INDUSTRIAL TRAINING ON "WEBSITE DEVELOPMENT USING CMS & WEB OPTIMISATION"



PROJECT ON:: "WEB DEVELOPMENT & SEO"

USING WORDPRESS AS A CONTENT MANAGEMENT SYSTEM

(SITE ONLINE)

WEB DEVELOPMENT & OPTIMIZATION

Objective

- To design from scratch a website which ranks well in major <u>search engines</u>, especially, Google.
- Reduce the cost and complexity of development
- > allow the website to be rapidly developed and easily enhanced.

WHAT IS WEBSITE .. ??

A website is set of related web pages served from a single web domain. A website is hosted on one or more web server, which is accessible via network such as the internet or private network as local area network through an internet address know as **Uniform** resource locator(Url).



Key Points In Website Development

- > Domain
- >Hosting
- **≻**Technology
- >Purpose
- **≻**Content
- **≻**Navigation
- > Optimized
- >Security

Domain Name

- •A domain name is unique name that identifies a website. It is an identification string that defines a realm of administrative autonomy, authority or control on the Internet. Domain names are formed by the rules Domain Name System(DNS). Any name register in DNS is a domain name.
- •A domain name represents an Internet Protocol(IP) resource, such as a personal computer used to access the Internet, a server computer hosting a website.



Web Hosting

■Hosting a website means making a website available to **public** worldwide. When you create website, it is composed of web pages having text, images, videos and other content for people to see them.

 However, people can see your website only when it is available on the Internet.

■ To make your website available on the Internet, you have to store it on a computer called web server.

•When you buy some space on a web server and store your **WebPages** there, your website becomes hosted and can be seen by anyone.



Technolo gy

Client-Side Technology

- 1. HTML
- 2. CSS
- 3. JAVA SCRIPT

Server-Side Technology

- 1. PHP
- 2. XML
- 3. MySQL
- 4. Linux\Apache
- 5. Secure Server

























WEB DEVELOPMENT

Traditional

- Web design & development using languages.
- In order to make Web pages more dynamic looking, additional programs and features such as JavaScript, PHP, Cascading Style Sheets and others were added to work with HTML pages.

Using CMS(Content Management System)

- An application which lets one create and manage a website using an admin panel.
- A content management system can potentially reduce website implementation and design costs while greatly facilitating the ability to manage content within the site.

TRADITIONAL WEB DEVELOPMENT

- HTML elements form the building blocks of all websites.
- It can take longer to design a website using HTML
- Older versions of HTML can become obsolete and result in diminished SEO over time as the code is updated
- With HTML, one character out of place can mean your entire website doesn't load properly; it is a much more tedious process

CONTENT MANAGEMENT SYSTEM: A DEFINITION

- **Content** any information published on a Web site, be it text, HTML, images, videos...
- Management the workflow and processes in place to create, share, and control information during its lifecycle
- **Systems** an application that enables the creation, collection, publishing, and presentation of content

CONTENT MANAGEMENT SYSTEM:

A CMS consists of two elements:

- The content management application (CMA) element allows the content manager or author, who may not know Hypertext Markup Language (HTML), to manage the creation, modification, and removal of content from a Web site without needing the expertise of a Webmaster.
- The content delivery application (CDA). element uses and compiles that information to update the Web site.
- The features of a CMS system vary, but most include Web-based publishing, format management, revision control, and indexing, search, and retrieval.

CONTENT MANAGEMENT SYSTEM: CHARACTERISTICS

- Content is separate from presentation
- WYSIWYG editors
- Not software-based, browser-based
- Robust user management
- Content approval
- Easy installation of new features

CONTENT MANAGEMENT SYSTEM: BENEFITS

- Lower technical burden
- Streamlined content creation, approval, and publishing processes
- Timely, more accurate content
- Content scheduling and expiration
- Consistent templates and branding
- Facilitation of future site-wide changes

WEB DESIGN AND CMS

CMS or Content Management Systems are becoming more and more popular with web design organizations. They have come to realize that CMS is the future of website development and may be left behind in the industry if they do not begin offering CMS services.

CMS certainly saves the company's time it spends on web design and allows them to put more efforts into marketing.

CMS gives the company the freedom it needs by providing them with an ability to update the site when needed, not when convenient.

CMS also saves the company's costs by not having to run to the web designer every time an update is needed.

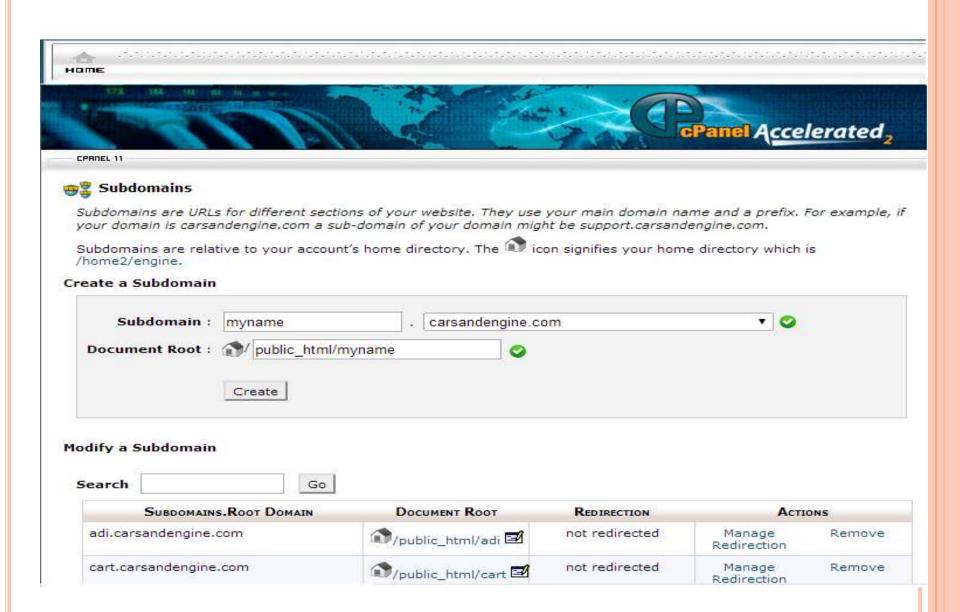
Although there are many open source CMSes available, the following CMSes are thus PHP-based, and use a MySQL database. The advantages of using such a CMS include portability, support and a large developer base with frequent updates and improvements.

