

# **PROJECT REPORT**

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## **DIGITAL MARKETING PROJECT**

**REPORT ON**

**CREATE BLOG USING WORDPRESS PLATFORM**

**COLLEGE CODE: 6122**

**COLLEGE NAME: SENGUNTHAR COLLEGE OF ENGINEERING**

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# **1. Introduction**

## **1.1 Overview**

In today's digital age, A "blog" is an updated version of the old term "weblog," used to describe websites that maintain an ongoing chronicle of information. A blog features diary-type commentary and links to articles on other websites, usually presented as a list of entries in reverse chronological order. Blogs range from personal to political and can focus on one narrow subject or a whole range of subjects.

Many blogs focus on web design, home staging, sports, mobile technology, etc. Few are more eclectic, presenting links to all types of other sites. And others are more like personal journals, presenting the author's daily life and thoughts.

## **1.2 Purpose**

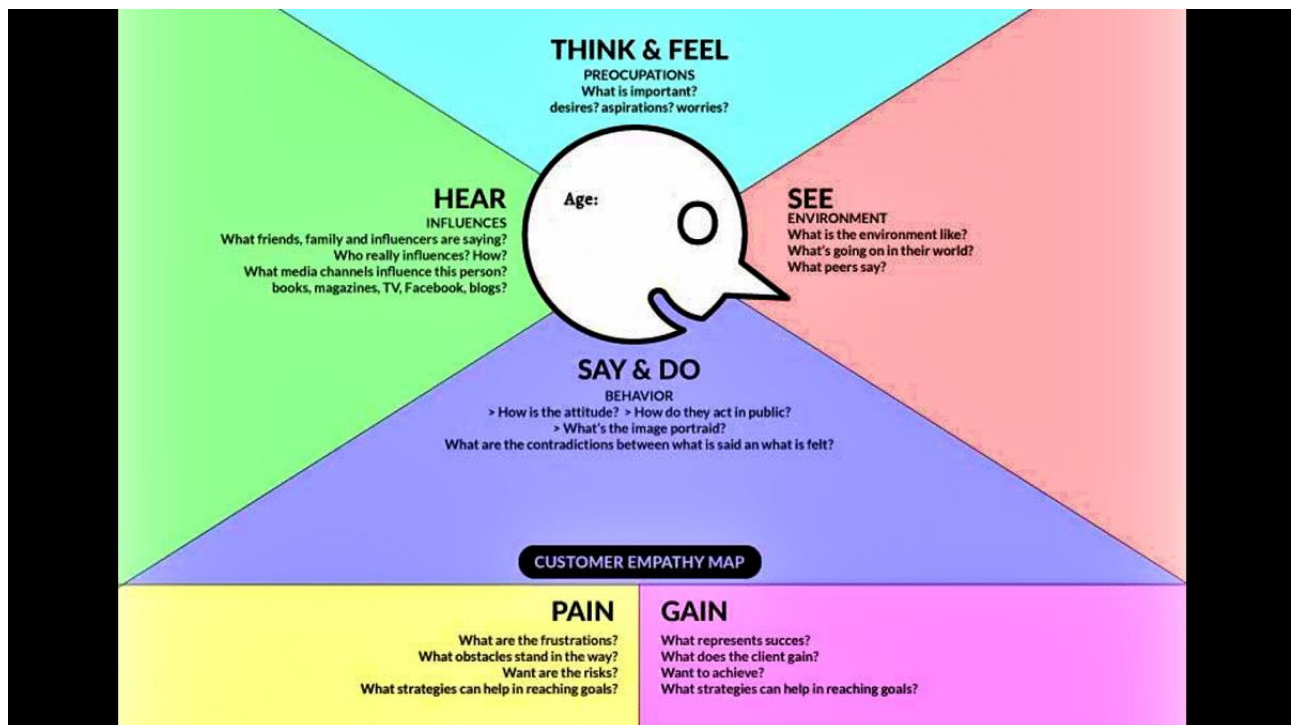
The primary purpose of this project is to provide a comprehensive guide on creating a blog using wordpress platform. By following the steps outlined in this documentation, users can:

