Experiment No:7

Aim: Create a scenario in wordpress for Social Marketing. Search engine and Sharing Tools.

Practical Requirement:

AWS (EC2)

Bitvise SSH Server (s/w)

Introduction:

Why wordpress so popular?

So why is WordPress this popular? Let's briefly look into some of the factors that have led to the immense success of the platform.

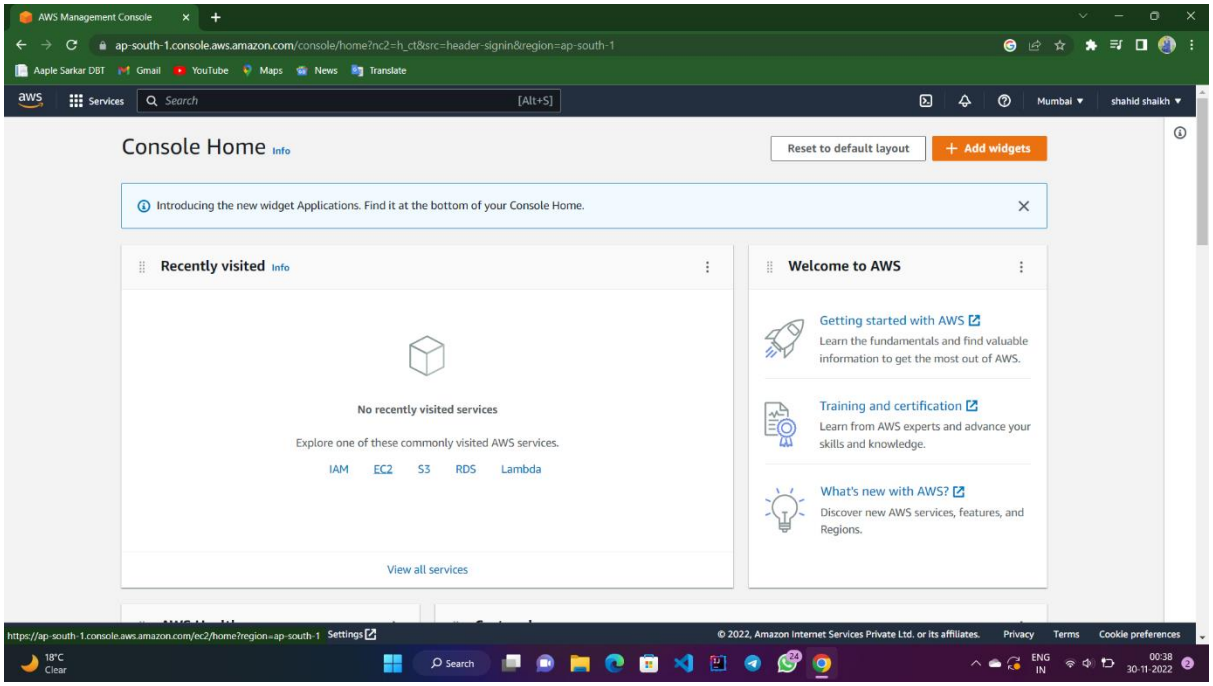
WordPress sites are Responsive

WordPress platform is inherently responsive and you do not have to stay awake worrying about your sites being able to fit across multiple devices. This benefitalso adds to your site being ranked higher in Google's SEO scorel

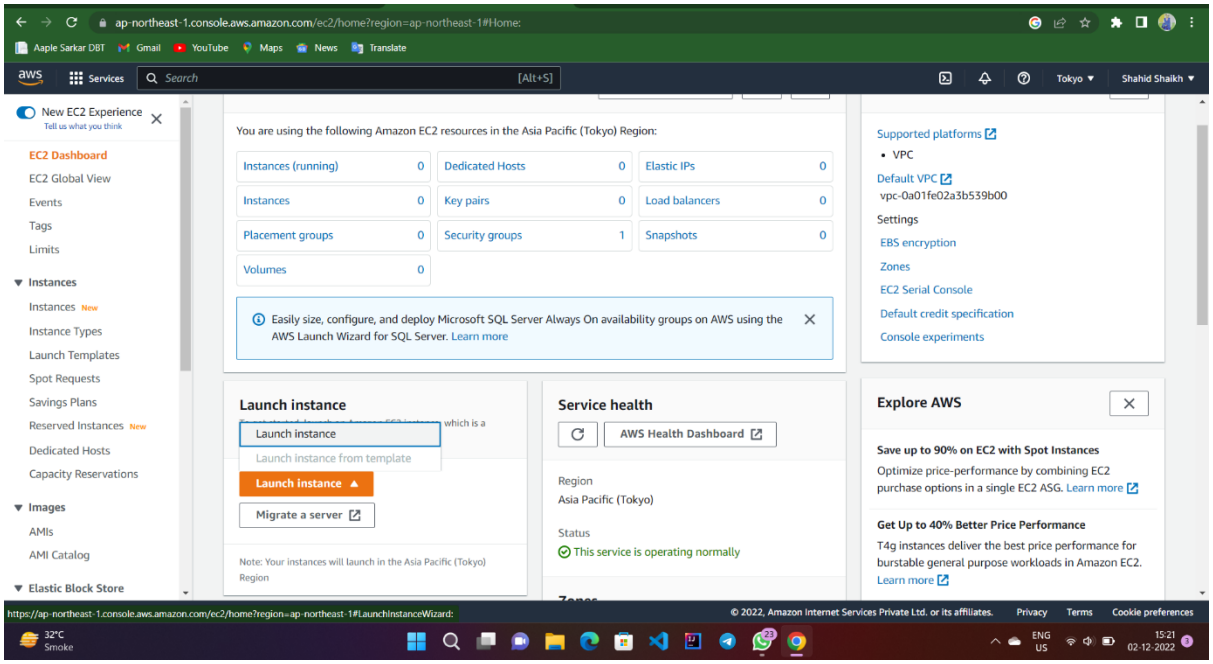
WordPress is SEO ready

WordPress is built using well-structured, clean and consistent code. This makes your blog/site easily indexable by Google and other search engines thereby making your site rank higher. In addition, you can decide which pages rank higher or alternatively use SEO plugins like the popular Yoast plugin which enhances your site's ranking on Google.

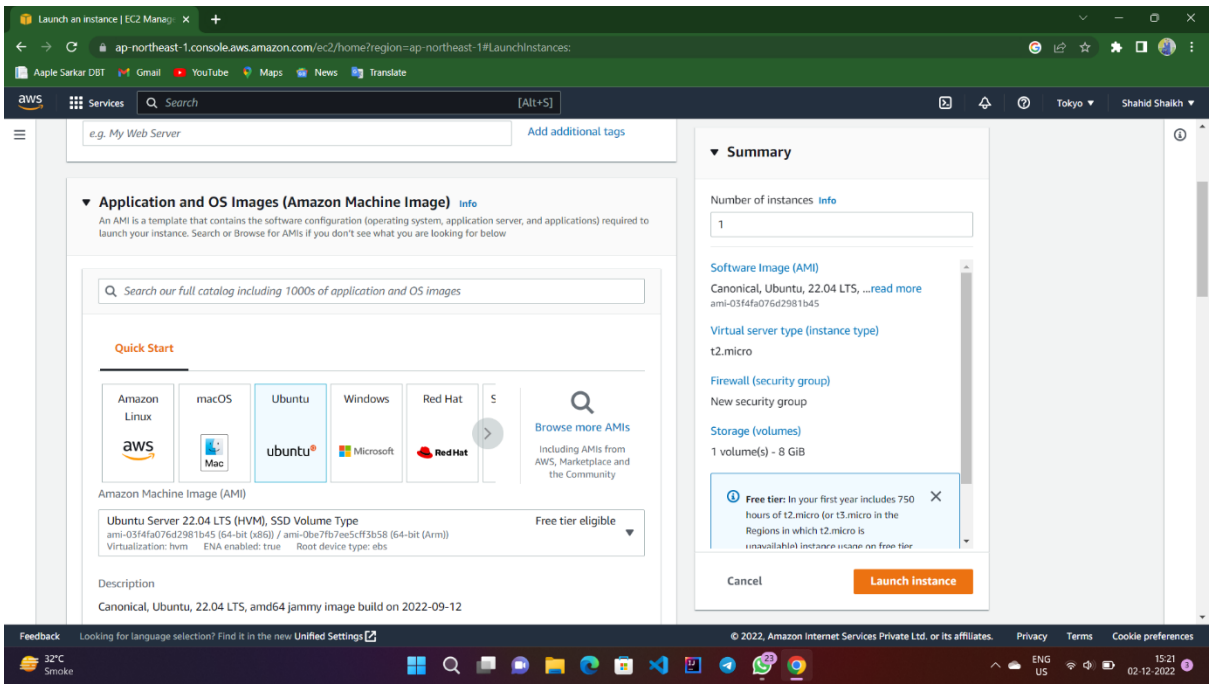
Step 1: Open the AWS Management Console and click on the EC2 service of it.



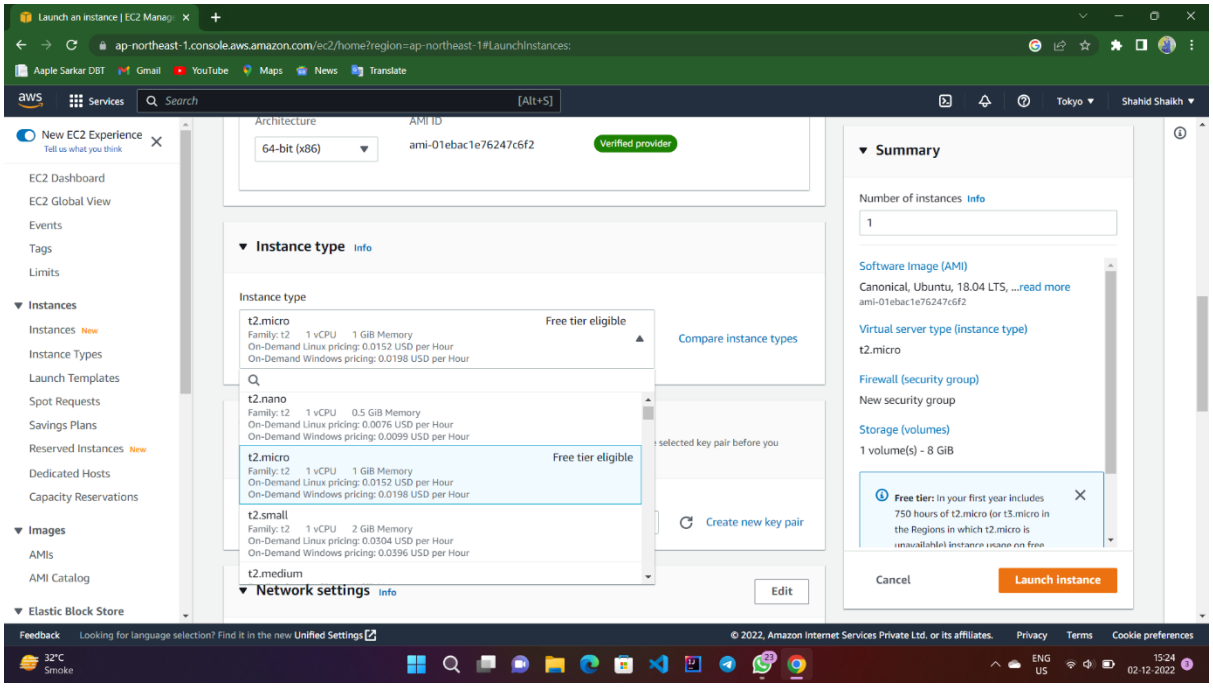
Step 2: Click on the Launch instance button to create a new instance.



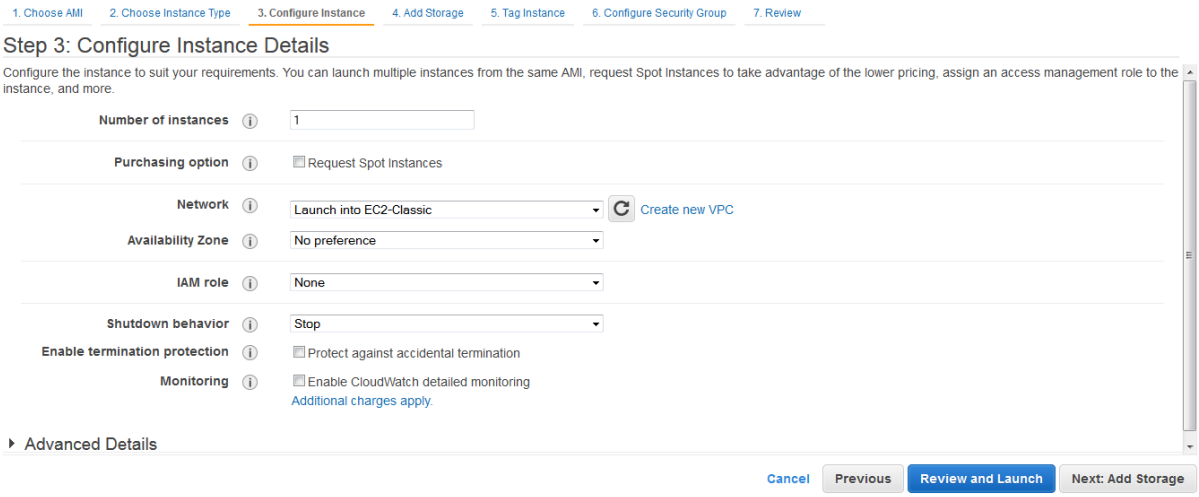
Step 3: select the ubuntu server 18.04 LTS (HVM) to install ubuntu on instance.