- Drupal a free open source content management system written in PHP and distributed under the GNU General Public License
- Joomla an open source content management system platform for publishing content as a Model– view–controller (MVC) web application framework
- Wordpress an open source CMS, often used as a blog publishing application, and is the most popular blog software in use today

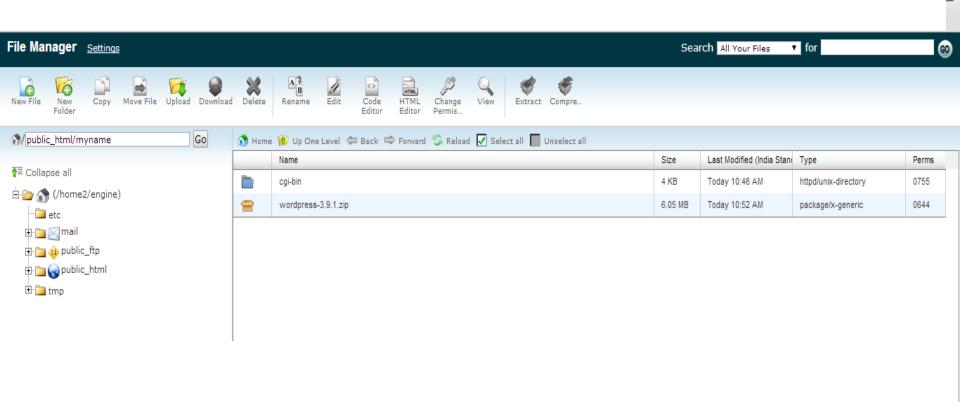
INSTALLATION OFWORDPRESS

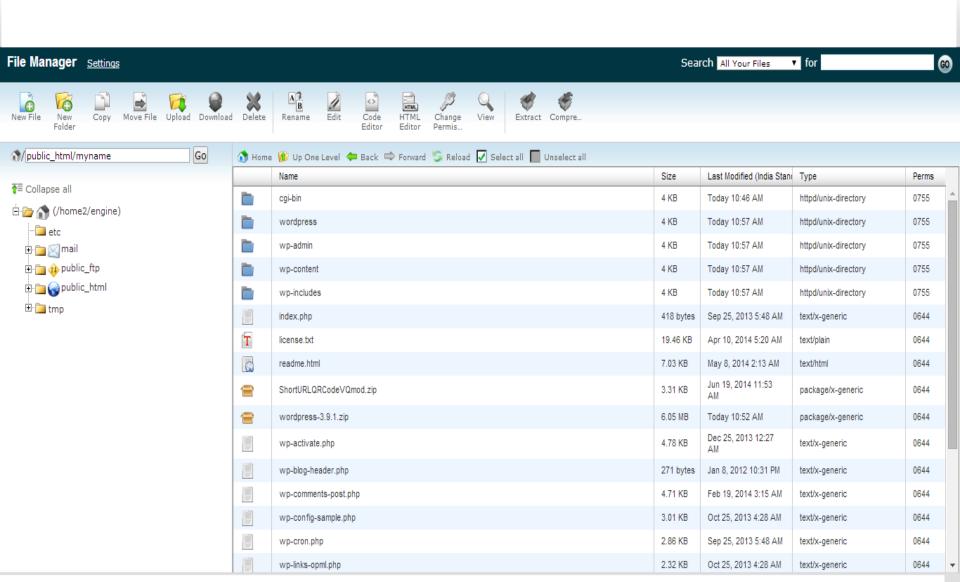
WHAT IS WORDPRESS?

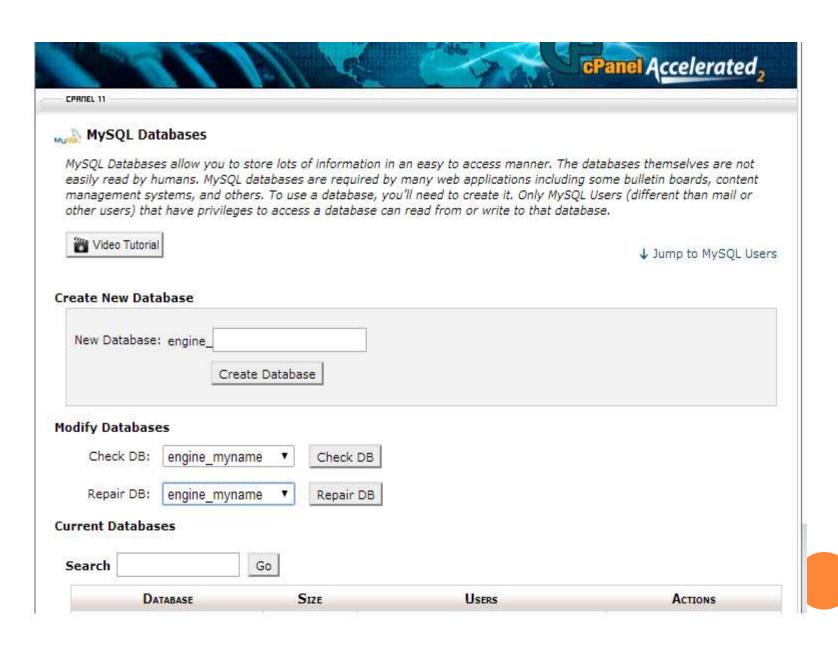
- WordPress is an open source CMS, powered by PHP and MySQL.
- It is popular among users for its ease of installation.
- It was first released on May 27, 2003.













CPRIEL 11



MySQL Account Maintenance

Manage User Privileges

User: engine_myname Database: engine_myname

✓ ALL PRIVILEGES			
✓ ALTER	☑ CREATE		
CREATE ROUTINE			
CREATE VIEW	☑ DELETE		
☑ DROP			
✓ INDEX	☑ INSERT		
LOCK TABLES	☑ REFERENCES		
SELECT	SHOW VIEW		
✓ TRIGGER	■ UPDATE		

Make Changes



Below you should enter your database connection details. If you're not sure about these, contact your host.