1. The software is free and open-source
2. It adapts so you can make any type of website
3. It supports numerous media types
4. It's easy to learn and has a huge community
5. You can scale up and expand your website with themes and plugins
6. It doesn't take a genius to manage
7. SEO comes first

8. You have full control of your website
9. The blogging is hands down the best in the business
10. Everyone is doing it

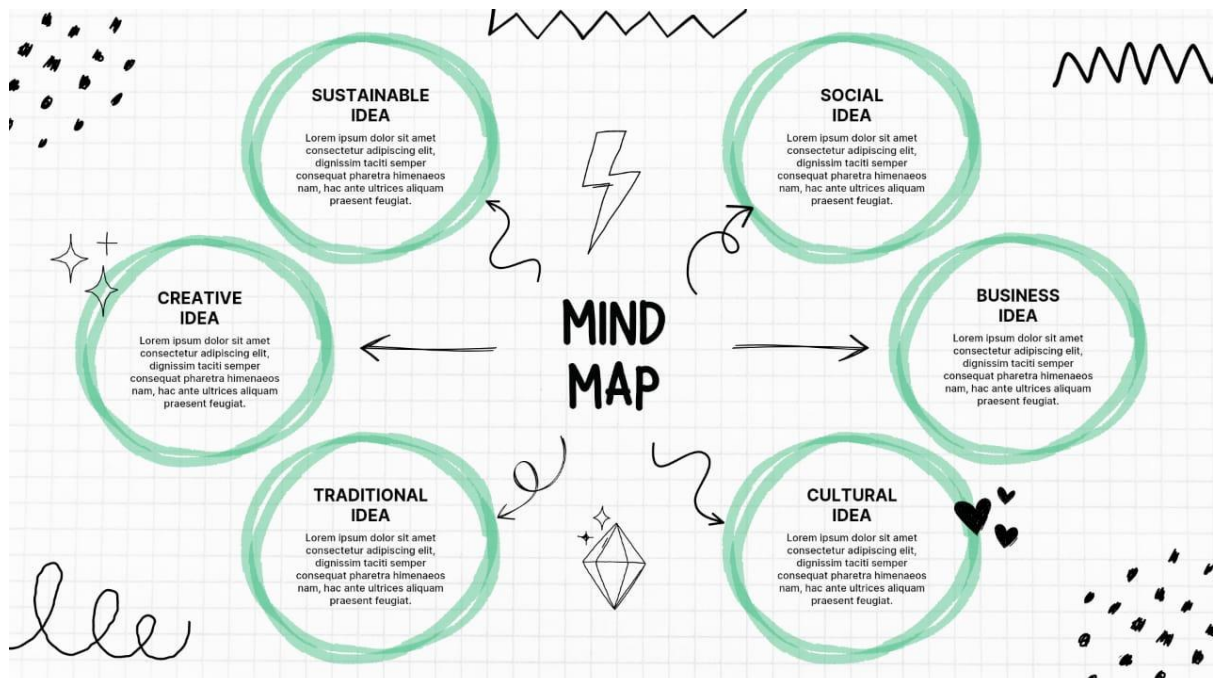
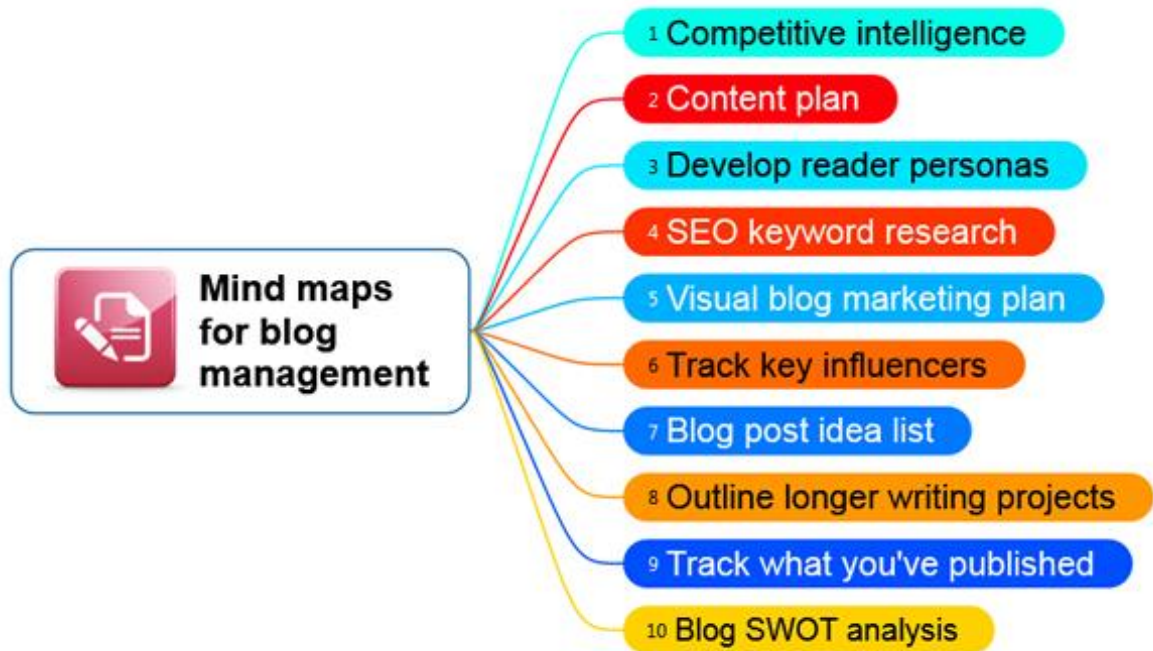
## 2. Problem Definition & Design Thinking

