



**Smart  
Internz**



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## **DIGITAL MARKETING**

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# **CREATING BLOG USING WORDPRESS PLATFORM**

## **1. INTRODUCTION**

### **1.1 Overview**

### **1.2 Purpose**

## **2. PROBLEM DEFINITION& DESIGN THINKING**

### **2.1 Empathy Map**

### **2.2 Ideation & Brainstorming Map**

## **3. RESULT**

## **4. ADVANTAGES & DISADVANTAGES**

## **5. APPLICATIONS**

## **6. CONCLUSION**

# **1. INTRODUCTION:**

## **1.1 Overview:**

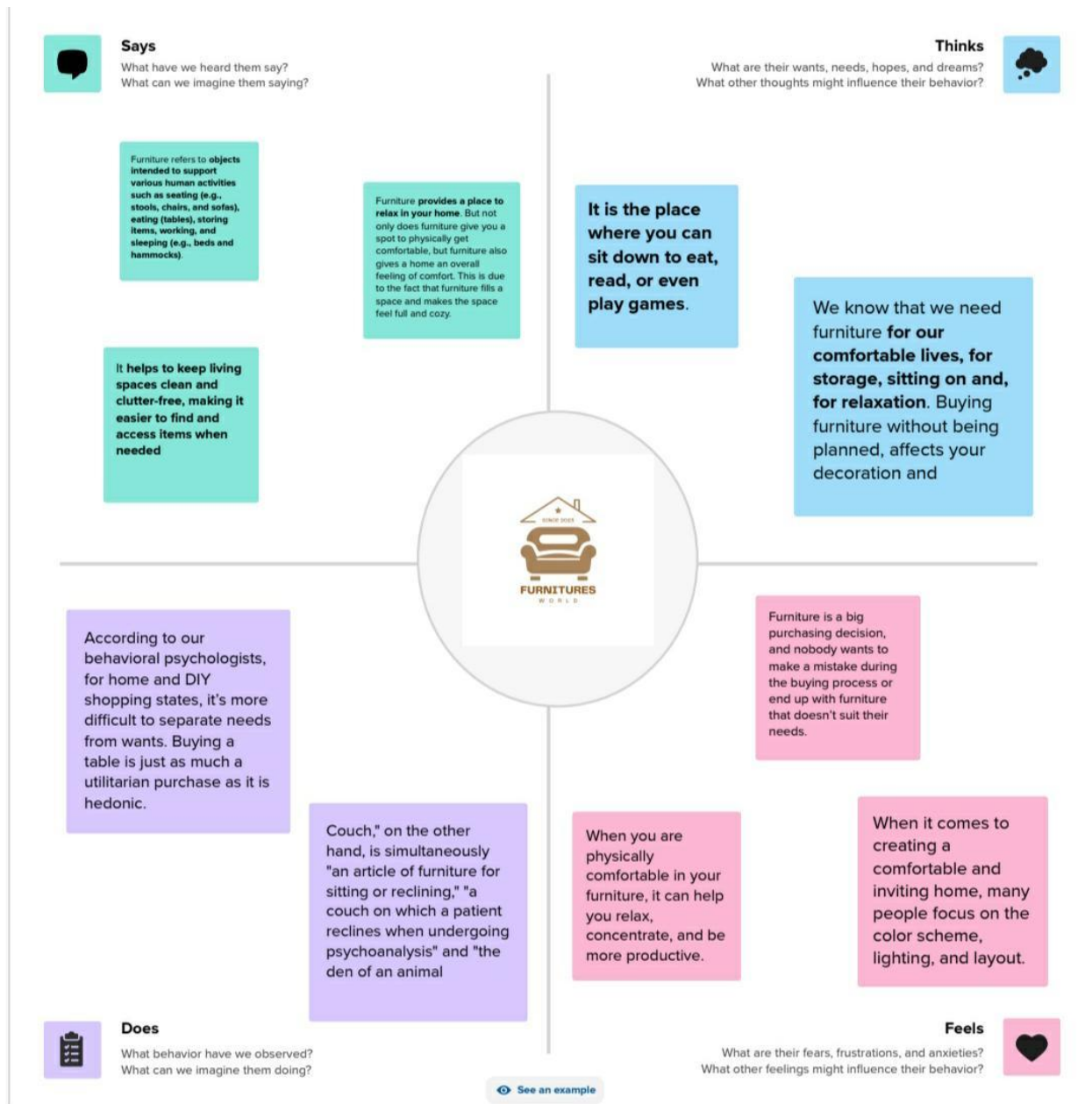
Blogging has become such a mania that a new blog is being created every second of every minute of every hour of every day. A blog is your best bet for a voice among the online crowd. Blog can also be used as a verb, meaning to maintain or add content to a blog. A novel is a long, fictional narrative which describes intimate human experiences. so as to provide a satisfactory user experience. The WordPress software is a powerful CMS (content management system) used for building websites. There are many wonderful aspects to WordPress and high among them are its flexibility and extensibility. Its secret? WordPress is open source software.

## **1.2 Purpose:**

If you're looking to create a blog using WordPress, you're in luck! WordPress is a popular and user-friendly platform that can help you create a blog in no time. Before you start creating your blog, it's important to decide what your purpose is. Are you creating a blog for personal reasons or for business purposes? This will help you determine what kind of content to create and how to structure your blog.

## 2. PROBLEM DEFINITION& DESIGN THINKING

### 2.1 Empathy Map:



## 2.2 Ideation & Brainstorming Map:

### Brainstorm & Idea prioritization

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

- Brainstorm topics
- Brainstorm criteria
- Map your ideas

#### Before you collaborate

Write down your ideas as they come up, and then discuss them with your team to get your ideas going.

**Brainstorming**  
Use this template to brainstorm ideas and then discuss them with your team.

**Map your ideas**  
Use this template to map your ideas and then discuss them with your team.

**Brainstorming criteria**  
Use this template to brainstorm ideas and then discuss them with your team.

#### Define your problem statement

Write down your problem statement. This will be the focus of your brainstorm.

**Problem**  
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#### Brainstorm

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#### Drop ideas

Use this template to drop your ideas and then discuss them with your team to get your ideas going.

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#### Finalize

Write down your final ideas and then discuss them with your team to get your ideas going.

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### **3. RESULT:**

Thus the result of this project is building a website in wordpress platform as providing free access with private or public. The free source of wordpress has a essential features and more amount elements are presented of its self. To finally create a website as successfully by using wordpress.

**Website Link:** <https://furniture361.wordpress.com>

## 4. ADVANTAGES & DISADVANTAGES:

### ADVANTAGES:

- Buyers can shop for furniture without leaving the comfort of their homes and easily compare the prices and features of different furniture pieces
- Online furniture shops often provide door-to-door delivery service, which is convenient for buyers.
- Comfortable and supportive.
- It allowing people to relax and enjoy their space.

### DISADVANTAGES:

- Setting up a website and pretending as if selling products online is not a big deal.
- Fraudsters pretend selling different varieties of **stylish outdoor furniture** even they do not have them in the inventory.
- Make sure to verify the authenticity of the website before placing the order and making payment.

## 5. APPLICATIONS

- WordPress is one of the most popular that allows customizing and managing the website from its back-end content management system.
- WordPress is an open-source **Content Management System** that is totally based on PHP and MySql and used to create a dynamic website.
- It was developed by Matt Mullenweg and Written in PHP.



## **6. CONCLUSION**

- WordPress is the best CMS website, and business owners manage their content effectively and efficiently.
- WordPress Development Services provides a wide range of features that are not available on other platforms.
- WordPress provides an excellent option for users who want to create a website or blog.