Database Name	engine_myname	The name of the database you want to run WP in.
User Name	engine_myname	Your MySQL username
Password	m12345	and your MySQL password.
Database Host	localhost	You should be able to get this info from your web host, if localhost does not work.
Table Prefix	wp_	If you want to run multiple WordPress installations in a single database, change this.

Submit

Please provide the follo	owing information. Don't worry, you	ı can always change these settings later.
Site Title	wordpress	
Username	myname Usernames can have only alphanumeric cha @ symbol.	aracters, spaces, underscores, hyphens, periods and the
Password, twice A password will be automatically generated for you if you leave this blank.	•••••	
	•••••	
	Very weak	
	Hint: The password should be at least sever lower case letters, numbers, and symbols like	n characters long. To make it stronger, use upper and ke ! $^{\circ}$? \$ $\%$ $^{\circ}$ &).
Your E-mail	prati@carsandengine.com	
	Double-check your email address before co	ntinuing.
Privacy	Allow search engines to index	this site.

Install WordPress

WEBSITE OPTIMIZATION

WHAT IS A SEARCH ENGINE?

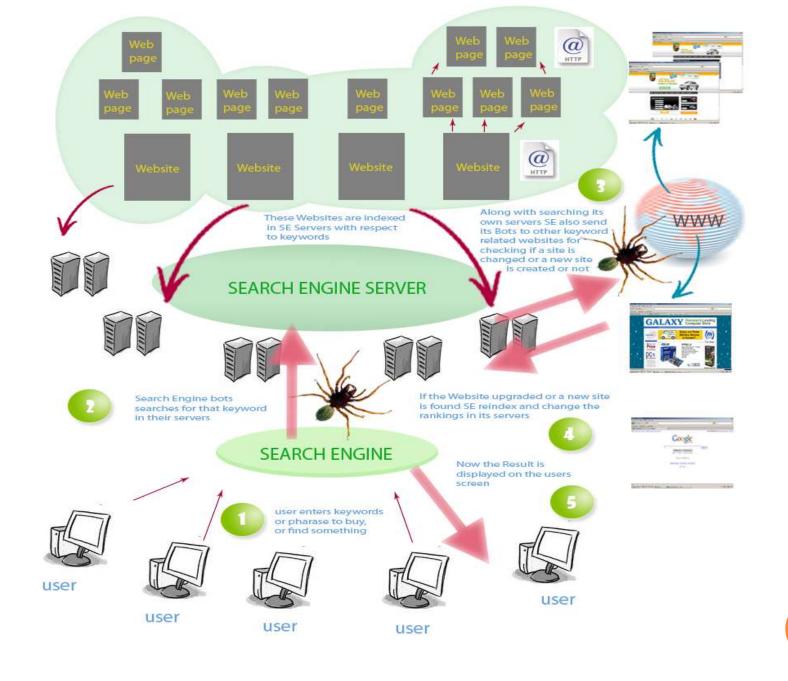
 Definition: An internet-based tool that searches an index of documents for a particular term, phrase or text specified by the user.

Common Characteristics:

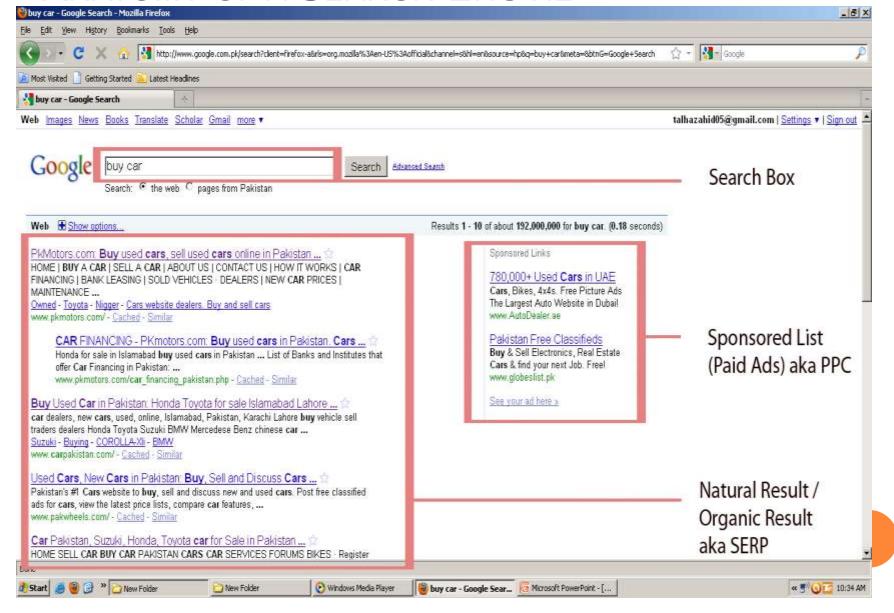
- Spider, Indexer, Database, Algorithm
- Find matching documents and display them according to relevance
- Frequent updates to documents searched and ranking algorithm

How Does Search Engine Works?

- Spider "crawls" the web to find new documents (web pages, other documents) typically by following hyperlinks from websites already in their database
- Search engines indexes the content (text, code) in these documents by adding it to their databases and then periodically updates this content
- Search engines search their own databases when a user enters in a search to find related documents (not searching web pages in real-time)
- Search engines rank the resulting documents using an algorithm (mathematical formula) by assigning various weights and ranking factors



ANATOMY OF A SEARCH ENGINE



WHAT IS SEO

- SEO is an abbreviation for search engine optimization.
- SEO is the process of improving the volume or quality of traffic to a web site from search engines via search results.
- SEO aims to improve rankings for relevant keywords in search results.