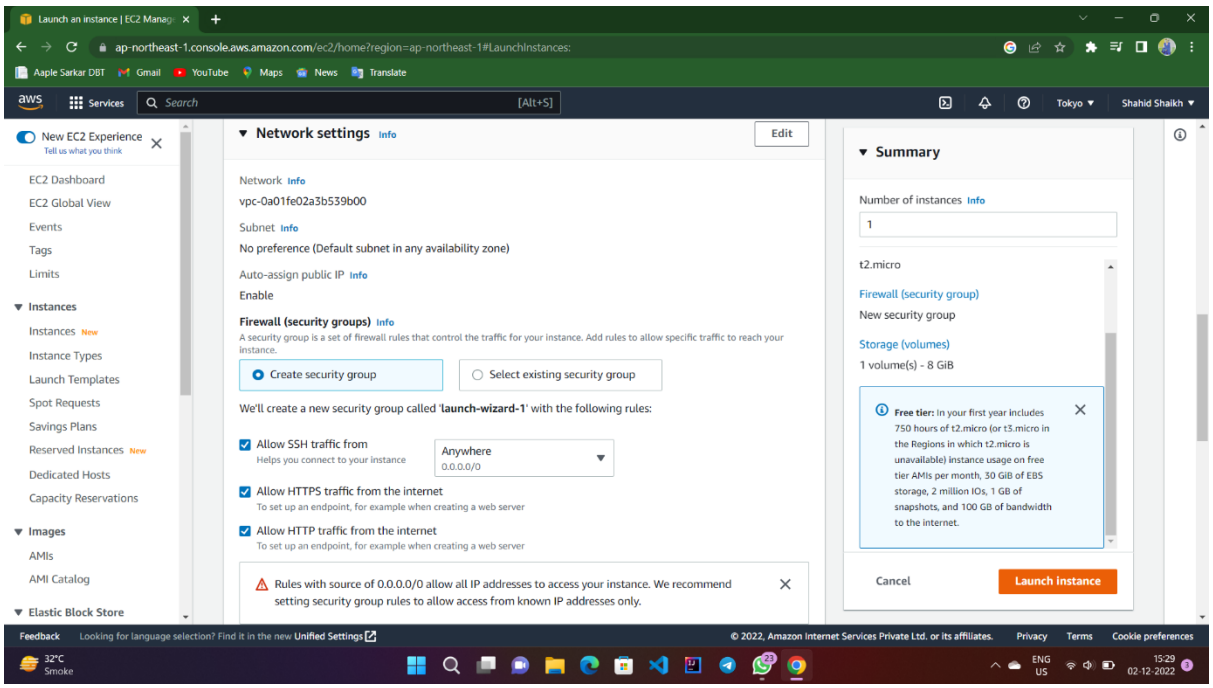
4: choose the default instance type only available there that is free trial one.



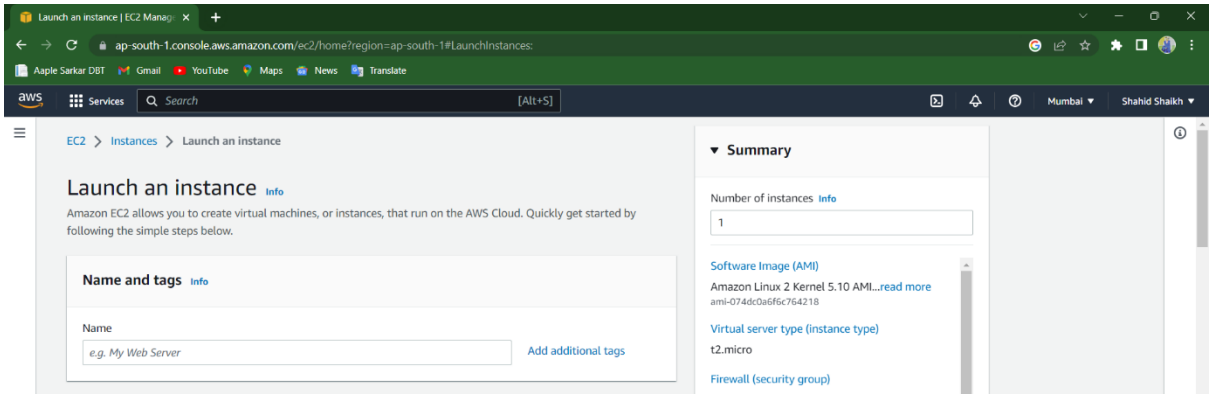
Step 5: Do not change any setting click over the add storage further.



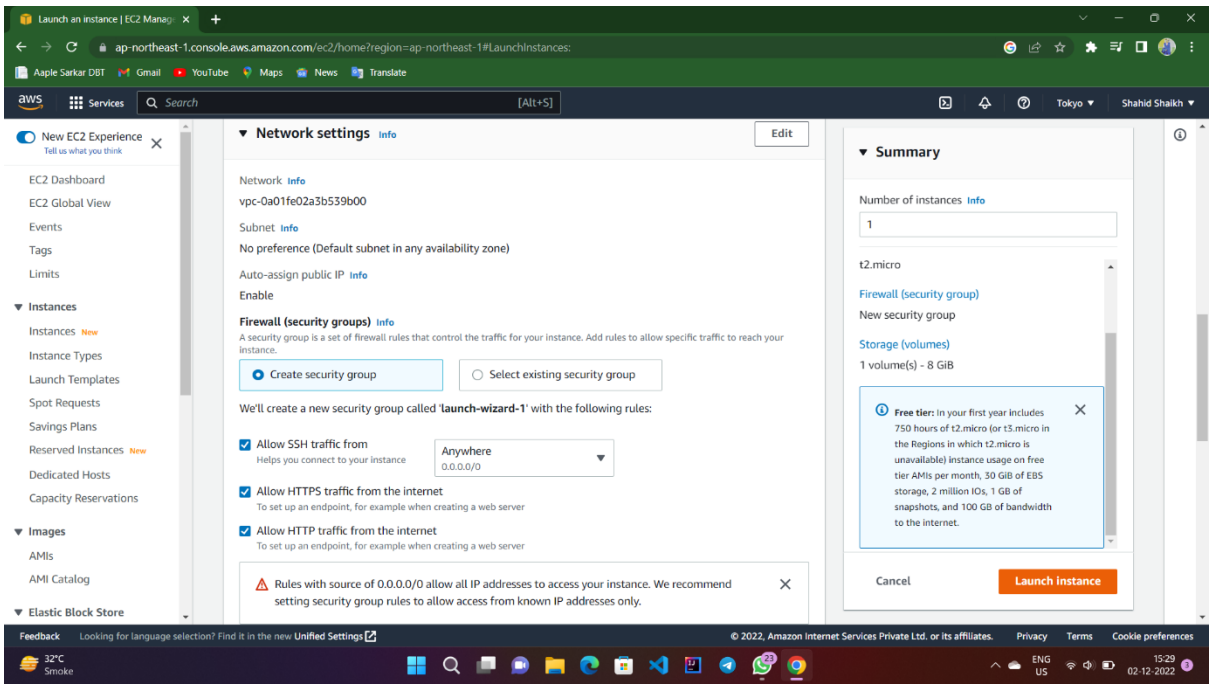
Step 6: At this step if you want then you can change the size of the storage at size(GB) section. But for the hadoop installation the 8 GB space is more than sufficient so don't make change on it and click on next: Add Tags:



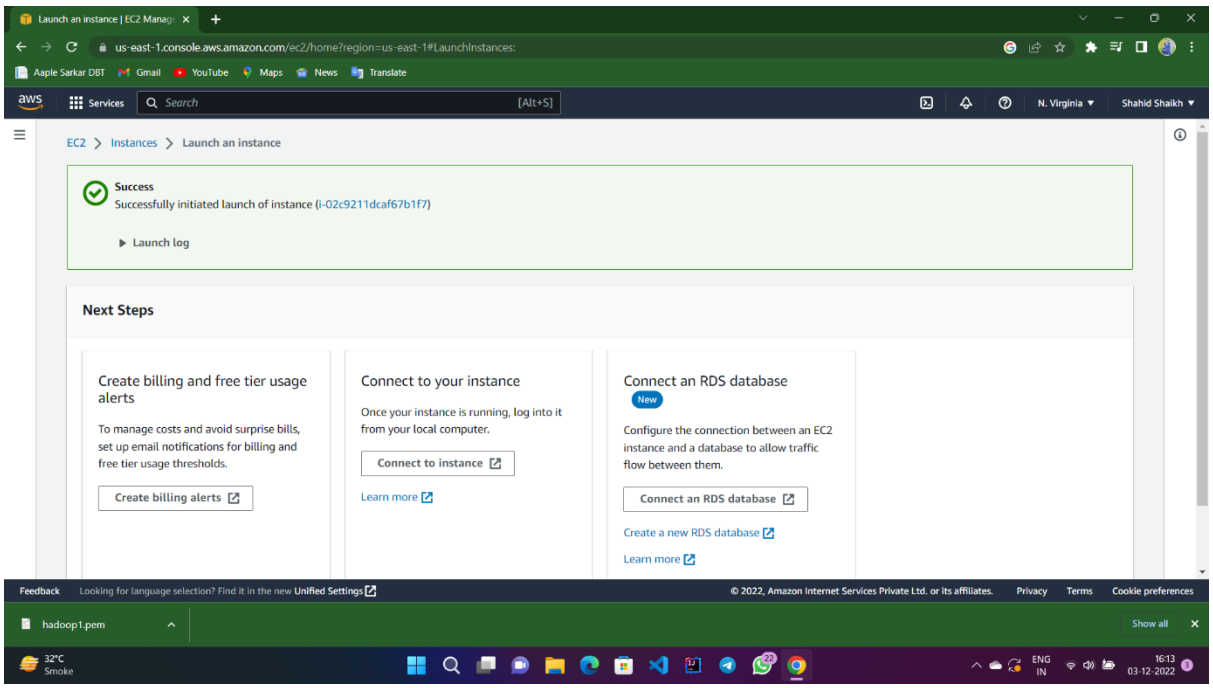
Step 7: click on the next configure security group.



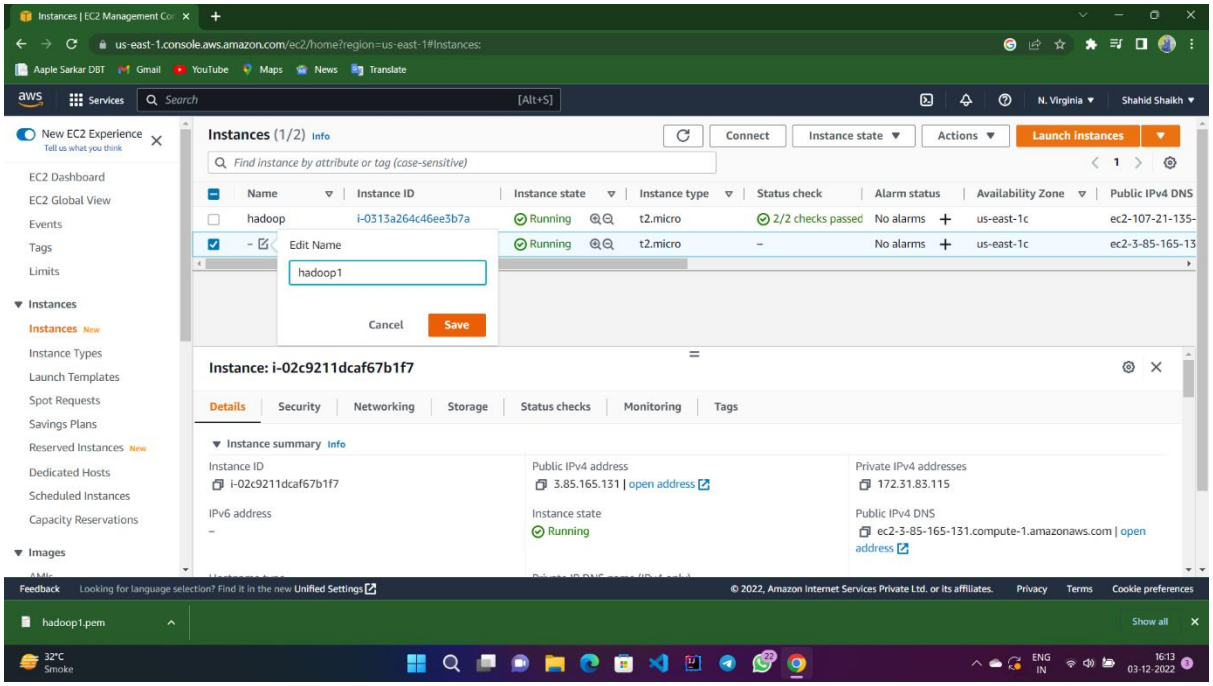
Step 8: At confugre security group section add the rules for website accesing. For hadoop we required the SSH, SMTP, ALL traffic, SMTP, ALL UDP, ALL TCP, HTTPS, HTTP, RDP, MySQL/Aurora.



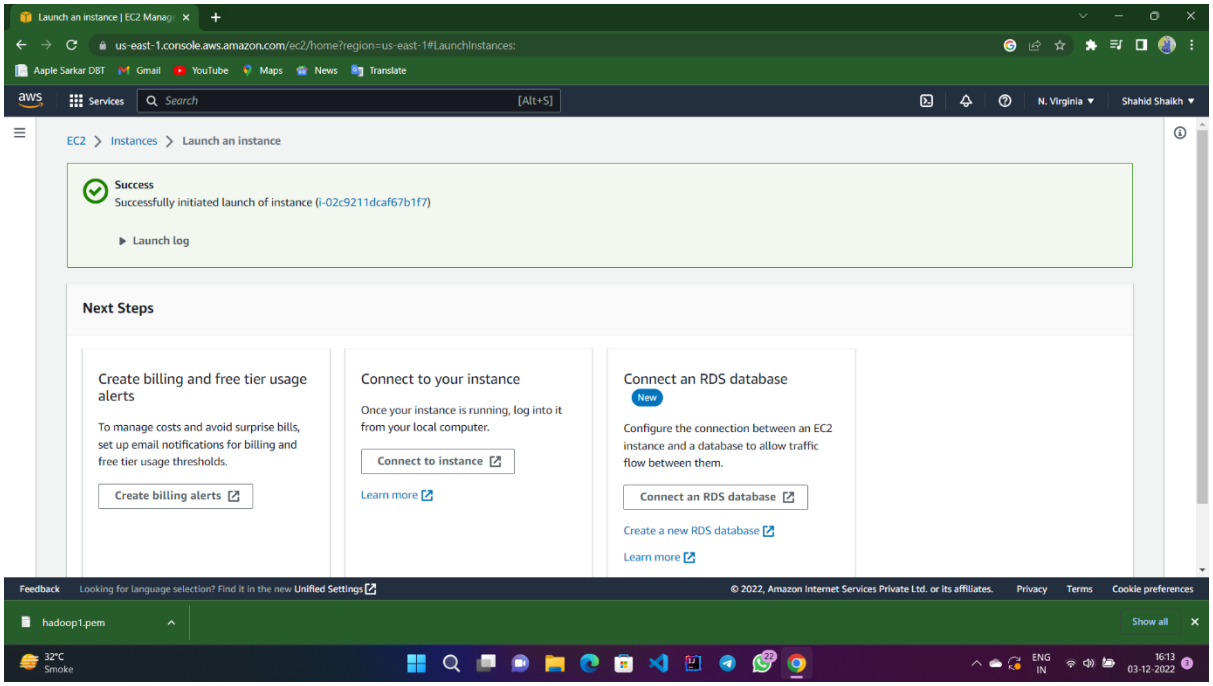
Step 9: Then at review and launch page click on Launch button.