### 2.1 Empathy Map



The empathy map helped us gain a deeper understanding of our audience's needs, desires, and pain points, which guided our content creation.

## 2.2 Ideation & Brainstorming Map



The ideation and brainstorming map was an essential tool for generating creative ideas and concepts for our Instagram Reels.

## **3. Results**

### **3.1 Customizing Blogs**

In a world full of copycats and imitators, WordPress can help you create a custom blog that stands out. The uniqueness of your website will set you apart from the competition and allow you to create a narrative your audience is likely to follow. In this article, we will discuss how customizing your blog pages can make your site more interesting, engaging, and reliable for your visitors.

### **3.2 Managing Comments and Interaction**

- You can manage who comments on your posts and the type of comments they can leave. You can also comment on other people's blogs. There's no limit to how many comments can be left on a post..
- If you want to delete or manage your comments, make sure you're signed in to your Google Account. You can't manage comments you posted anonymously.

### **3.3 Branding and Message Delivery**

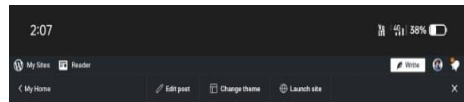
- Blog analytics are sets of data points one uses to gain a better understanding of their produced content for their website's blog. Simply put, it's a helpful way to gauge whether or not the blog posts you're writing for your business are successfully helping to grow your website.

### 3.4 Scale and growth

The project enhanced our team's skills:

- Scaling means ramping up production while growing your resources and increasing your efforts to get it done. Scaling the right way means you'll have the ability to amp up your content output without sacrificing any part of what makes your content unique, engaging, and valuable.
- Keep in mind that increases rarely happen linearly. Even when it's your goal, your blog will not grow traffic at exactly 6% every month. There may be some months where traffic actually decreases. But if you're laying a solid foundation, then subsequent months will see much higher increases.

## 3.5 SCREENSHOTS



### "Discovering Mindfulness: Embracing the Present"

start



#### 1. Introduction to AI: Unraveling the Basics

- Explain what AI is, its history, and fundamental concepts like machine learning, neural networks, and deep learning in an easily understandable manner.

#### 2. AI in Everyday Life: How It Impacts You

- Discuss practical applications of AI in daily life, such as virtual assistants, recommendation systems, and personalized content.

#### 3. Ethical Considerations in AI Development

- Delve into the ethical concerns surrounding AI, addressing issues like bias in algorithms, data privacy, and the impact of AI on society.

Font Size Edit Statistics ...

#### 4. AI and Healthcare: Revolutionizing the Industry

- Explore how AI is transforming healthcare, from diagnosing diseases to personalized treatment plans and health monitoring.