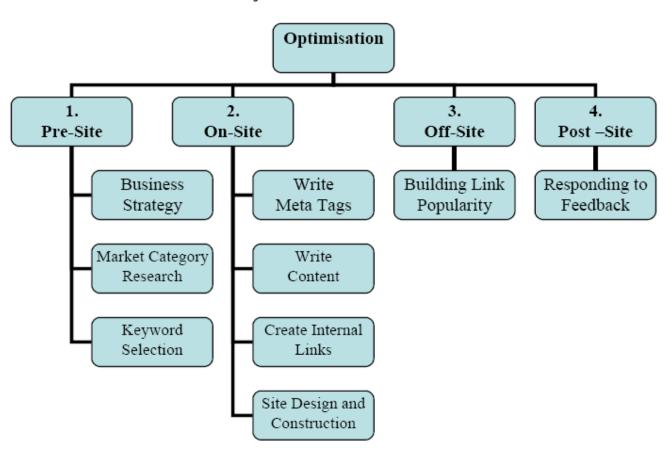
SEO PROCESS

- 5 steps process:
 - Research
 - Reporting
 - Optimization
 - Submission/Re-Crawl
 - Follow Up Reporting



How to Optimize

The Four Phases of an SEO Project



How to Optimize

Skills in the areas of **analysis**, **research**, **planning**, **copy writing and communication**.

Pre-site activities

The research and planning activities undertaken before an existing or new site or page is actually touched or built.

- Understanding your organization's online business strategy
- Researching your market category, customers and competitors
- Keyword research and selection

On-site activities

The activities directly involved in the content and design of web pages.

How to Optimize

- Writing the title, description and keyword meta tags
- Writing content Body copy, titles, image tags, outbound links that reflect and enhance keywords.
- Building internal links Helping the search engines navigate the site
- Site design and construction Ensuring the web page utilizes design and code that can be properly crawled and indexed by the search engines.

Off-site activities

Building a portfolio of quality inbound links to your web site.

Post -site activities

Analyzing and responding to site traffic and user feedback once a web site has been optimized. Effective SEO is a continuous activity.

How to Optimize

1 - The Pre-Site Phase

- Understanding your Organization's Online Business Strategy
- Researching your Market Category, Customers and Competitors
- Keyword Selection Factors
- Category Priorities
- Search Volumes
- Competitive Advantage
- Competition
- Relevance
- Making your keyword choice

How to Optimize

2 - The On-Site Phase

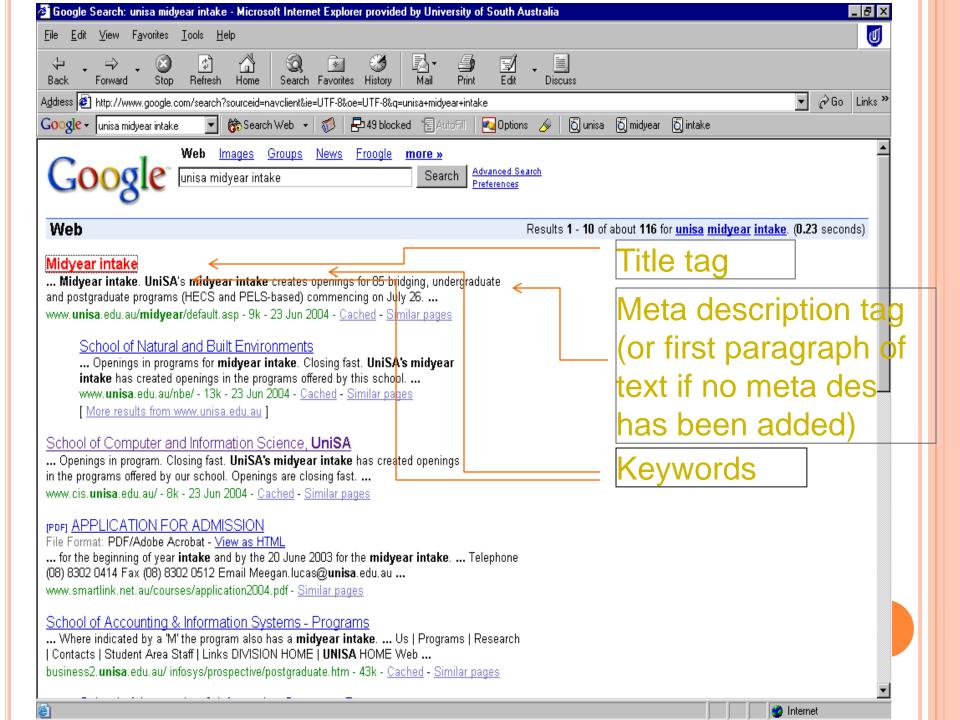
- Writing Meta Tags
- Meta Tag Priorities
- Writing Content
- Technical Issues Site Design and Construction

3 – The Off-Site Phase

- Key Factors Effecting Link Quality
- Google Page Rank
- Site and Page Relevance
- Link Density
- Anchor Text
- Link Age
- Originating Site has been Crawled and Indexed
- A Suggested Approach to Link Building

How to Optimize

- 4- The Post-Site Phase
 - Managing and responding to search marketing feedback
 - Log Files
 - Pay Per Click
 - The SEO Cycle



ON PAGE OPTIMIZATION

- On-page optimization (on-page SEO) is what can be done on the pages
 of a website to maximize its performance in the search engines for target
 keywords related to the on-page content.
- On-page optimization stands for all of the techniques and methods used on your website that is hosted on a server.
- On-page optimization has an effect on your website listing in natural results.
- On-page factors are controlled by coding on website pages

ON PAGE SEO ELEMENTS

- Title tags
- Meta tags
- ALT tags
- Header(H1,H2) tags
- URL Structure
- Internal Linking
- Relevant keywords near your inbound link
- Content
- Keyword Density
- Site maps
- Usability

OFF PAGE SEO OPTIMIZATION

- Off-page optimization (off-page SEO) is what can be done off the pages
 of a website to maximize its performance in search engines for target
 keywords related to the on-page content and keywords in off-page direct
 link.
- Off-page optimization is the most important part in search engines optimization because it gives back links to your sites and it requires a lot of work on a daily bases.
- It helps to maximize website performance in search engine for target keywords

OFF PAGE SEO ELEMENTS

- Search engine submission.
- Social Bookmarking submission.
- Article submission.
- Press release submission.
- Blog creation & Posting.
- Forums & comment posting.
- Directory Submission
- Yellow pages and classified
- Profile Mailing
- B2B Submission (Business 2 Business)
- RSS feeds and submission

LINK BUILDING

• What is Link Popularity?