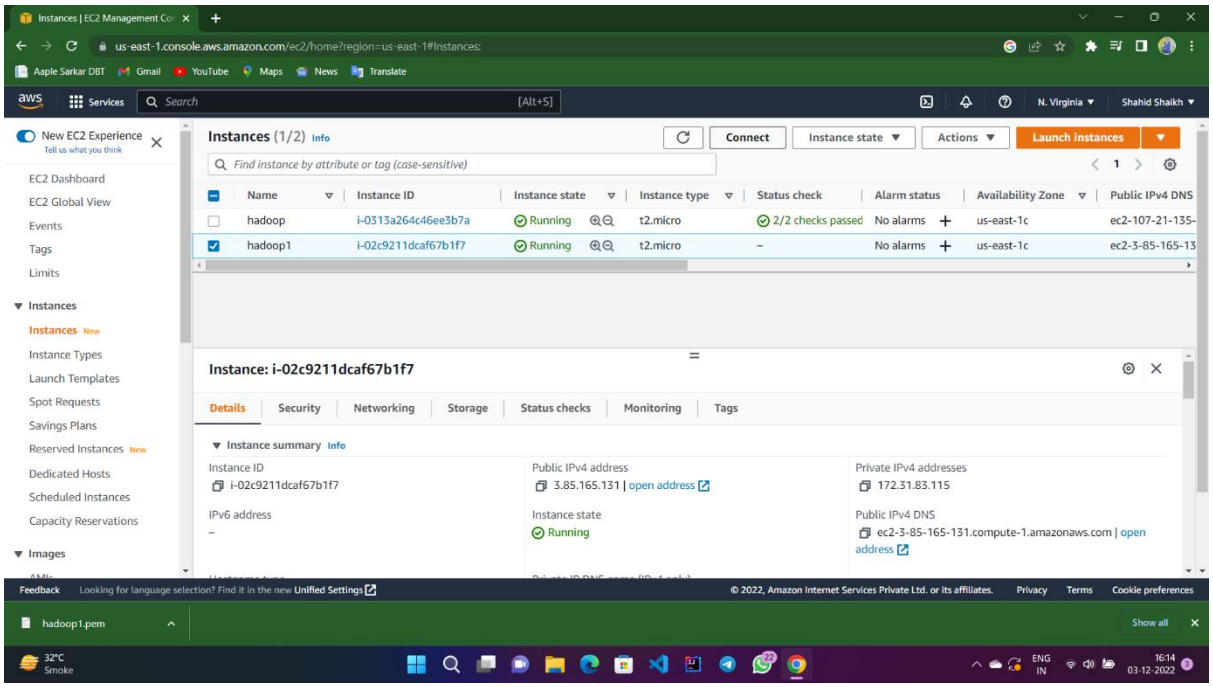
Step 10: Then create a new key pair. Ex: hdoop1 & and then download it.



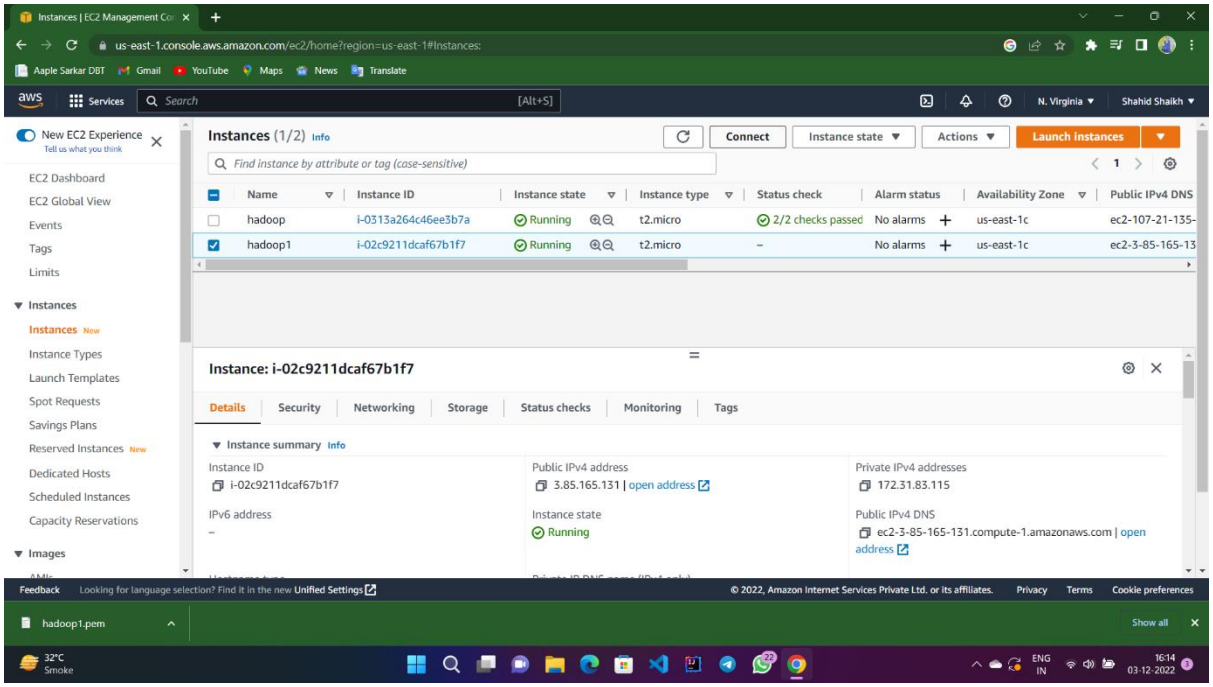
Step 11: Then at launch status dick on the view instance button.



Step 12: Then at this page your instance will be created and give the name to it to identify better be in future for Ex: hadoop1.

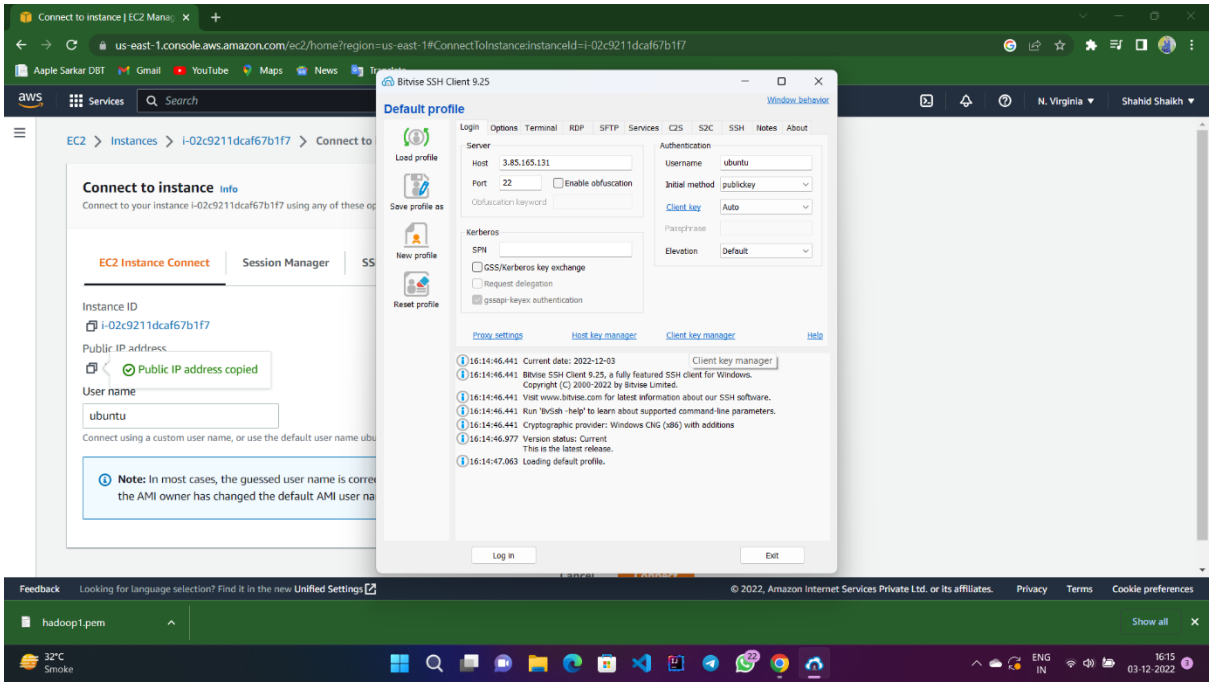


Step 13: Then click on the connect button option at top to see your instance public IP and instance information.

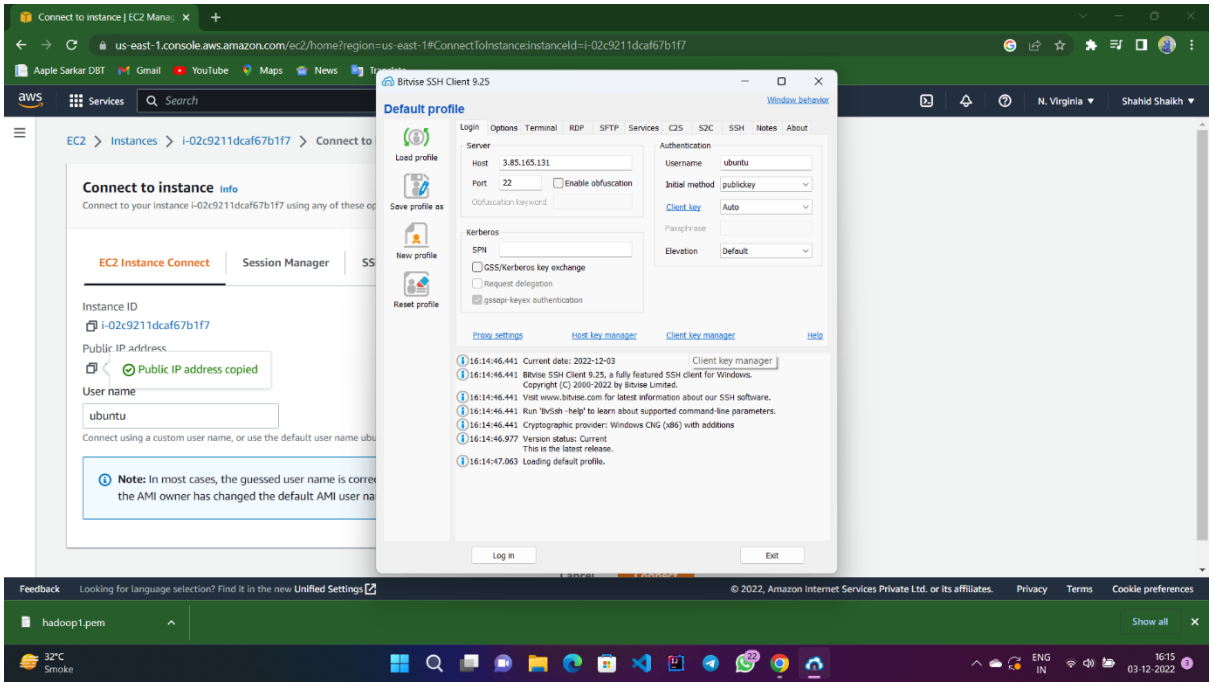


Step 14: Then open then Bitvise SSH client 8.45 and copy the public IP address of your instance from the EC2 instance connect section ex: 3.45.245.231 ex and paste it on the Bitvise Host text area column as shows in 55.

**Then fill the username text field as ubuntu, at initial method option select the public key option and at client key select the client key as auto only."

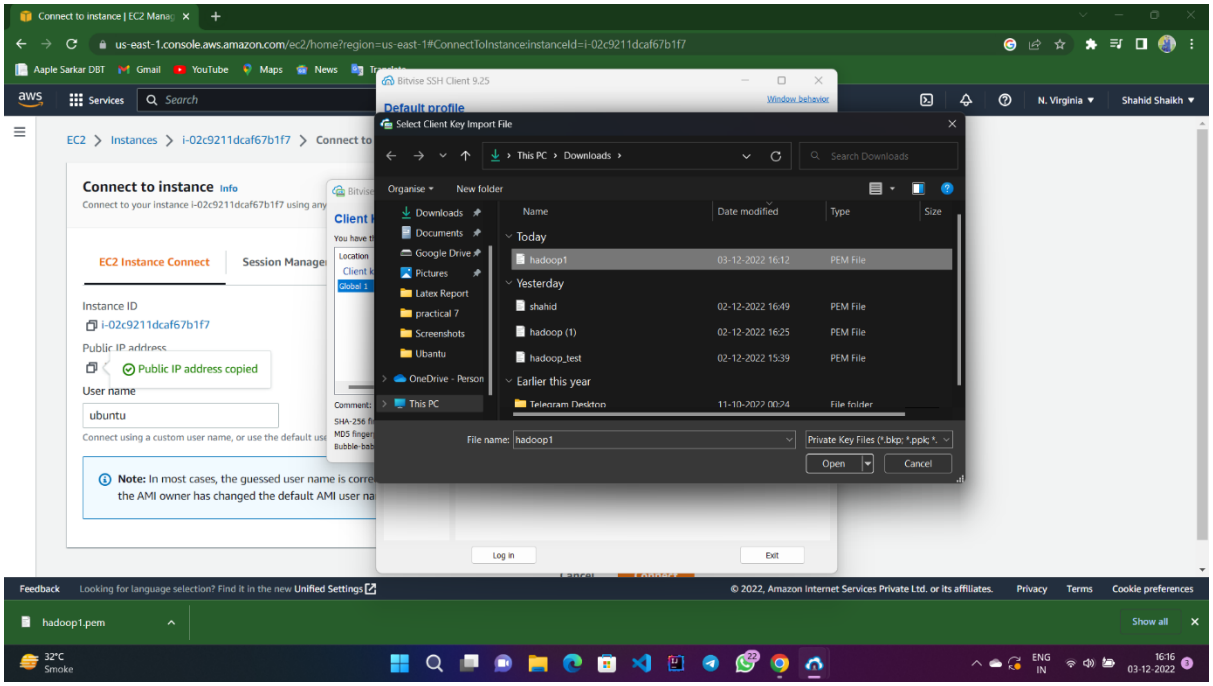


Step 15: Then click on the client key manager link.

