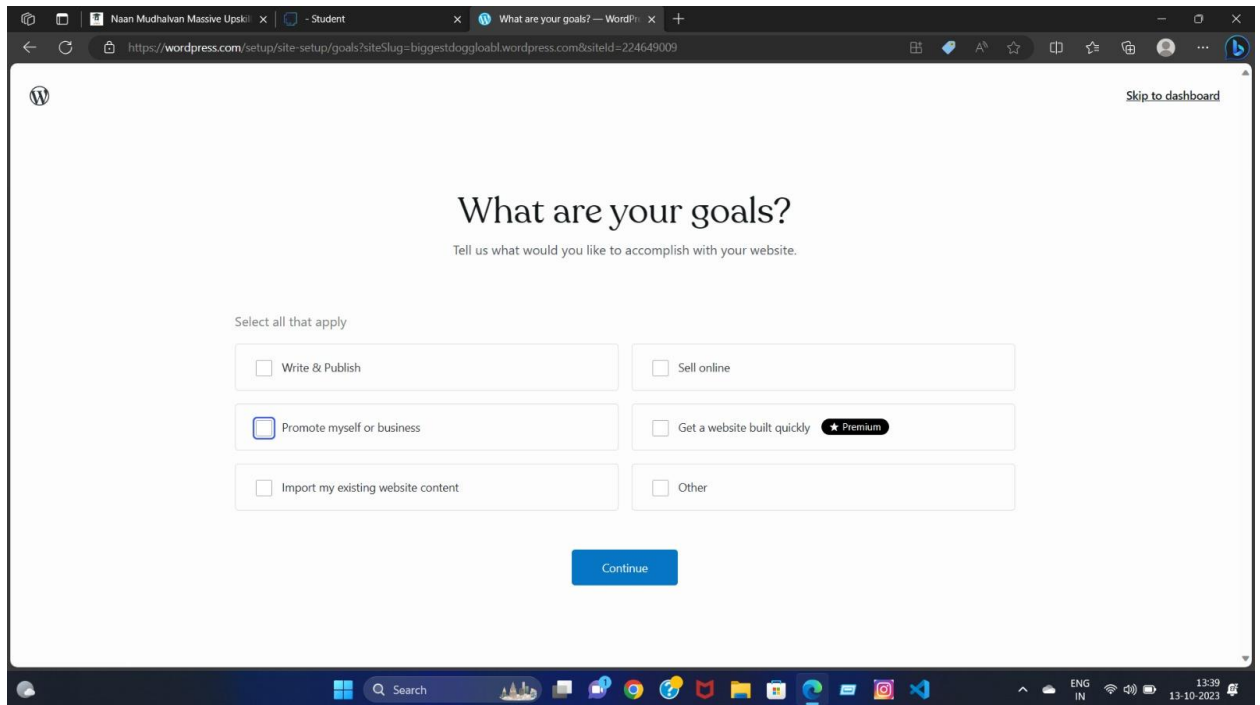
Enterprise

Deliver an unmatched performance with the highest security standards on our enterprise content platform.