- Link Popularity refers to the number of links pointing TO your site FROM other sites on the Web.
- Building links is one of the most important factors in getting top placements on the major search engines

• Why are links so important?

 Now a days, inbound links are the one of most important factors for getting a high keyword ranking, the most search engines are ranking their search result based on the link popularity from your site.
 Not the quantity of links, but the quality of those links is important.

WHITE HAT SEO VS. BLACK HAT SEO

- Black Hat SEO
 - Techniques used to get higher search rankings in an unethical manner.
 - Disapproved by search engines
 - Site is eventually banned, deindexed or penalized through lower rankings.
 - Black hat SEO techniques include keyword stuffing, doorway and cloaked pages, link farming, hidden texts and links, blog comment spam.

White Hat SEO

- Conforms to search engine designs and involves no deception.
- Approved by search engines.
- Results last a long time.
- White hat SEO techniques include research, analysis, rewrite meta tags to be more relevant, content improvement and web redesign.

SEO Tools

- The 6 tools you need to use to become a highly-profitable SEO expert:
- Search Analytic Tools- establish your marketing goals and establish a baseline for where you are at right now.
- Keyword Research Tools- discover the keywords your customers are searching for right now.
- Competitive Research Tools- see what keywords your competitors are targeting.
- PPC Tools- buy important keywords and track the results to understand how well they convert, which helps you focus you organic SEO strategy on the most profitable keywords.
- Link Analysis Tools- start building your link profile and track your progress compared to competing websites.
- Search Engine Ranking Checkers- determine how effective your marketing is by watching your search engine rankings improve.

Meta tags are hidden HTML tags used to describe various aspects about a Web page. The two most important meta tags are the 'meta description' and 'meta keywords' tags.

```
<HEAD>
<<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0
Transitional//EN">
<html>
<head>
 <title>All our wooden furniture is water proof.</title>
 <meta name="keywords" content="wood, furniture,</pre>
garden, gardentable, etc">
 <meta name="description" content="Official dealer of</pre>
wooden garden furniture.">
</head>
<body>
 Visit our showroom on weekdays from 9 to 5...
</body>
</html>
```