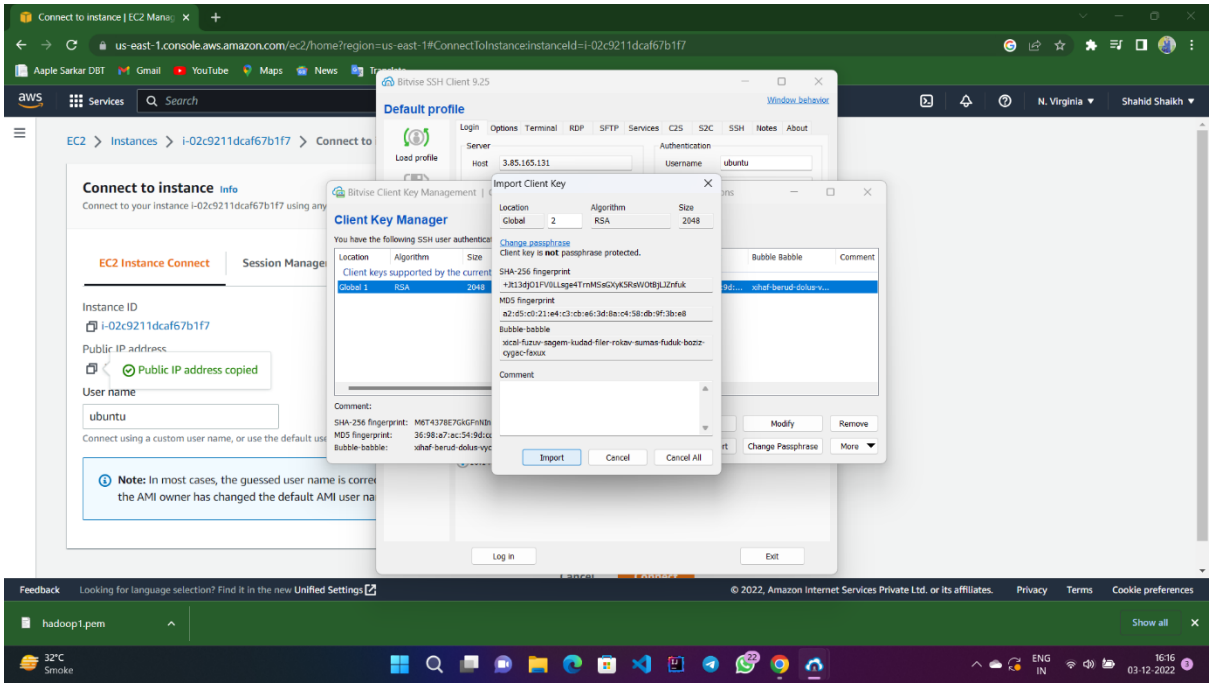


Step 16: Open the .pem file that you have created at the step number 10. ex:hadoop1.pem

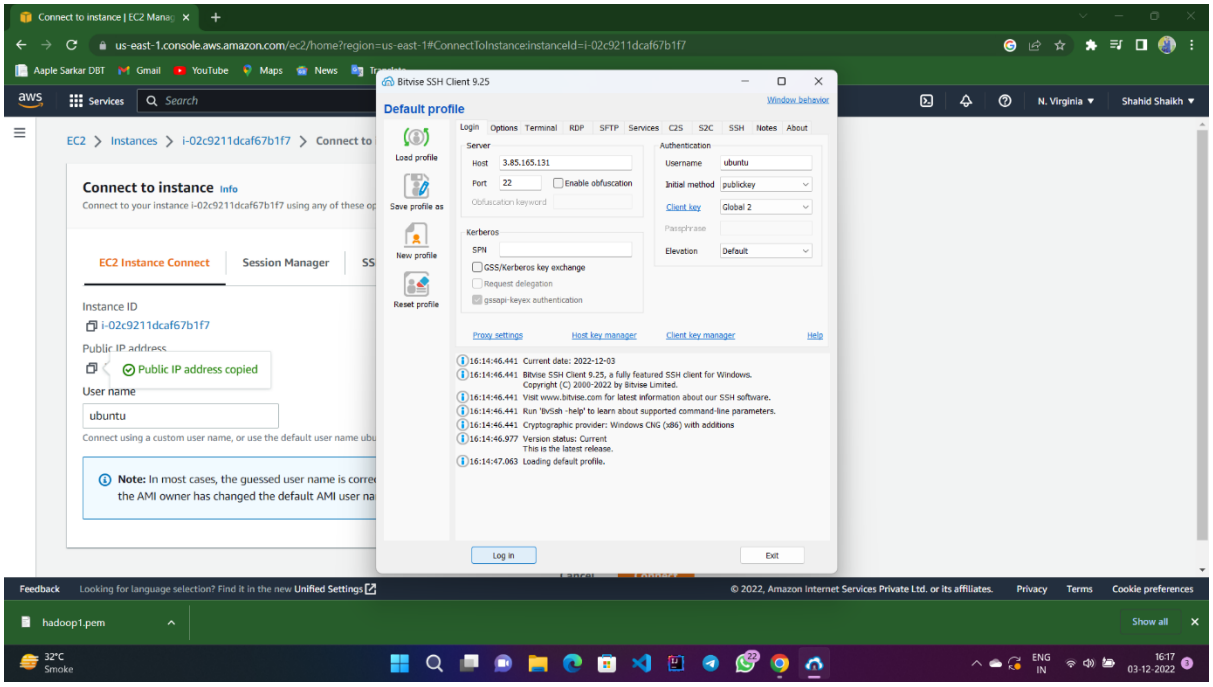
"If you not find your .pem file at the saved location the click on the ALL files searching option as all files or simply put the name of your .pem file from saved location and open it."



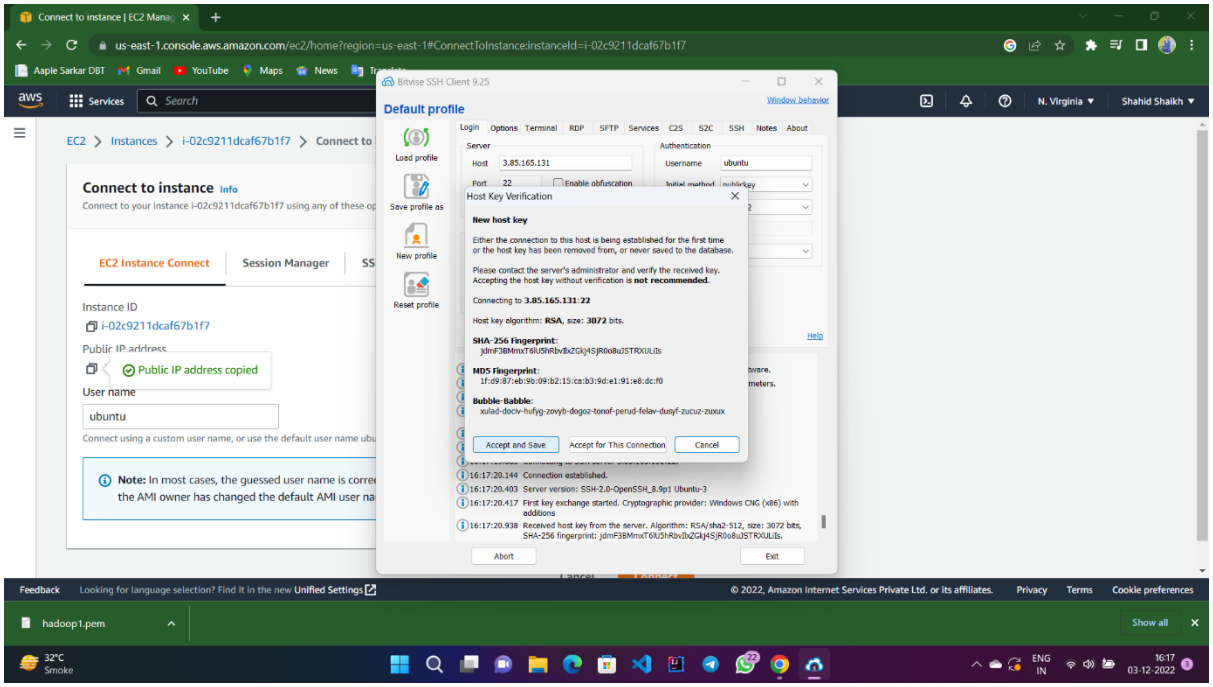
Step 17: Then at next notice click on the import button option futher and it will assign the number to public key ex: Global 2



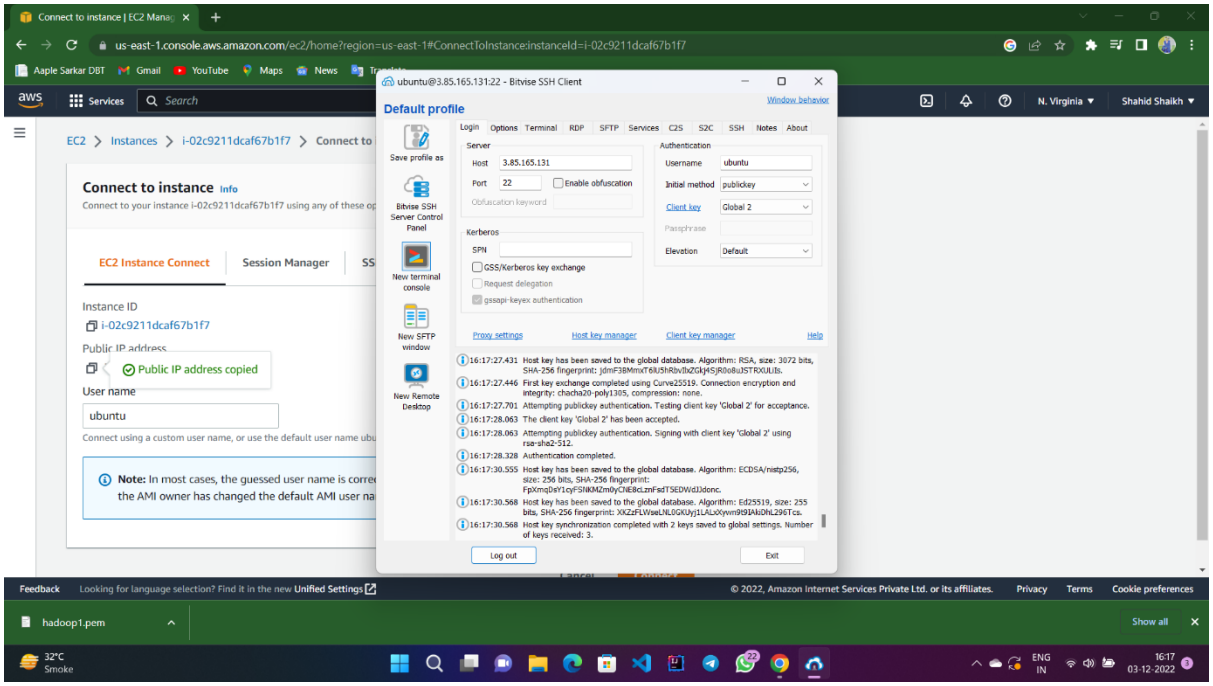
Step 18: Now At this step select the client key as Global 2 and the click on the LOG in Button.



Step 19: After click on the login button at the Host key verification window click on the Accept and Save button.



Step 20: Click on the new terminal window option to open the ubuntu OS.



