

Creating Blog Using WordPress Platform

Project Description:

In this project, we will develop a Facebook social media ad campaign with a focus on achieving specific objectives such as increasing brand awareness, driving website traffic, generating leads or sales, and building engagement. We will meticulously identify and define the target audience using Facebook's ad targeting options, allocate an appropriate budget, and set a schedule for the campaign. Our creative team will collaborate to craft engaging ad creatives, including images, videos, ad copy, and headlines, ensuring alignment with the campaign's goals and resonance with the identified audience. Finally, we will meticulously structure the ad campaign within Facebook's Ads Manager, creating ad sets based on different audience segments and ad creatives to optimize campaign performance.

Milestones covered:

- ✓ Search WordPress Blog
- ✓ Click "Get Started"
- ✓ Select - Create A Blog
- ✓ Sign Up and Choose Domain Later
- ✓ Free Plan
- ✓ Skip To Dashboard
- ✓ Launch Site

- ✓ Search Copy AI - Sign Up
- ✓ Search Grammarly - Sign In
- ✓ New - Paste Text from Copy Ai
- ✓ Set Goals - Check Grammar
- ✓ word press Blog – Title
- ✓ Click This Button to Add Heading
- ✓ Click This Button to Add Heading
- ✓ Click This Settings Button
- ✓ Ideation Phase
- ✓ Project Design Phase - Part 1
- ✓ Project Design Phase - Part 2
- ✓ Project Development Phase
- ✓ Project Development Phase

STEPS FOLLOWED:

1.Search "WordPress Blog"

- This milestone explains about Search "WordPress blog".

- Click "Create a Blog on WordPress.com"

2. Click "Get Started"

- This milestone explains about Click "Get Started".
- Click "Get Started".

3. Select - Create A Blog

- This milestone explains about Select - create a blog.
- sign up with google or email.

4. Sign Up and Choose Domain Later

- This milestone explains about sign up and choose domain later.
- Choose a domain.

5. Free Plan

- This milestone explains about Free Plan.
- Click start with free.

6. Skip to Dashboard

- This milestone explains about Skip to Dashboard.
- Select your goal.

7. Launch Site

- This milestone explains about Launch Site.
- Click "Launch your site".

8. Posts - Add New Post

- This milestone explains about Posts - add new post.
- Click posts.
- Add new post.
- Click "Copy. Ai - Create Copy in Seconds".

9. Search Copy AI - Sign Up

- This milestone explains about Search Copy AI - Sign up.
- Sign up / login in.
- Click Here and Type the Blog Title.
- After Copy Ai Generated the Blog Scroll Down.

10. Click "Copy"

- This milestone explains about Click "Copy".
- Click copy.

11. Search Grammarly - Sign In

- This milestone explains about Search Grammarly - Sign in.
- Search Grammarly and sign in.

12. New - Paste Text from Copy Ai

- This milestone explains about New - Paste Text from Copy Ai.
- Click new.
- paste the blog you copied earlier from copy ai.

13. Set Goals - Check Grammar

- This milestone explains about Set Goals - Check Grammar.
- select your goals and grammarly will check grammar errors and give suggestions.

14. WordPress Blog - Title

- This milestone explains about WordPress Blog – Title.
- Now The Copy Title and Paste It in Your Blog.
- Place the title here.
- Now Copy the Intro Section and Paste It in Your Blog.

15. Click This Button to Add Heading

- This milestone explains about Click this button to add heading.
- Click this button to add heading.
- Click the icon.

16. Select and Copy the Subheading

- This milestone explains about select and copy the subheading.
- Paste It in Your Blog.
- you can change font size by clicking it - font sizes vary from h2 to h6.
- paste all the content from Grammarly.

17. Click This Settings Button

- This milestone explains about Click this settings button.
- Click this settings button.
- Scroll down and add categories, tags and featured image.
- After full editing it and click publish button.

- here you can see the published blog.

17. Ideation Phase - In this milestone you are expected to get started with the Ideation process.

- Define The Problem Statement - In this Activity, you are expected to refer the phase template, prepare it accordingly and submit.
- Empathize & Discover - In this milestone, you are expected to work on the Empathy Map, referring to the standard template available on mural.
- Brainstorm & Prioritize Ideas - In this activity you are expected to work on Brainstorming standard template available on mural.

18. Project Design Phase - Part 1

- From this milestone you will be starting the project design phase. You are expected to cover the activities given.
- Proposed Solution - In this activity you are expected to prepare the proposed solution document, which includes the novelty, feasibility of idea, business model, social impact, scalability of solution, etc.
- Solution Architecture - In this activity you are expected to prepare solution architecture document and submit for review.

19. Project Design Phase - Part 2

- From this milestone you will be continue working on the project design phase. You are expected to cover the activities given.
- Determine The Requirements (Customer Journey Maps) - In this activity, you are expected to create customer journey maps to understand the requirements of customer.

- Requirement Analysis (Functional, Operational, Technical) / Flow Chart - In this activity you are expected to prepare the functional requirement analysis document by referring from the template.
- Technical Architecture - In this activity you are expected to come up with the technology architecture diagram.
- Open-Source Frameworks - In this activity, you are expected to add any open-source framework to the project.
- Third-Party API's - In this Activity, you are expected to mention the Third-party APIs used in your project.
- Cloud Deployment - In this activity, you are expected to deploy project on Cloud.

20. Project Development Phase

- In this milestone you will start the project development and expected to perform the coding & solutioning, performance testing submits them.
- No. Of Functional Features Included in The Solution - In this activity you are expected to work on the functional features included in the solution.
- Code-Layout, Readability and Reusability - In this activity you are expected to develop & submit the developed code by testing it.
- Utilization Of Algorithms, Dynamic Programming, Optimal Memory Utilization - In this activity you are expected to develop & submit the developed code by testing it.
- Debugging & Traceability - In this activity you are expected to develop & submit the developed code by testing it.
- Exception Handling - In this activity you are expected to develop & submit the developed code by testing it.