XML SITEMAP

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset
xmlns="http://www.sitemaps.org/schemas/sitemap/0.
9">
<url>
<loc>http://www.example.com/</loc>
<lastmod>2005-01-01
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
</urlset>
```

ROBOTS.TXT

User-Agent: *

Allow: /?display=wide

Allow: /wp-content/uploads/

Disallow: /wp-content/plugins/

Disallow: /readme.html

Disallow: /refer/

Sitemap: http://www.wpbeginner.com/post-sitemap.xml

Sitemap: http://www.wpbeginner.com/page-sitemap.xml

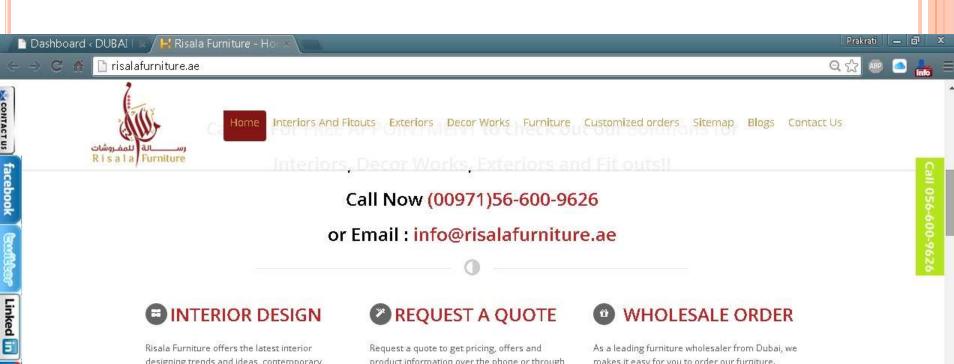
Sitemap: http://www.wpbeginner.com/deals-sitemap.xml

Sitemap: http://www.wpbeginner.com/hosting-sitemap.xml

PROJECT ON:: "WEB DEVELOPMENT & SEO"

SNAPSHOTS





