Link to blog: http://blogforazureandcloudfundamentals.azurewebsites.net/

By using Rank Math as a SEO Plug-In, I was able to view consistently the type of traffic that is coming to my resume website. It also helps me optimise the content that I post on my website by finding out embedding keywords that are most searched on my website. The SEO tools includes an easy set-up wizard, integrates Google Search Console, Schema and Keyword rankings, and can help conduct 30 SEO tests. I chose Rank Math over another popular SEO tool, Yoast SEO because is a free tool whereas Rank Math is a freemium, where I have to pay a fee to access additional features, so Rank Math would be better to use. The high-level steps I took to implement this tool include searching up SEO tools on the WordPress Plug-In search bar, installed the tool and activated the tool. I activated the tool by using a free account offered by Rank Math to view all the SEO embedding keywords, metatitles and H1 that were most searched.

By using Litespeed Cache as a Cache Management Plug-In, I was able to keep track on my website's speed. It also helped look at other functions relating to the speed of my website including Cache Management, optimisation of my website speed by clicking on/off on different cache functions as well as find out to fine-tune the way my website loaded onto a browser without crashing. I chose Litespeed over another popular Cache tool, is that Litespeed can handle more traffic than Apache, when I read that Apache has crashed at times during DDOS attacks. The high-level steps I took to implement this tool including activating the tool, and looking at the each of the 12 cache settings by clicking on/off on certain functions I deemed necessary in improving my site's speed and loading ability.

By using Slimstat analytics as an Analytics Plug-In, I was able to gain analytic data as to the type and number of users who are visiting my website. I was able to view geolocation and world maps tools to see identify visitors by country, city browser type and operating system. I was also able to include filters to exclude users from user and admin roles which increased the efficiency of collecting analytic data more accurately. I chose this tool over Google Analytics because Google Analytics counts unique visitors as unduplicated users who use the website once. However, Slimstat uses a more defined approach as to what unduplicated or duplicated user is through an IP address. This will help me identify which users specifically visited my website and I will be able to get an accurate reflection of the type of users accessing my website. In terms of implementation, I activated the tool and used the different functions of the plug-in on WordPress to see who and where the users of my website are coming from based on city and IP addresses.

Finally, I used Resume Builder as an additional plug-in to build my website since I needed to find an efficient way to develop my resume. The Resume Builder plug-in included all the headings and details that is included in a resume in a paper format without needing to format the resume layout manually on WordPress. I chose this plug-in over other CV plug-ins such as Resume/CV because Resume Builder was the most used CV plug-in with 5/5 ratings, so I assumed this plug-in would be the best to use to build my resume. The high-level steps I took to implement this plug-in include activating the tool and typing all the necessary information in the headings and details box, and including the custom link of my resume onto the Resume page I created on WordPress so it would be easier to navigate the Resume page on my website.