Starts at US\$25,000.00 yearly

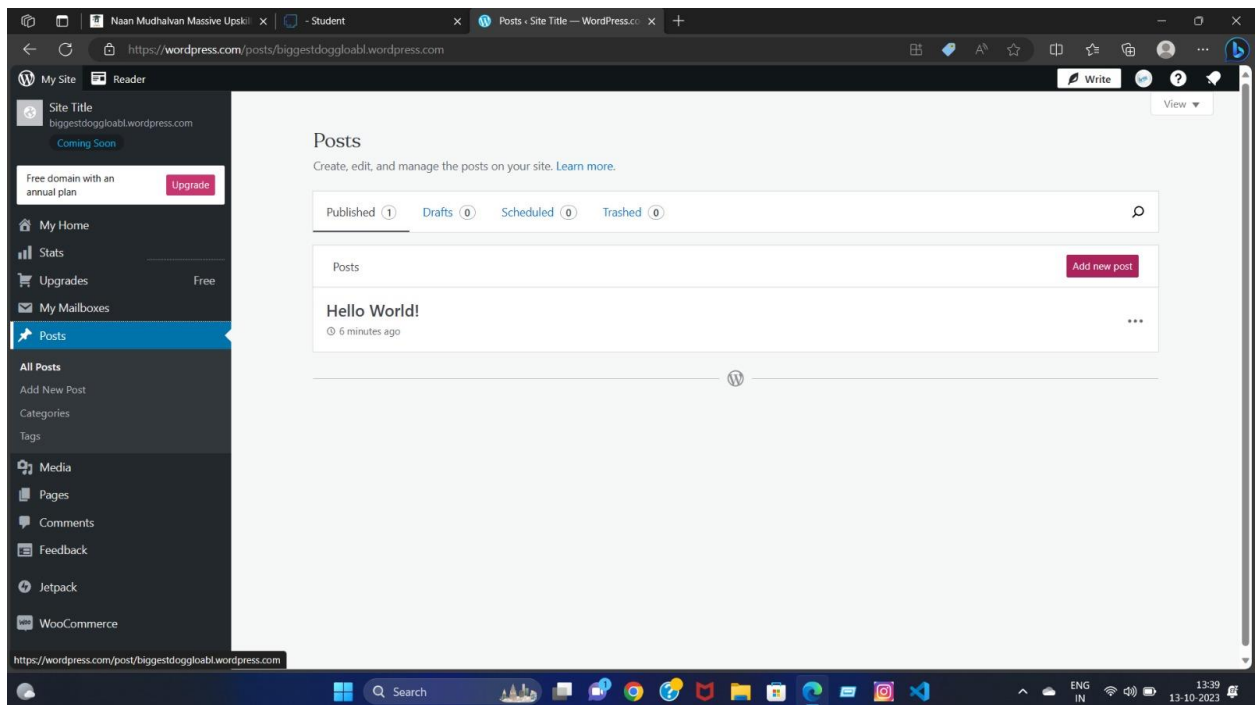
Learn more

## 2.6. Skip to Dashboard



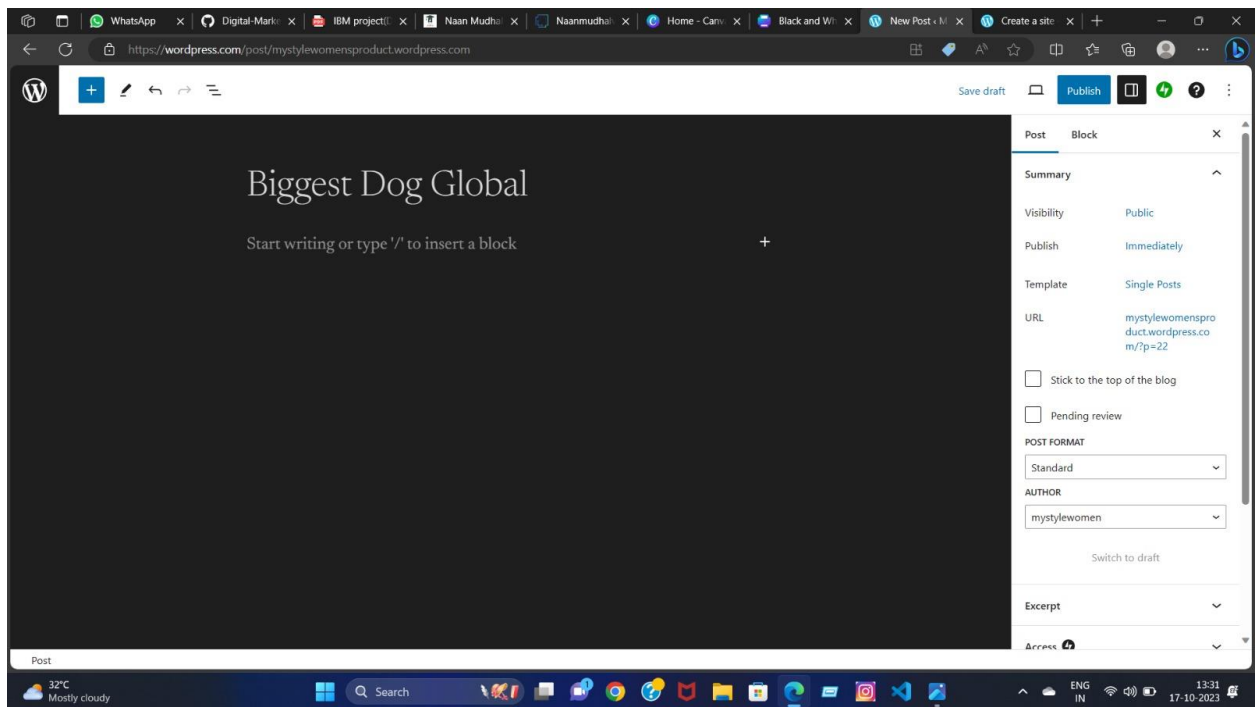
The screenshot shows the WordPress installation 'What are your goals?' screen. The URL in the browser is <https://wordpress.com/setup/site-setup/goals?siteSlug=biggestdogglobal.wordpress.com&siteId=224649009>. The page title is 'What are your goals?' with the subtitle 'Tell us what would you like to accomplish with your website.' There is a 'Skip to dashboard' link in the top right corner. Below the title, it says 'Select all that apply'. There are six checkboxes arranged in two columns: 'Write & Publish', 'Promote myself or business' (which is checked), 'Import my existing website content', 'Sell online', 'Get a website built quickly' (with a 'Premium' badge), and 'Other'. A blue 'Continue' button is at the bottom center. The Windows taskbar is visible at the bottom with the time 13:39 on 13-10-2023.