Risala Furniture offers the latest interior designing trends and ideas, contemporary architecture and innovative design.

REQUEST A QUOTE

Request a quote to get pricing, offers and product information over the phone or through email from Risala Furniture.

As a leading furniture wholesaler from Dubai, we

makes it easy for you to order our furniture.

OUR PRODUCTS











Request Quote







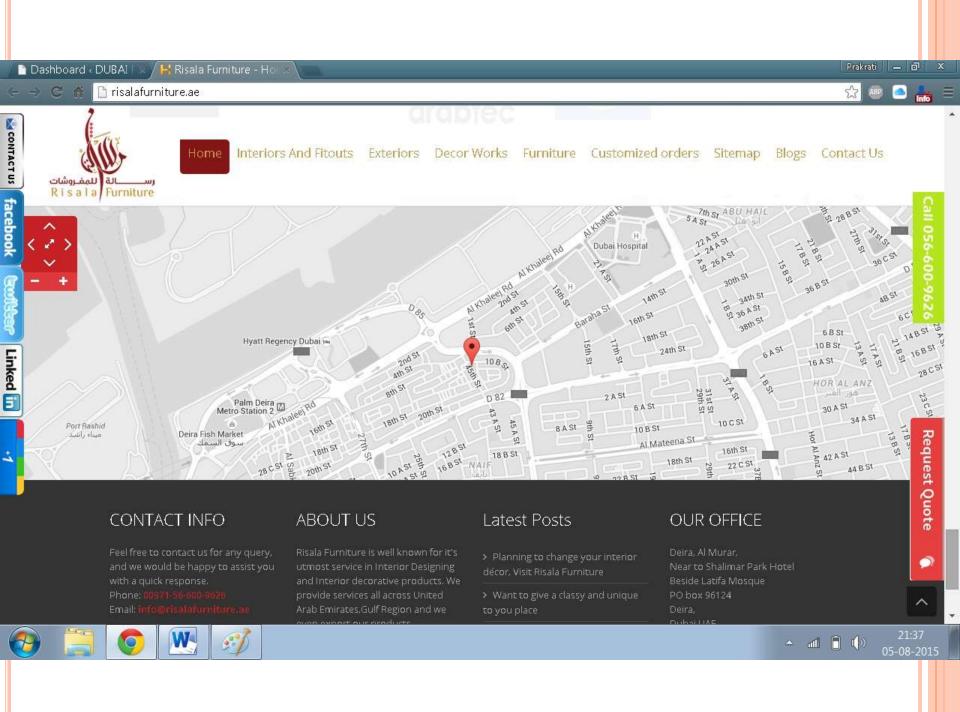
















admin	
Password	
•••••	
Remember Me	Login

Lost your password?

-- Back to DUBAI FURNITURE





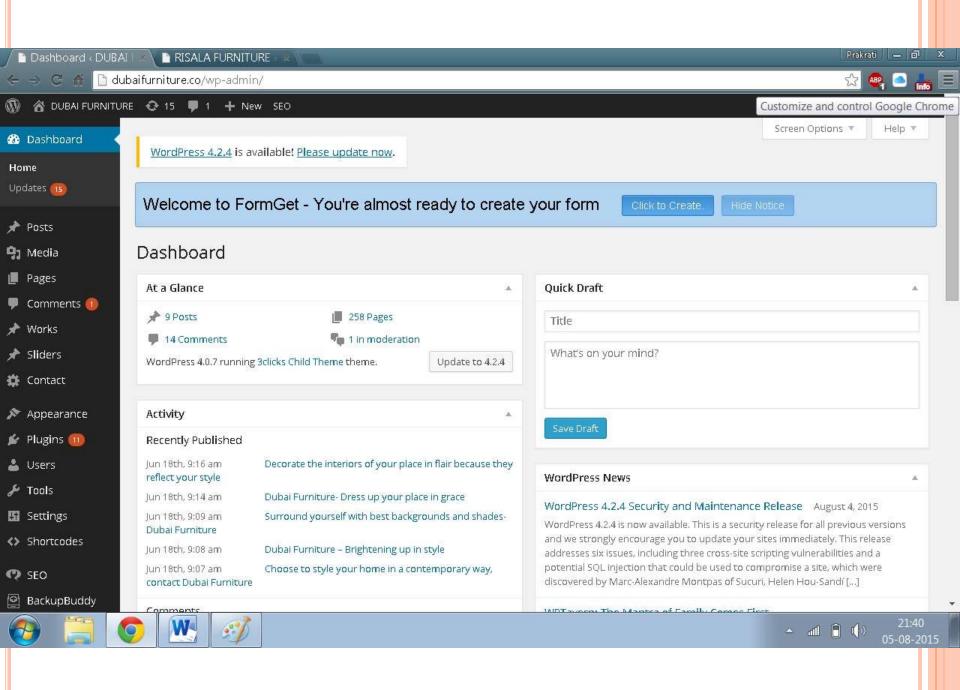


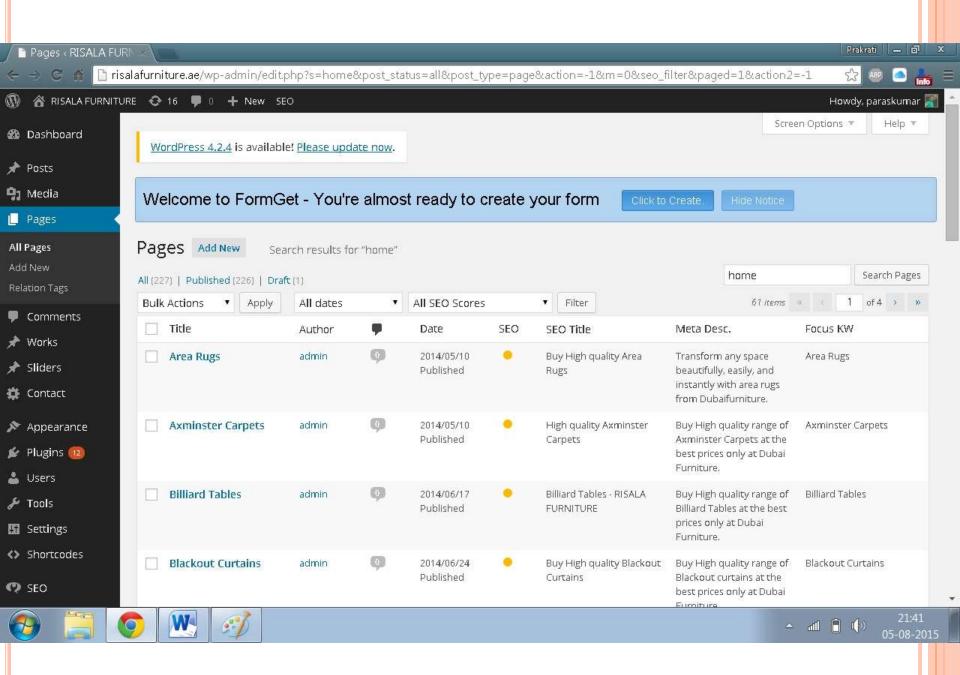


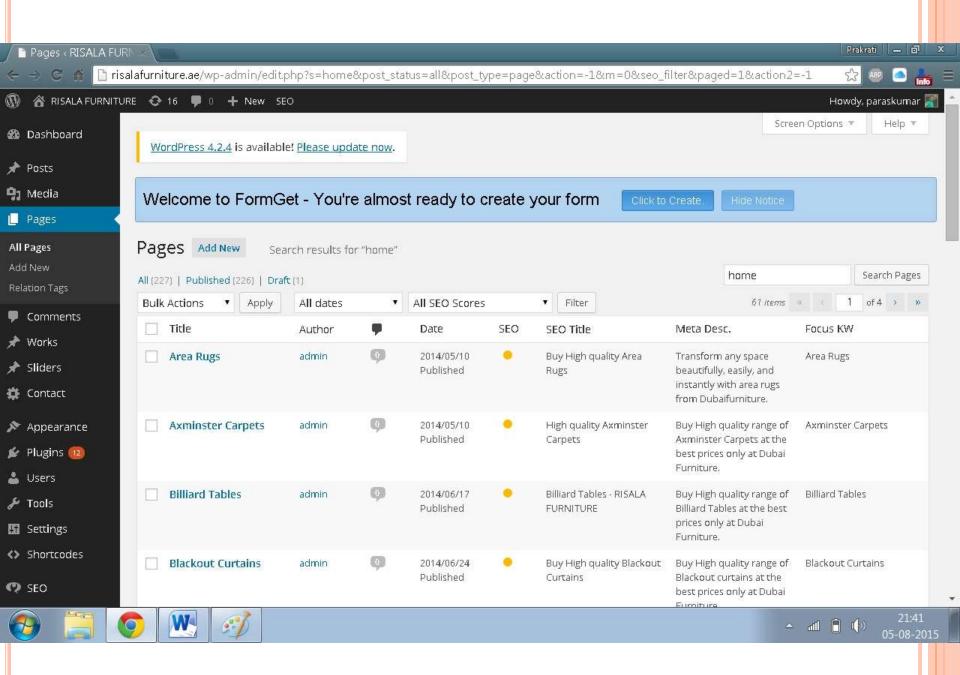


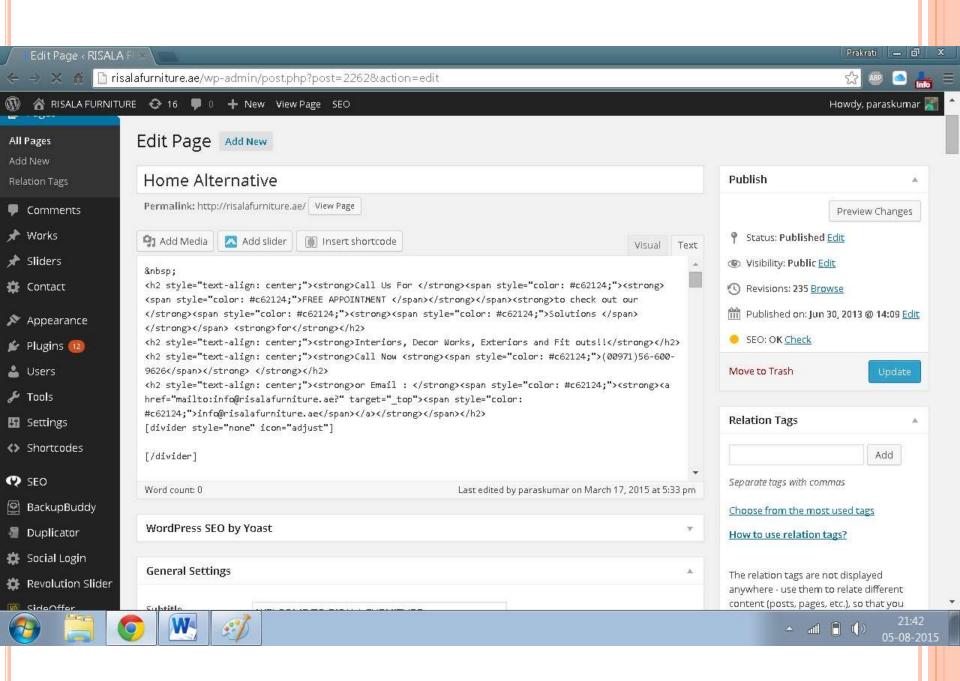


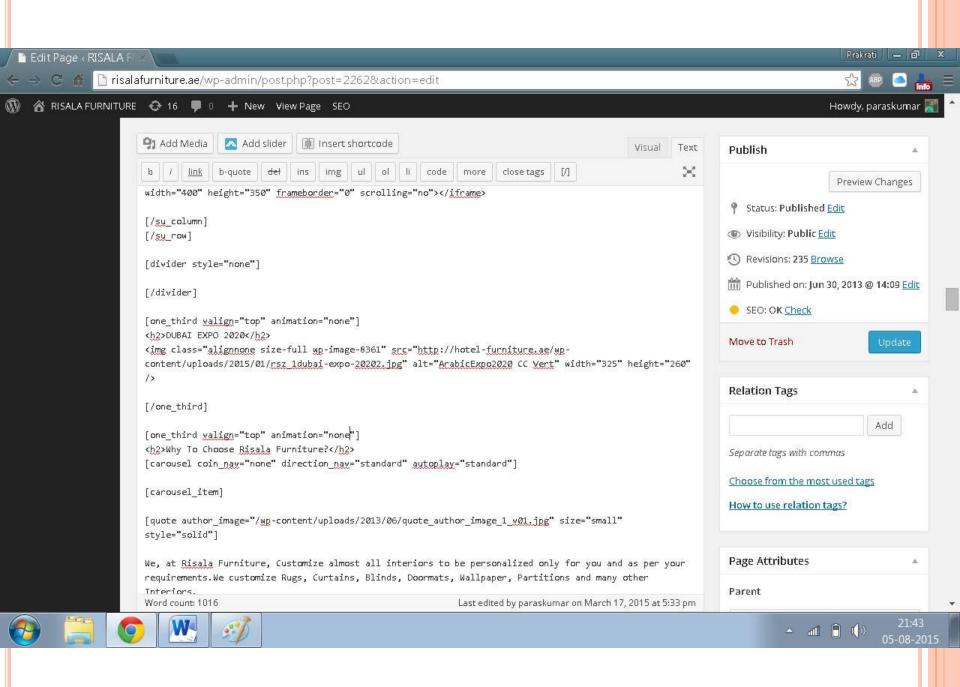


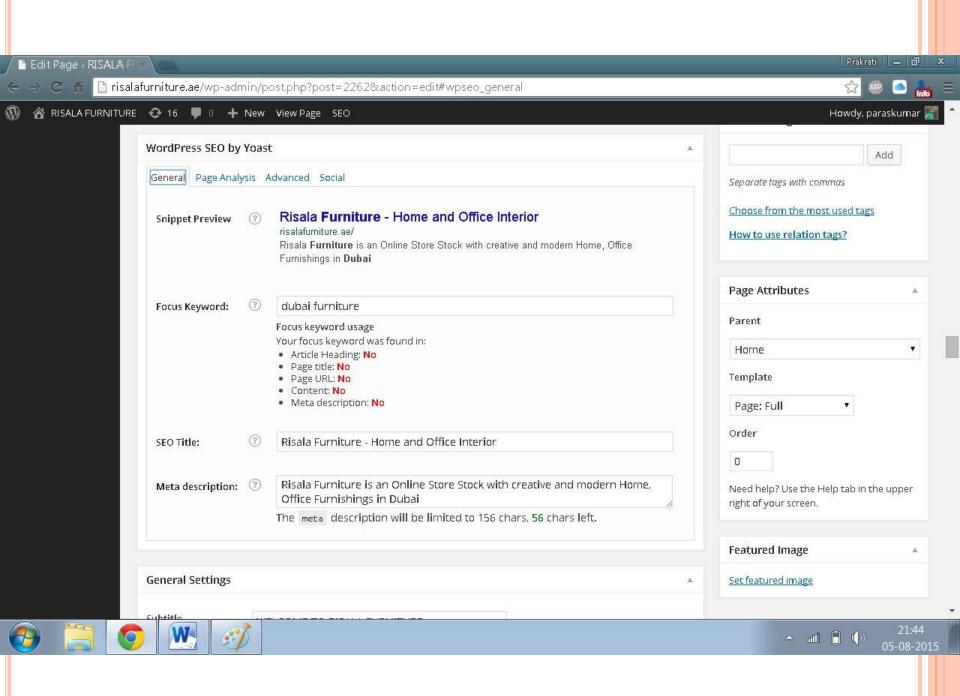