#### 5. The Role of AI in Business:

##### Improving Operations

- Highlight how AI is enhancing business processes through automation, data analysis, predictive modeling, and customer service.

#### 6. AI and Future Technologies: What Lies Ahead

- Discuss emerging AI trends, potential future innovations, and how AI might evolve in various industries.

#### 7. Understanding Machine Learning: A Deep Dive

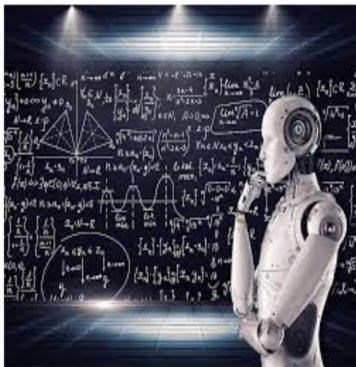
- Offer a comprehensive explanation of machine learning techniques, algorithms, and their real-world applications.

#### 8. AI's Impact on the Job Market: Job Displacement or Creation?

- Discuss the effects of AI on the job market, addressing concerns about automation and potential new job opportunities.



- **Be Informative and Accessible:**  
Explain complex AI concepts in a way that's easily understandable for your audience.
- **Use Visual Aids:** Incorporate infographics, charts, and diagrams to simplify complex ideas.
- **Stay Updated:** Keep abreast of the latest AI advancements, news, and breakthroughs to provide current and relevant content.
- **Include Case Studies and Examples:**  
Use real-world examples and case studies to illustrate the practical applications of AI.



ARTIFICIAL INTELLIGENT

## AI in Finance: Transforming the Industry

- Explore the impact of AI on finance, including algorithmic trading, fraud detection, risk assessment, and personalized banking services.

### 11. Natural Language Processing (NLP) Demystified

- Detail the workings of NLP, its applications in chatbots, language translation, sentiment analysis, and its role in enhancing human-computer interaction.

### 12. AI and Autonomous Vehicles: Driving the Future

- Investigate the development of self-driving cars, discussing technological challenges, safety concerns, and their potential impact on transportation.

### 13. AI and Education: Revolutionizing Learning

- Discuss AI's role in personalized learning, adaptive educational tools, virtual tutors, and its potential to reshape the future of education.

## Content Writing Strategies:

- **Interview Experts:** Feature interviews with AI researchers, industry professionals, or academics to provide in-depth perspectives.
- **Comparative Analyses:** Compare different AI technologies or tools, discussing their pros, cons, and real-world applications.
- **Tutorial Series:** Create a series of articles that teach practical AI skills or provide step-by-step guides to understand specific AI concepts or tools.
- **Opinion Pieces:** Express your views on current AI trends, controversies, or future predictions in the field.



## 16. AI and Cybersecurity: Defending Against Threats

- Discuss the role of AI in identifying cyber threats, its use in security measures, and its contribution to threat detection and response.

## 17. Healthcare Innovations: AI in Disease Diagnosis

- Delve into specific AI applications in healthcare, such as early disease detection, medical imaging analysis, and drug discovery.

## 18. AI Governance and Regulation: Navigating the Landscape

- Discuss the need for regulations and ethical frameworks in AI development, addressing concerns around transparency and accountability.

## 19. AI Job Trends and Skills: Future Employment in AI

- Provide insights into the job market's demand for AI-related skills and the potential career opportunities in the field.

## **4. Advantages & Disadvantages**

### **Advantages**

#### **1.Simple, Straightforward, And Easy To Use**

- WordPress was created for even the most non-technical to use. It comes with intuitive design, directions, and tutorials to get you started and keep you going.

#### **2. Cost Effective And Cheap**

- You can even get WordPress for free.Even if you opt for a paid version or use hosting or plugins that cost a few dollars here and there, the total all-in cost for using the WordPress platform will most likely cost you less than \$100.This is extremely cheap compared to other alternatives.

#### **3. Search Engine And SEO Friendly**

- Another **WordPress benefit** is that it is built and structured with search engines and SEO in mind. By building your website on WordPress, you can get lots of search engine traffic to your site over the long run.

#### **4. Responsive Website Design**

- In 2020 and beyond, you need a website that is responsive to a large variety of different devices.You don't want to have a website where the words get cut off on an iPhone, the design looks poor on a tablet, but on a desktop everything looks great.