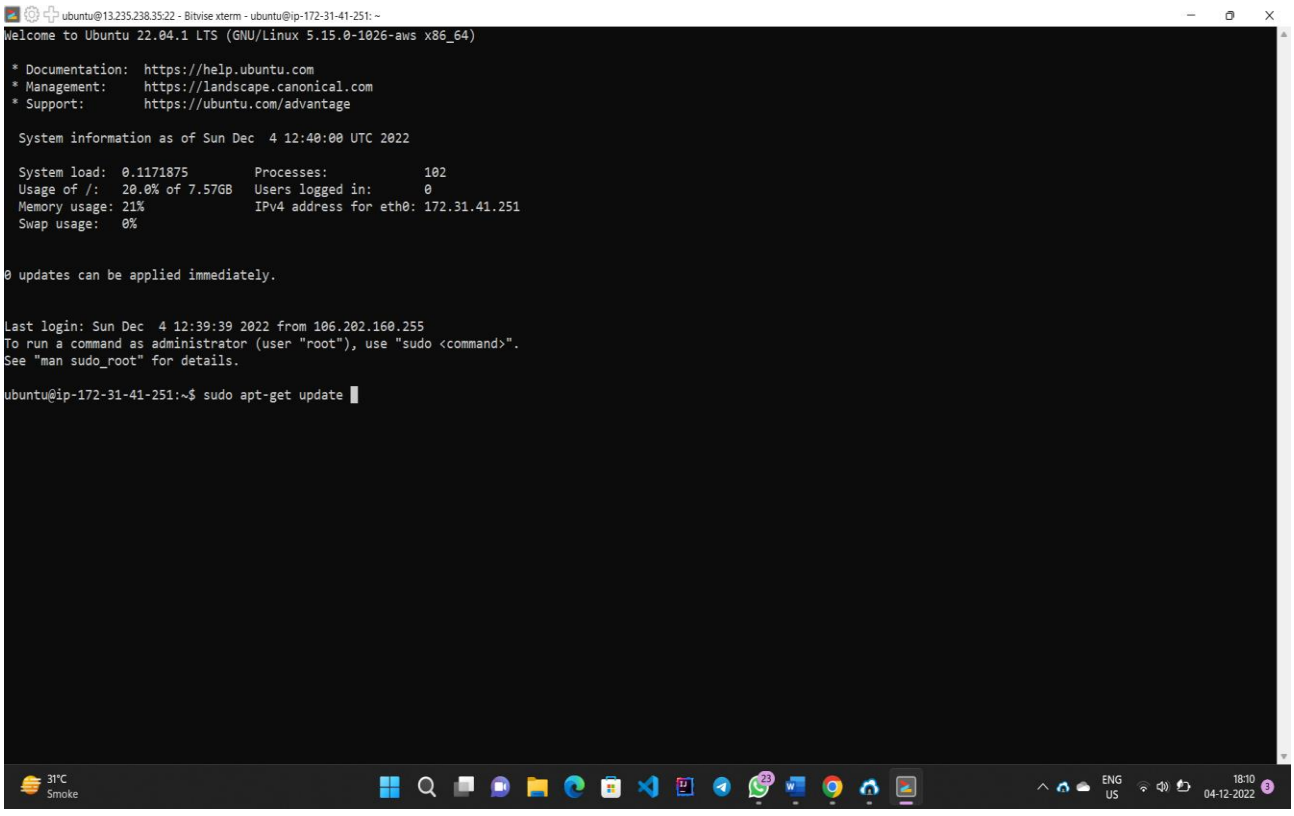
Install WordPress on Ubuntu 18.04

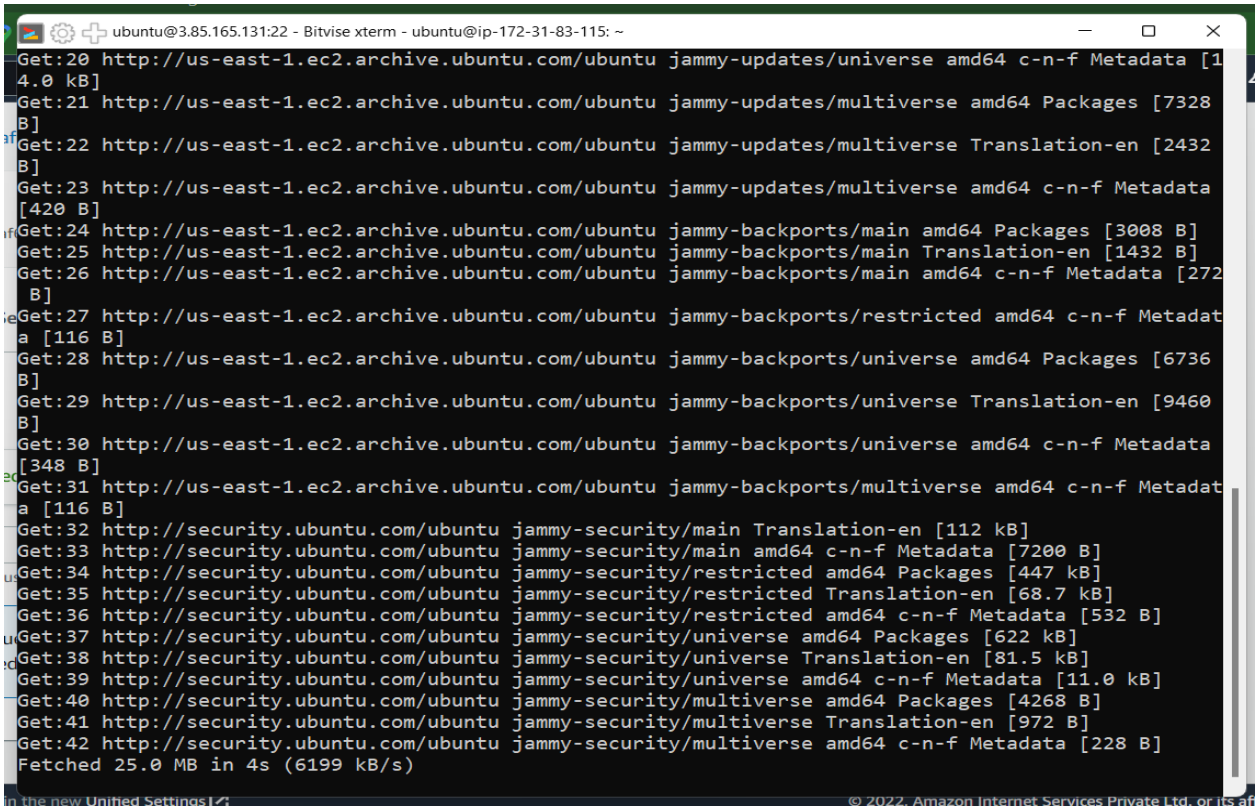
Before we begin, let's update and upgrade the system. Login as the root user to Your system and update the system to update the repositories.

Step 21: update System:

Use command:

Sudo apt-get update

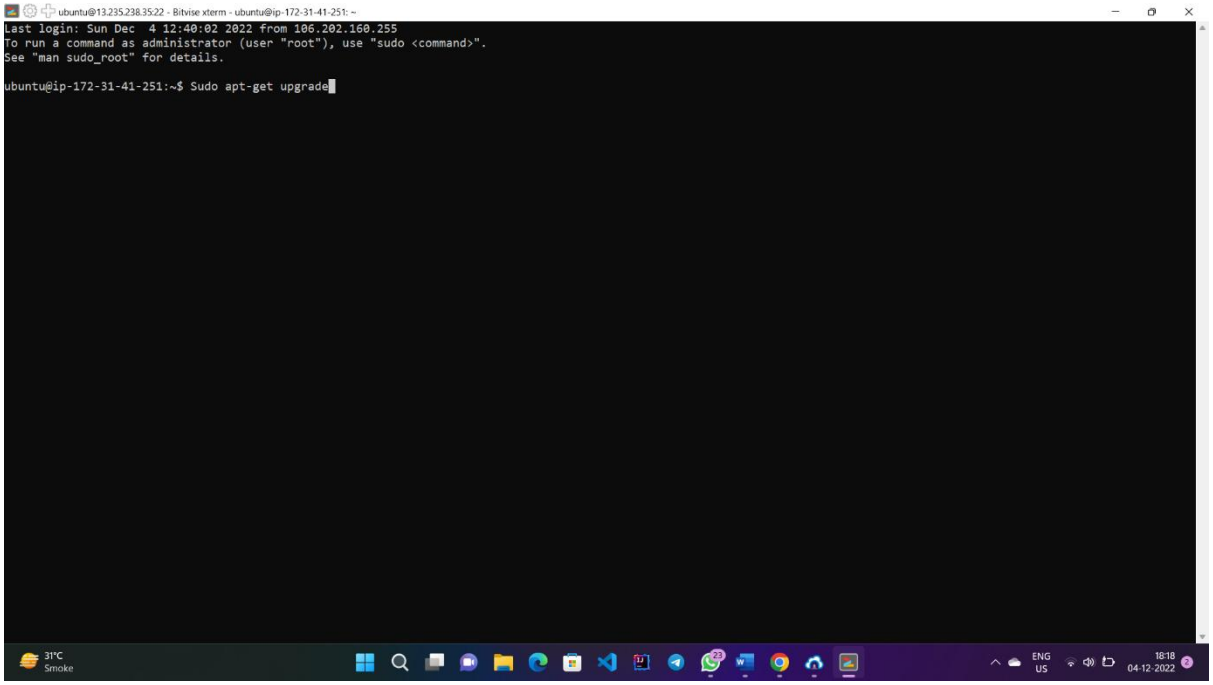


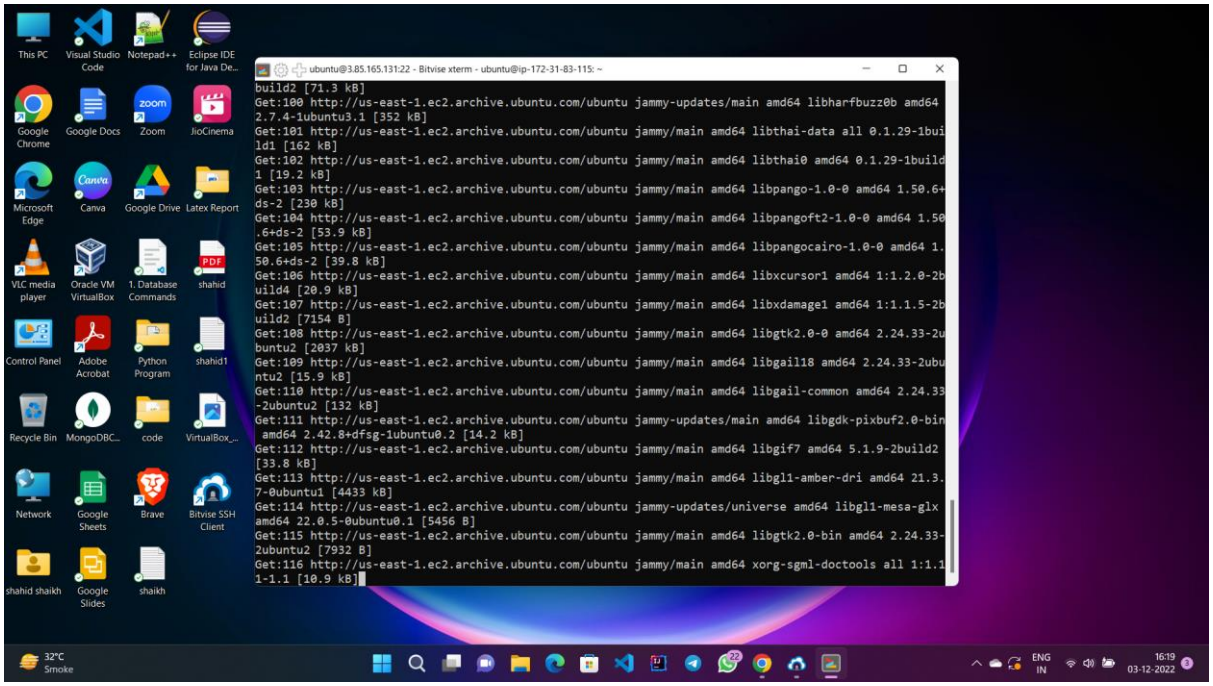


Step 22: Upgrade system:

To upgrade system use following command:

Sudo apt-get upgrade

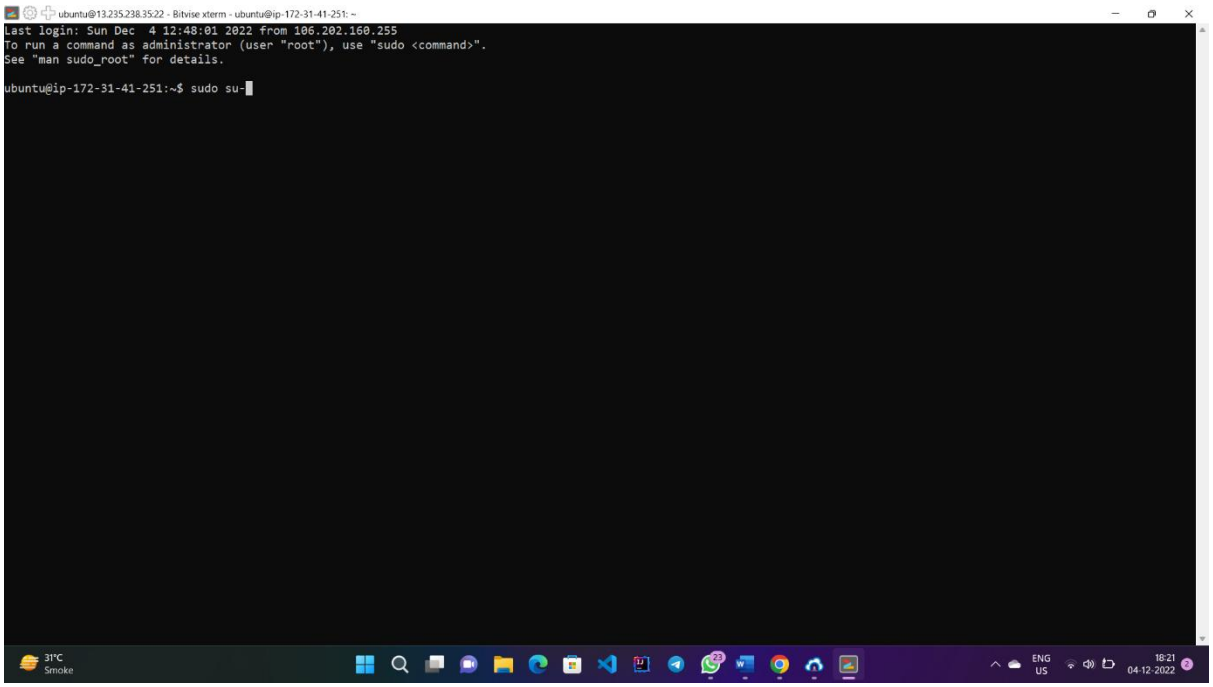




Step 23: Install Apache

To install apache in system you need you have to switch to the root user so for that use the command:

sudo su-

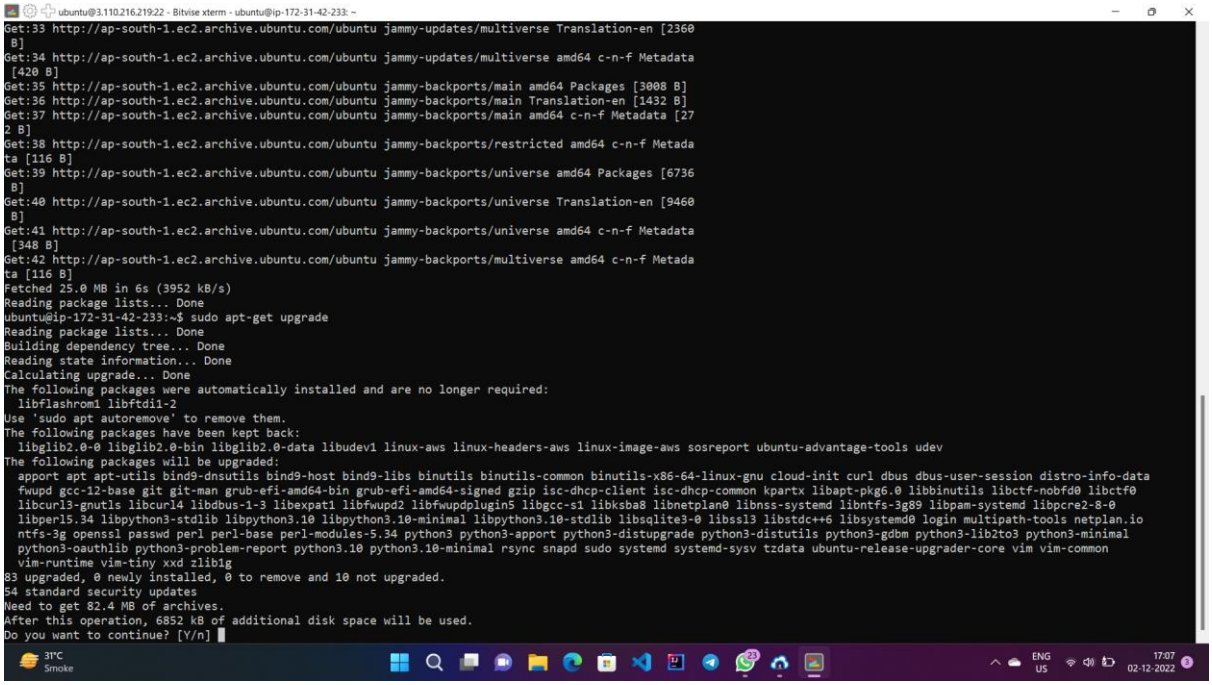


Now for installation use command:

Install Apache

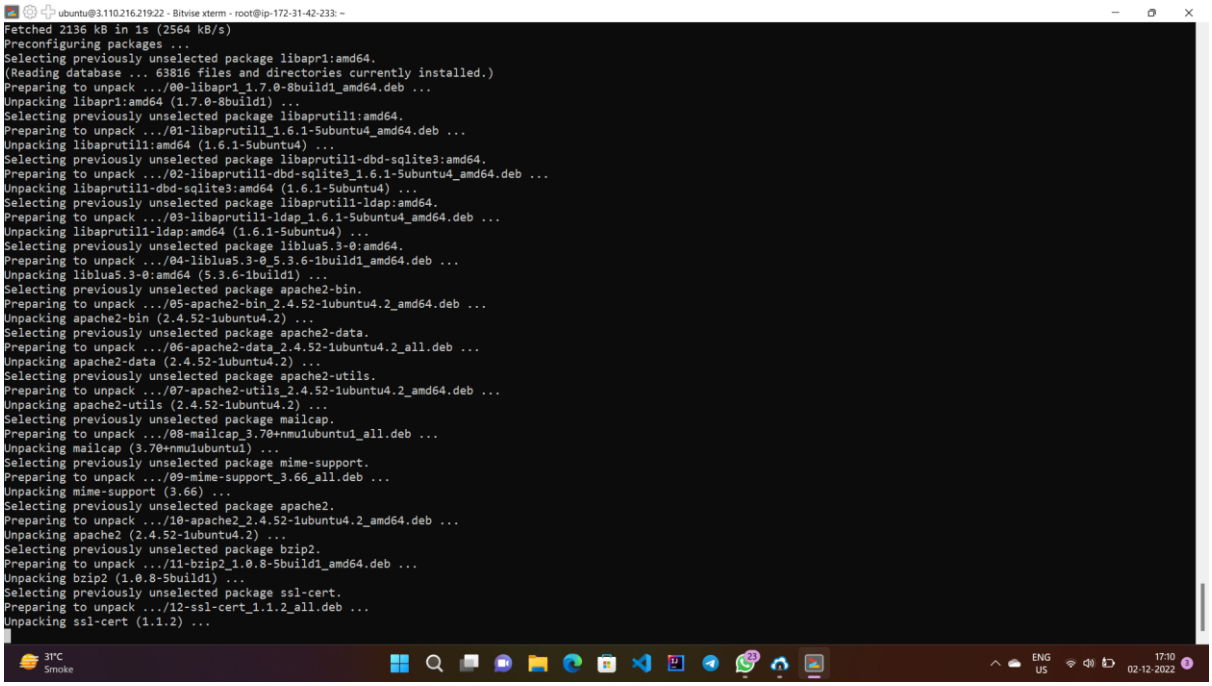
Let's jump right in and install Apache first. To do this, execute the following command.

Sudo apt-get install apache2



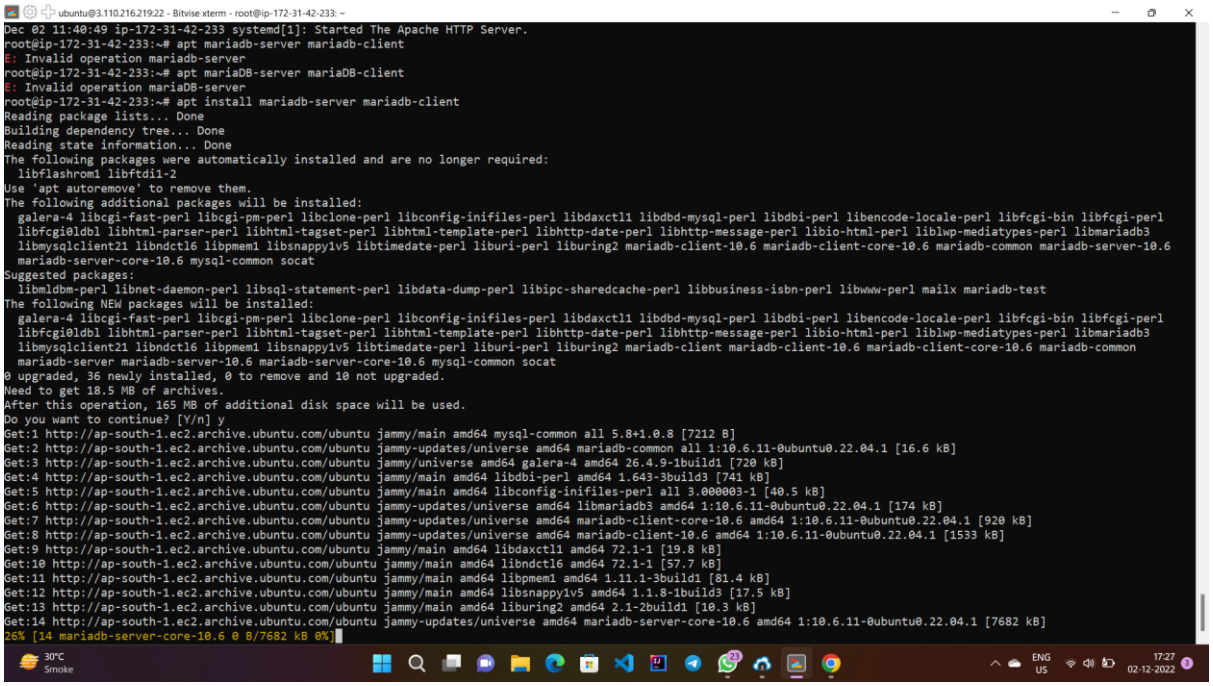
Step 24:To confirm that Apache is installed on your system, execute the following command.

```
systemctl status apache2
```



Step 25: To verify further, open your browser and go to your server's IP Address

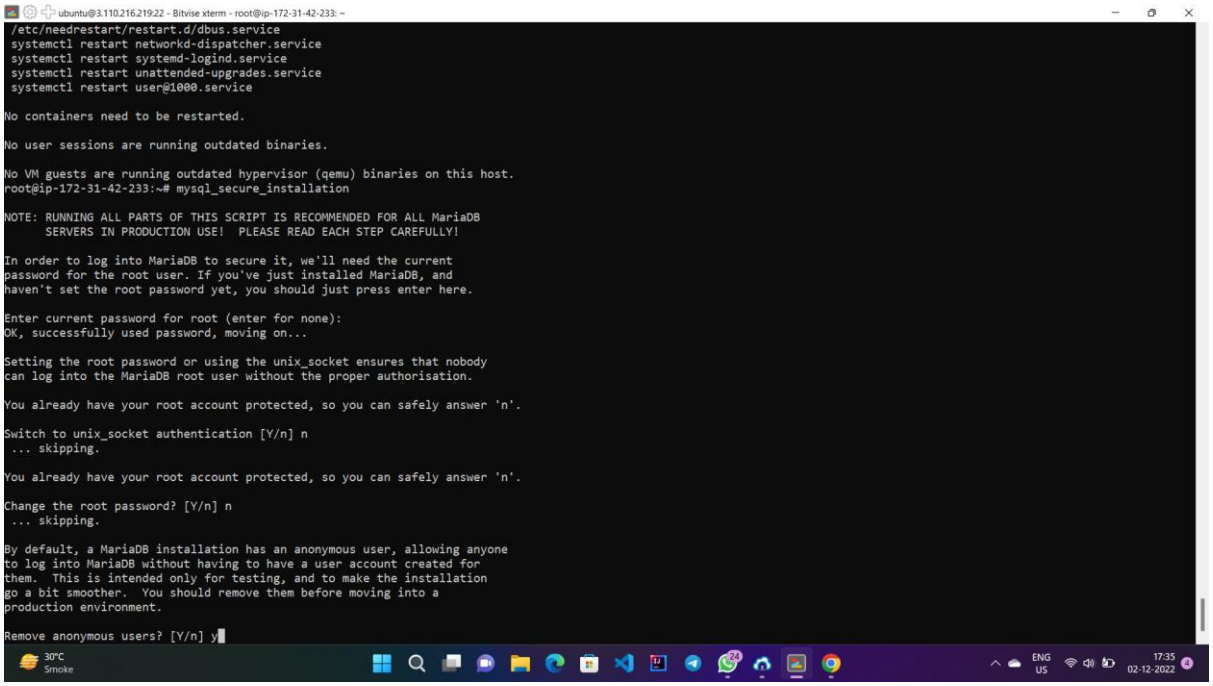
https:// 3.1.10.216.19



Step 27: Let's now secure our MariaDB database engine and disallow remote root login..

$ mysql_secure_installation

The first step will prompt you to change the root password to login to the database. You can opt to change it or skip if you are convinced that you have a strong password. To skip changing type n.For safety's sake, you will be prompted to remove anonymous users. Type Y



Next, disallow remote root login to prevent hackers from accessing your database. However, for testing purposes, you may want to allow log in remotely if you are configuring a virtual server.

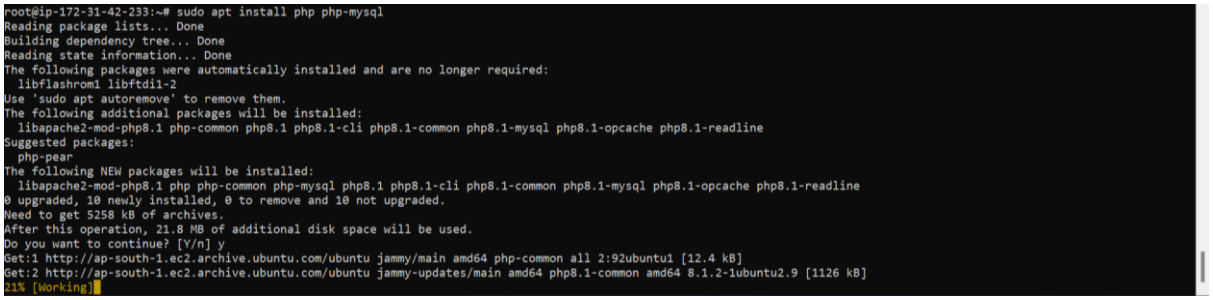
Next, remove the test database.

Finally, reload the database to effect the changes.

Step 28: Install PHP

Lastly, we will install PHP as the last component of the LAMP stack.

Sudo apt install php php-mysql



Step 29: Nowe move to /var/www/html folder, use command:

Command: cd /etc/www/html

Step 30: By executing is command following content will display:

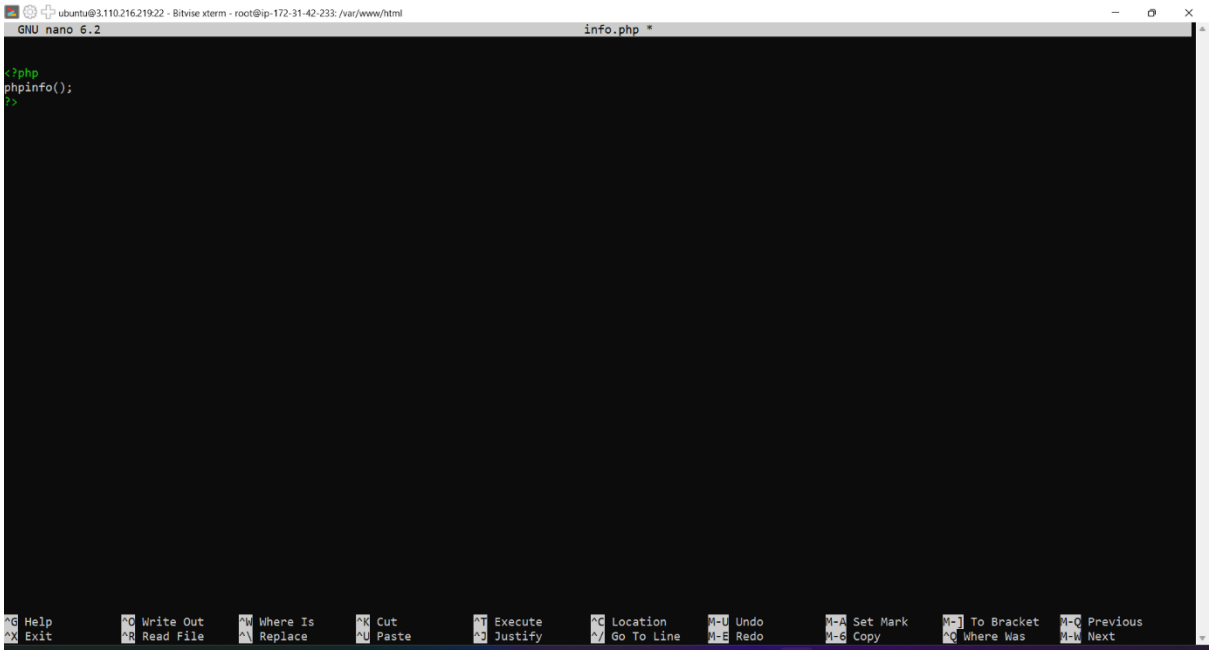
Command: Is

Step 31: Add the info.php file in the step 29 directory, for this use following command:

Command: sudo nano info.php

Step 32: Add the following in the info.php file

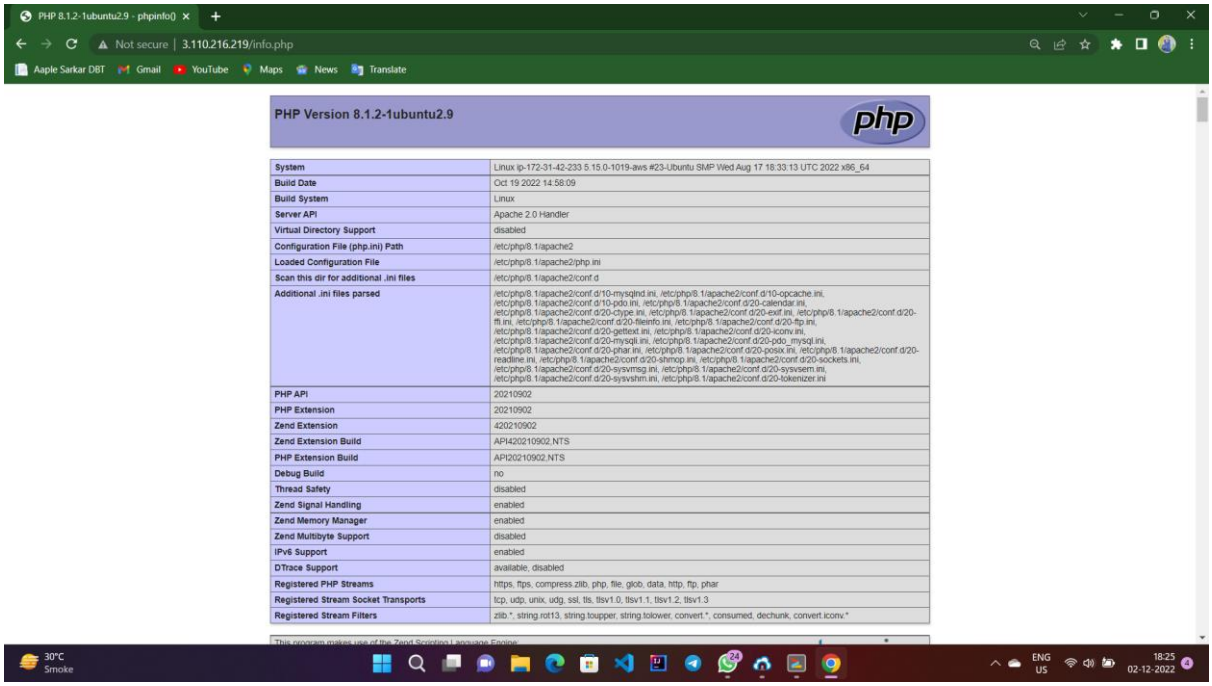
```
</php

phpinfo();

?>
```



Step 33: Open your browser and append/info.php to the server's URL.

3.110.216.219/info.php

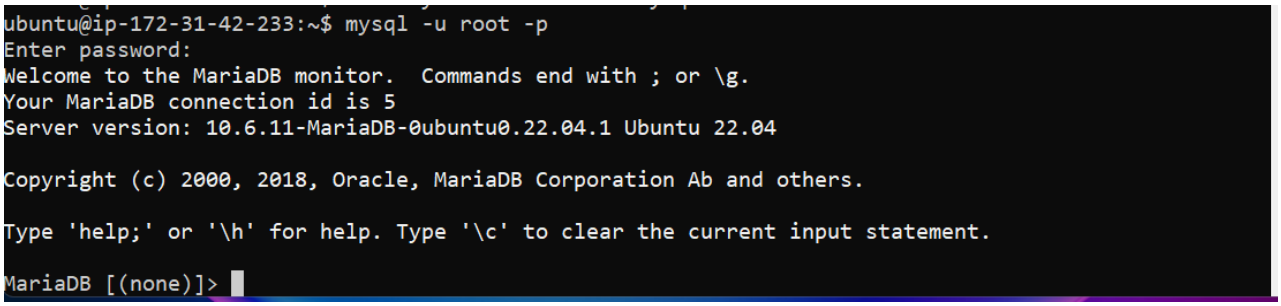
Where 3.110.216.219 is your instance public address(step 14)



Step 34: Create WordPress Database

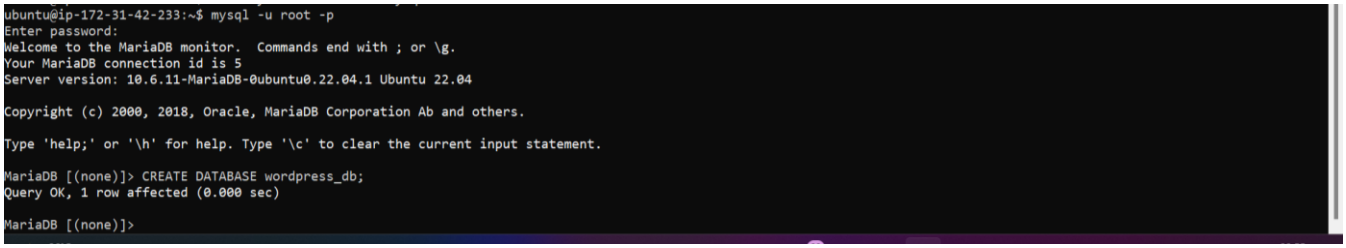
Now it's time to log in to our MariaDB database as root and create a database for accommodating our WordPress data.

$ mysql -u root -p



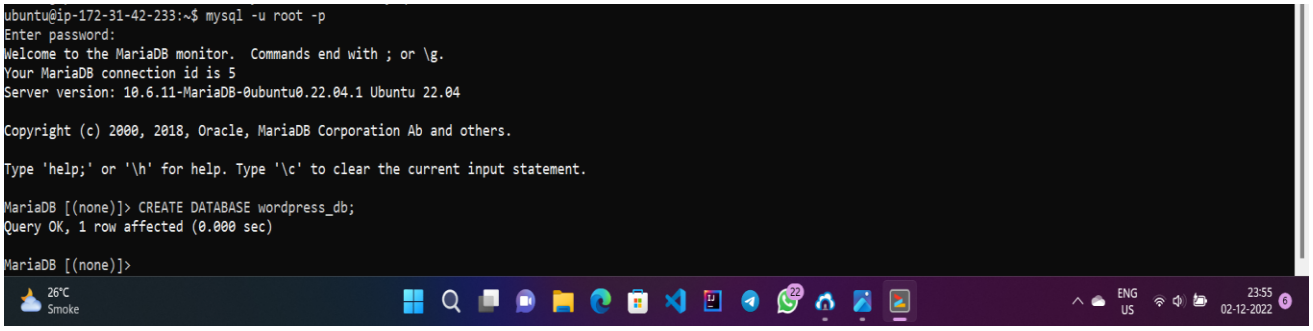
Step 35: Create a database for our WordPress installation.

CREATE DATABASE wordpress_db;



Step 36 Next, create a database user for our WordPress setup.

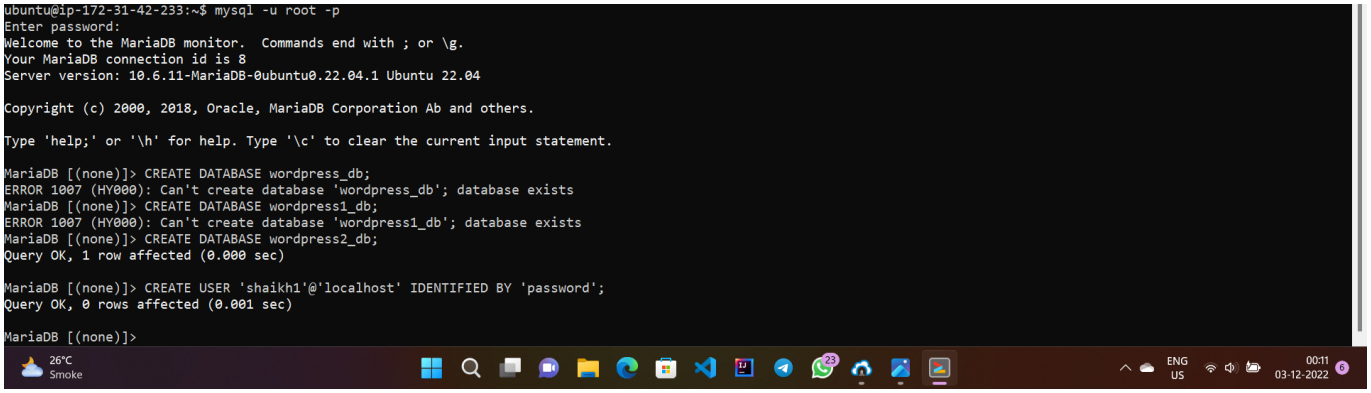
CREATE USER 'shaikh1 '@'localhost'
IDENTIFIED BY 'password'



Step 37: Grant privileges to the user

Next, grant the user permissions to access the database

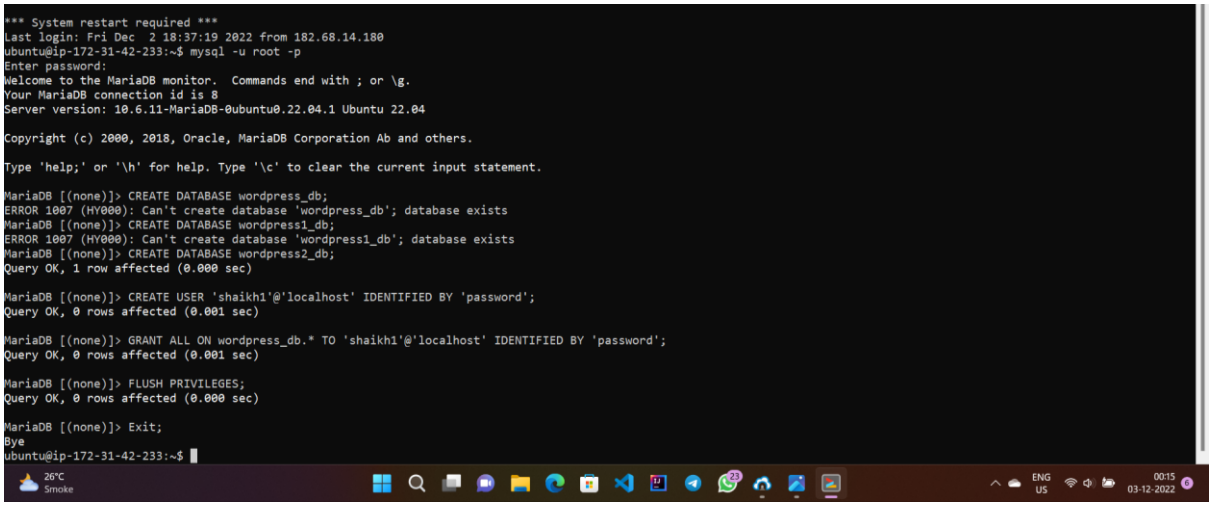
GRANT ALL ON wordpress_dh. To 'shaikh1'@'localhost' IDENTIFIED BY 'password';



Step 38: Great, now you can exit the database.

FLUSH PRIVILEGES:

Exit:



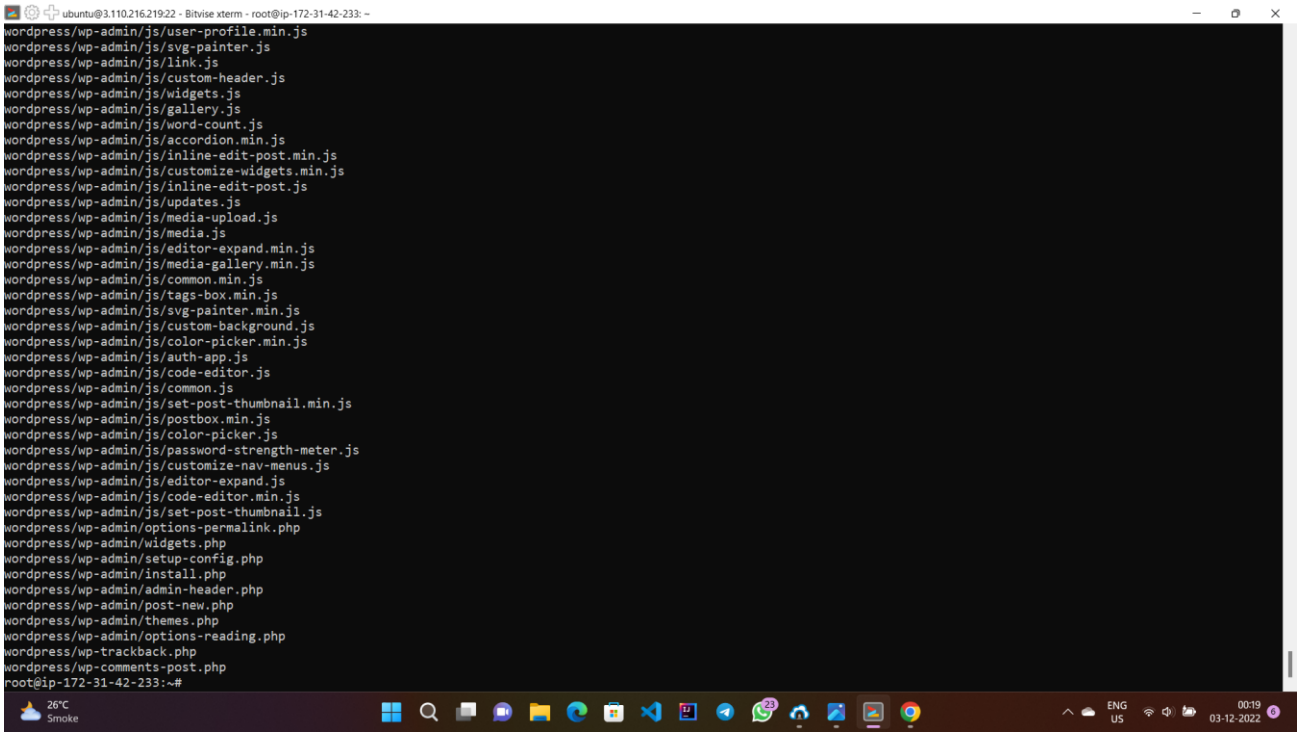
Step 39: Install WordPress CMS

Go to your temp directory and download the latest WordPress File:

Step 40: Next, Uncompress the tarball which will generate a folder called "wordpress".

tar-xvf latest.tar.gz

```
root@ip-172-31-42-233:~# tar -xvf latest.tar.gz
```



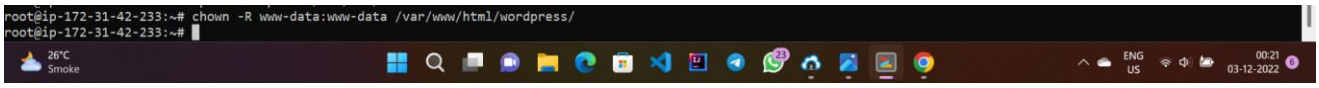
Step 41: Copy the wordpress folder to /var/www/html/path.

cp-R wordpress /var/www/html/

```
root@ip-172-31-42-233:~# cp -R wordpress /var/www/html
root@ip-172-31-42-233:~#
```

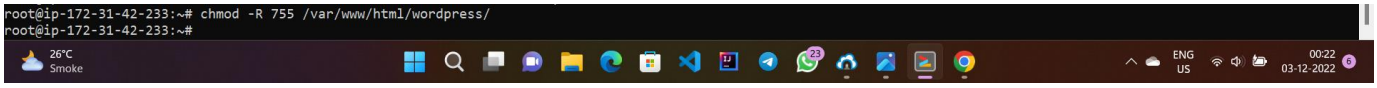
Step 42: Run the command below to change ownership of "wordpress"directory.