## 2.7. Post-Add New Post

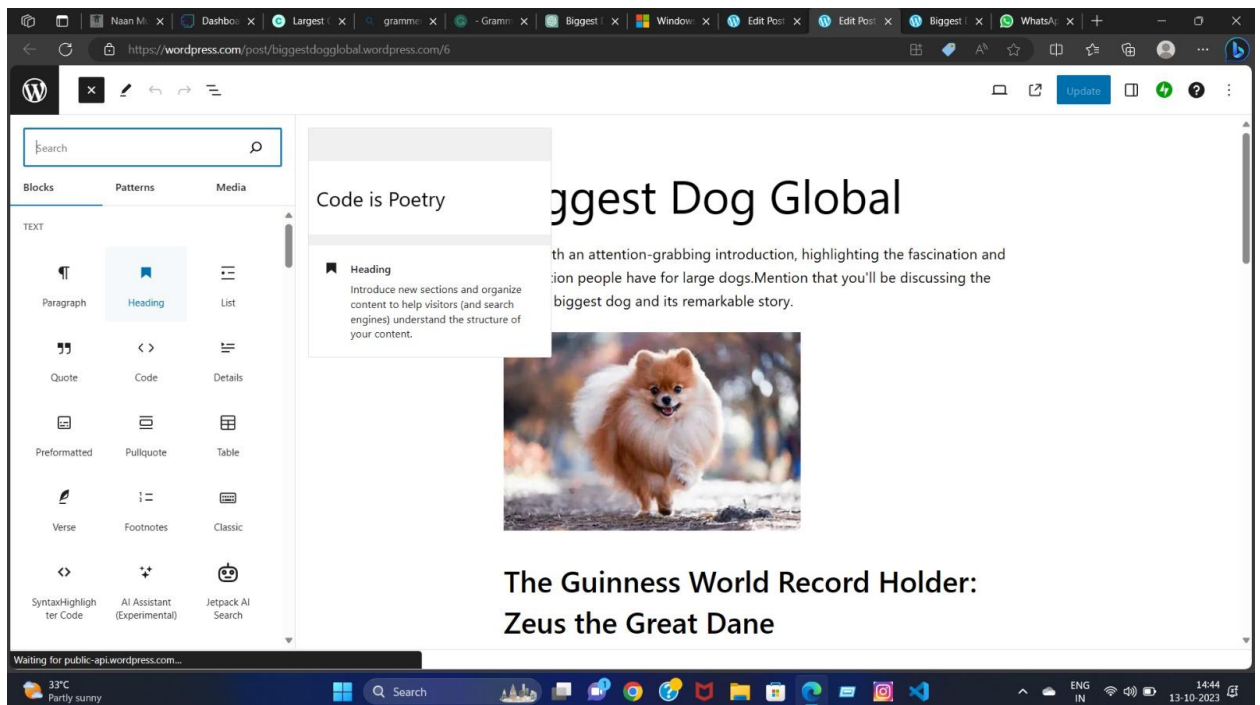


The screenshot shows the WordPress 'Posts' dashboard. The URL is <https://wordpress.com/posts/biggestdogglobal.wordpress.com>. The left sidebar contains navigation links: 'My Site', 'Reader', 'Site Title', 'Free domain with an annual plan' (with an 'Upgrade' button), 'My Home', 'Stats', 'Upgrades' (marked 'Free'), 'My Mailboxes', 'Posts' (highlighted), 'All Posts', 'Add New Post', 'Categories', 'Tags', 'Media', 'Pages', 'Comments', 'Feedback', 'Jetpack', and 'WooCommerce'. The main content area is titled 'Posts' with the subtitle 'Create, edit, and manage the posts on your site. Learn more.' It features tabs for 'Published' (1), 'Drafts' (0), 'Scheduled' (0), and 'Trashed' (0). Below the tabs, there is a list of posts. The first post is titled 'Hello World!' and was posted '6 minutes ago'. There is an 'Add new post' button in the top right of the post list. The Windows taskbar is visible at the bottom with the time 13:39 on 13-10-2023.

## 2.8. WordPress Blog-Title



## 2.9. Add subheading.



### **3.RESULT**

#### **3.1. Blog Link**

<https://biggestdogglobal.wordpress.com/2023/10/13/biggest-dog-global/>

### **4.ADVANTAGE**

1. User-Friendly
2. Extensive Themes and Plugins
3. SEO-Friendly
4. Responsive Design
5. Content Management
6. Community and Support
7. Scalability

### **5.CONCLUSION**

In conclusion, choosing the WordPress platform for creating a blog offers a wide array of benefits that make it a compelling choice for bloggers of all levels of experience. Its user-friendliness, extensive themes and plugins, SEO-friendliness, and responsive design capabilities provide the tools you need to craft an engaging and professional blog. Moreover, the robust content management system, strong community support, and scalability make it suitable for various blog sizes and purposes.