#### **7. Access Your Site From Anywhere In The World**

- You can access your website from any computer in the world, so long as you have internet connection.
- This is extremely important if you're a travel-minded person – as you could realistically travel anywhere in the world and still work on your website.

## **Disadvantages**

**1.Slow page speed :** WordPress websites can be slow to perform due to the added plugins and oversaturated databases and codebases.

**2.Vulnerability:** WordPress is often a target for hackers and spammers because of its popularity and heavy reliance on plugins.

**3.Needs Additional Plugin:** A plugin is a small piece of code designed to perform a specific task. Each plugin needs to be installed, managed, and updated regularly.

**3.Needs Frequent Updating :** Keeping your website up to date is essential to ensure that all features are working properly, as well as general website performance, high security, compatibility, and catching (or fixing) potential bugs.

## **5. Applications**

The skills and knowledge acquired during this project have diverse applications across various personal and professional scenarios:

### **1.WooCommerce:**

- If you run an online store using WooCommerce , then you can use the WooCommerce apps for IOS to manage your store on the go.
- The app offers a beautiful interface to view your store performance, such as orders and sales.
- It is not a replacement for the desktop version as it lacks some features. However, it is useful to look at orders even when you are away from a computer.

## **2.Google Analytics:**

- Google Analytics is the most powerful and free analytics tool available for website owners. It allows you to answer questions like,
  - How many people visit your website?
  - Where do they come from?
  - What do they do while visiting your website?.
- Google Analytics app allows you to view your site reports using your mobile device. It allows you to create and view custom reports. You can select date ranges and view real-time reports.

## **3.Evernote:**

- Evernote allows you to take notes using your mobile device, and it syncs across all your devices. It works on all mobile platforms, PC, and Mac.
- Ideas for great blog posts, products, or strategies can appear out of nowhere. You can create to-do lists, draw doodles, take notes, and save pictures, bookmarks, and videos.

#### **4.Buffer**

- Buffer allows you to schedule posts for your social media profiles. Their mobile apps allow you to do that from anywhere using your mobile device.
- You can view the posts you have queued, posts you have shared, analytics, and add new content on the go. It helps keep your followers engaged even when you are away from your desk.

#### **5.GoogleAdSense :**

- GoogleAdSense provides an easy way to make money for small websites and blogs. If you are already using Google AdSense to serve ads on your WordPress site, then the Google AdSense app is a great companion for you.
- The app provides you with an overview of your AdSense account. It gives you instant access to detailed earning reports on all key metrics.

## **7. Conclusion**

The journey of creating blogs using Wordpress has been a rewarding experience, A blog conclusion is typically the last paragraph of a blog post. It summarizes the post's main points and leaves the reader with a final thought or takeaway. While the rest of the blog post may vary in length, a conclusion should usually be fairly brief, as the reader has already been engaged for a significant amount of time.

The goal of a conclusion is not only to sum up what has been said but also to leave the reader with something to think about. For this reason, a reasonable conclusion often poses a question or challenges the reader in some way.

Doing so encourages readers to reflect on what they have read and consider its implications. Ultimately, a well-written blog conclusion can help to make a lasting impression on the reader and leave them with something to remember long after they have finished reading.

The first reason you need a conclusion for your blog is to summarize your main points. This is important because it allows you to remind your reader of what they just read and why it matters. A conclusion is a perfect place to do this because it's the last thing your reader will see before they leave your blog.

The second reason you need a conclusion for your blog is to leave your readers with a call to action. This could be simple as signing up for your newsletter or following you on social media.

The third reason you need a conclusion for your blog is to boost your SEO. Including relevant keywords in your conclusion can help you rank higher in search engines, which means more people will see your blog post.

The fourth reason you need a conclusion for your blog is to show gratitude. If someone has taken the time to read your entire blog post, they deserve a thank you! A quick sentence or two of gratitude goes a long way and helps create a rapport with your readers.

The fifth and final reason you need a conclusion for your blog is to give readers something to anticipate. If you have another blog post coming out soon, mention it in your conclusion so that readers know what's coming next. This helps keep them coming back for more and ensures that they don't forget about you!