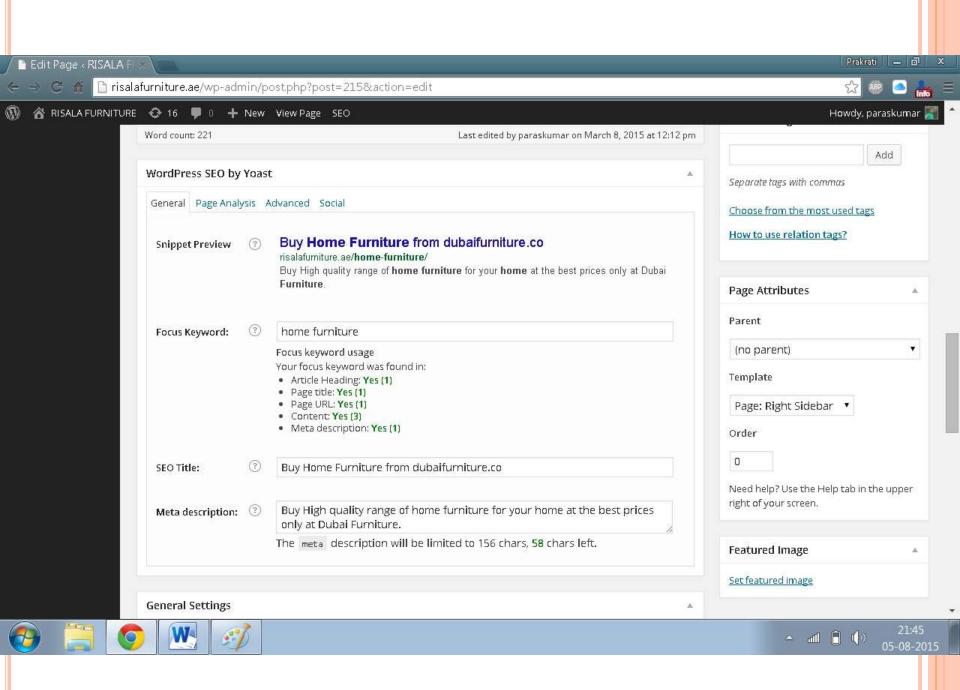


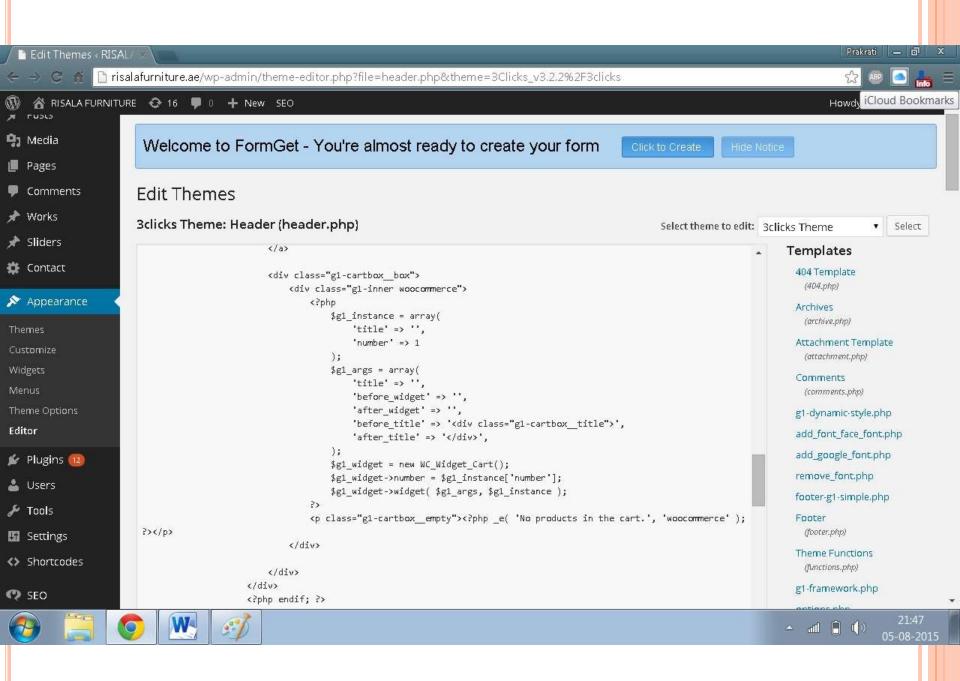












CONCLUSION

- CMS simplified the process of web development and maintenance.
- CMS offer in-built functions and by using them website can be designed and developed using clients custom needs and requirements.
- Being an open source CMS, there is no need to pay any kinds of license fee. Thus, it also provides cost effective solutions to the clients according to their financial budget.
- We applied the technical and creative process to improve the visibility of a website in search engines, with the aim of driving more potential customers to the website that we made using Wordpress as a Content Management System for the project.

THANK YOU!!