Chown – www-data:www-data /var/www/html/wordpress/



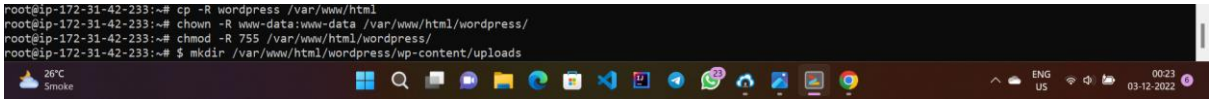
Step 43: change File permissions of the WordPress folder.

chmod -R755 /var/www/html/wordpress/



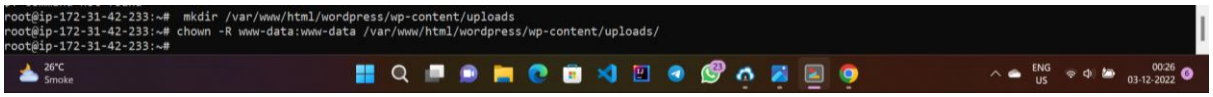
Step 44: Create 'uploads' directory.

mkdir /var/www/html/wordpress/wp-content/uploads



Step 45: Finally, change permissions of 'uploads' directory.

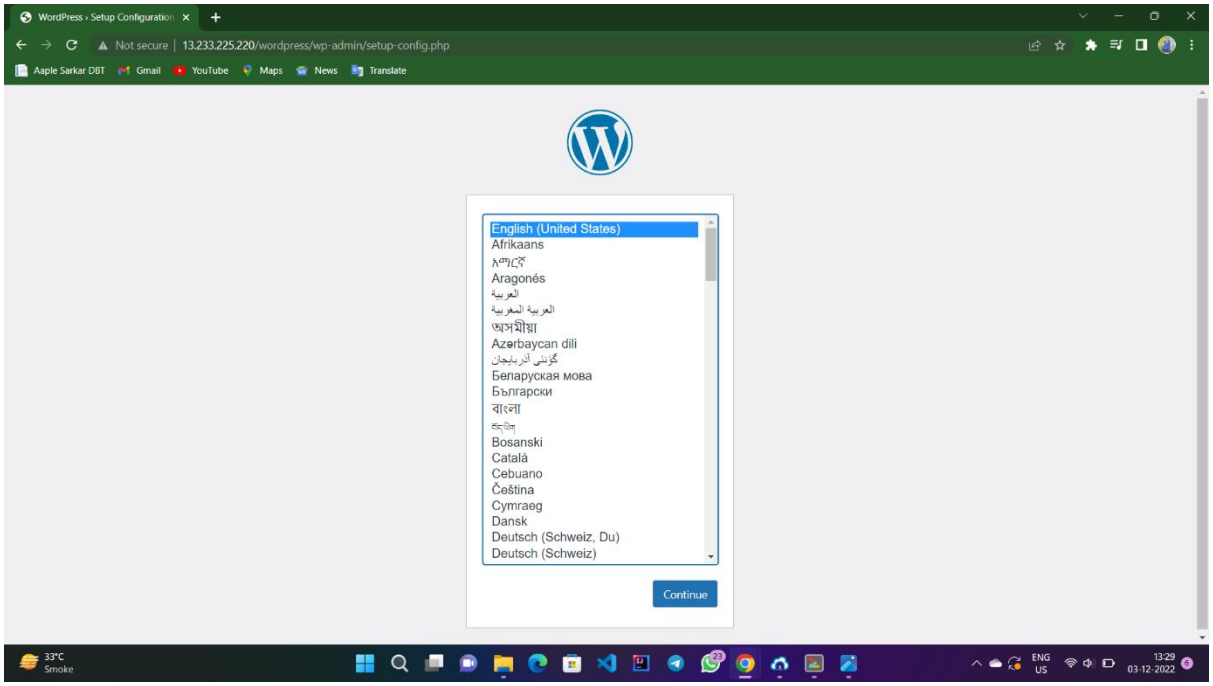
chown - www-data:www-data /var/www/html/wordpress/wp-content/uploads/



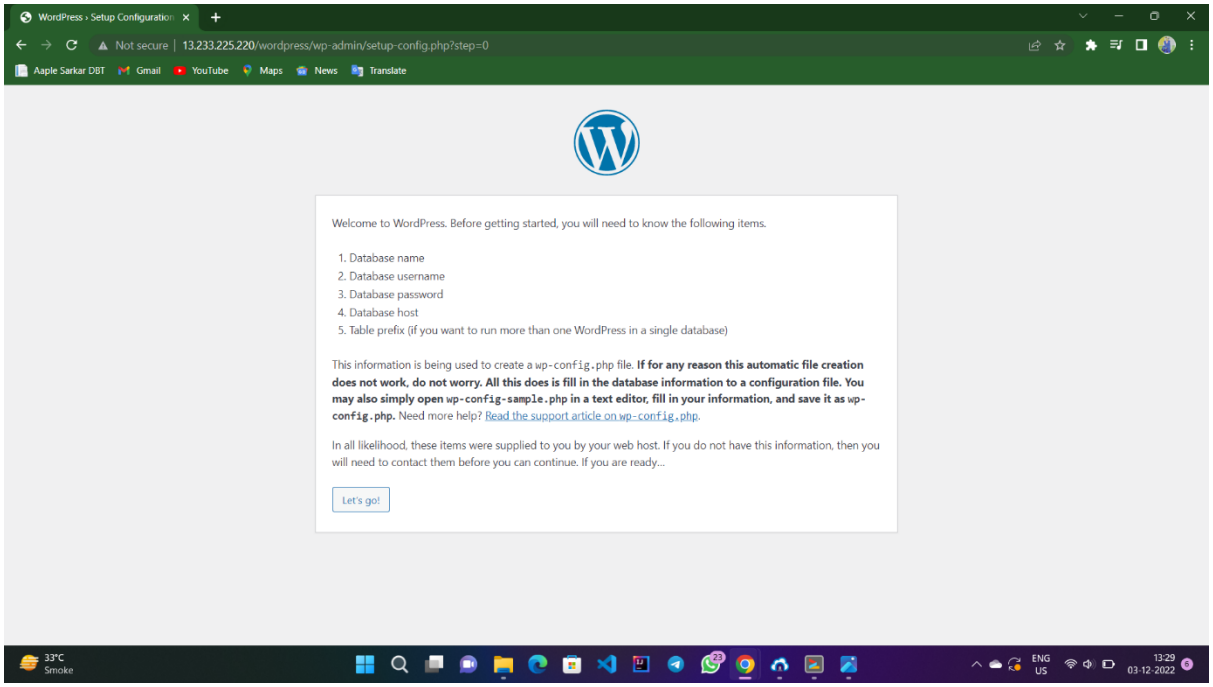
Step 46: Open your browser and go to the server's URL. In my case it's

3.110.216.219/wordpres

*use your instance public ip **



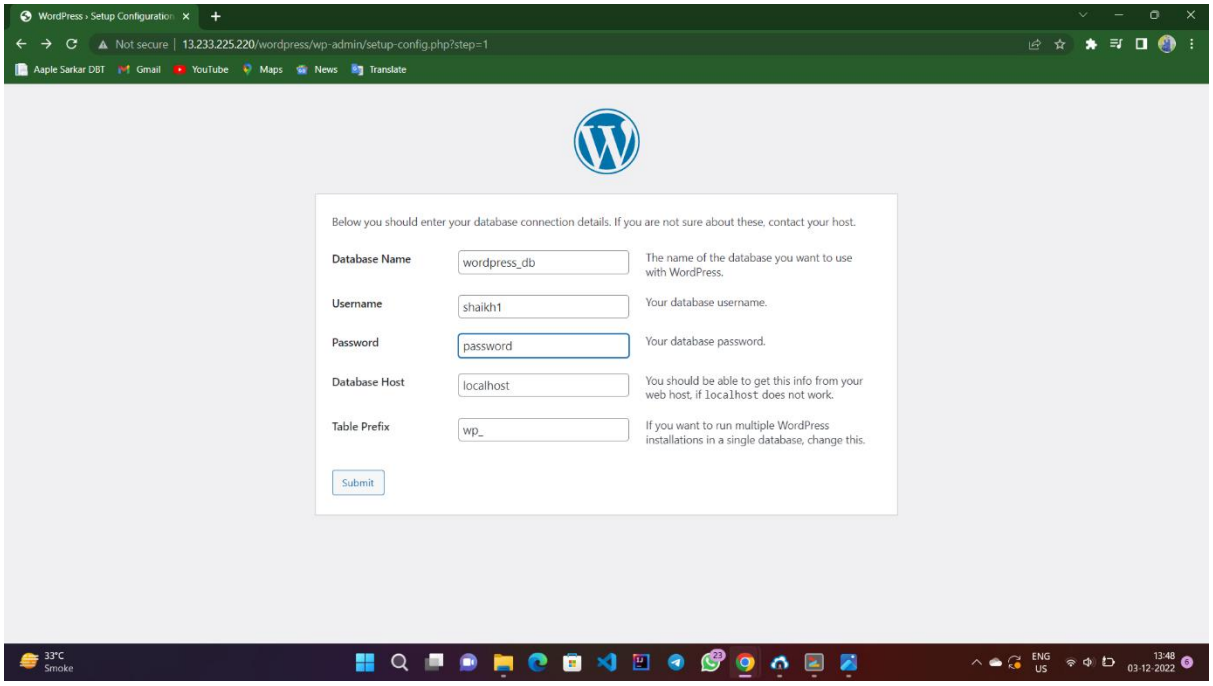
Step 47: You'll be presented with a WordPress wizard and a list of credentials required to successfully set it up.



Step 48: Fill out the form as shown with the credentials specified when creating the WordPress database in the MariaDB database.

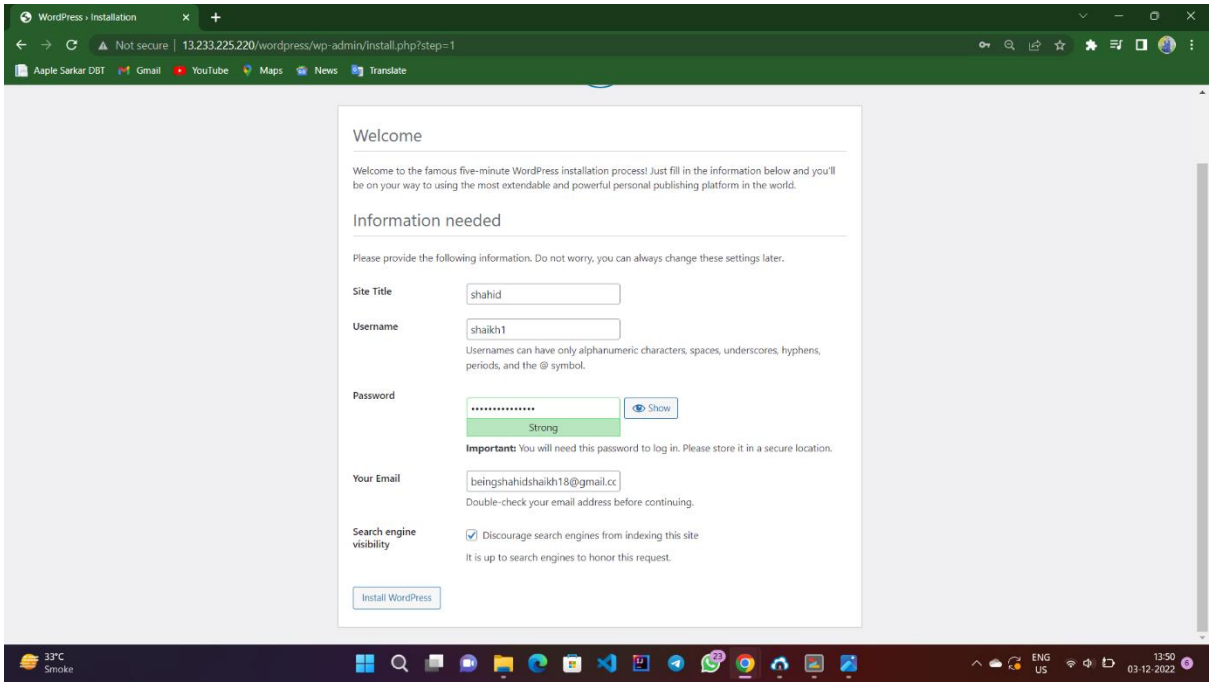
Leave out the database host and table prefix and Hit "Submit" button.

****** Use the all the information (Step 35 to step 37) and fill the form properly******



Step 49: If all the details are correct, you will be given the green light to proceed. Run the installation.

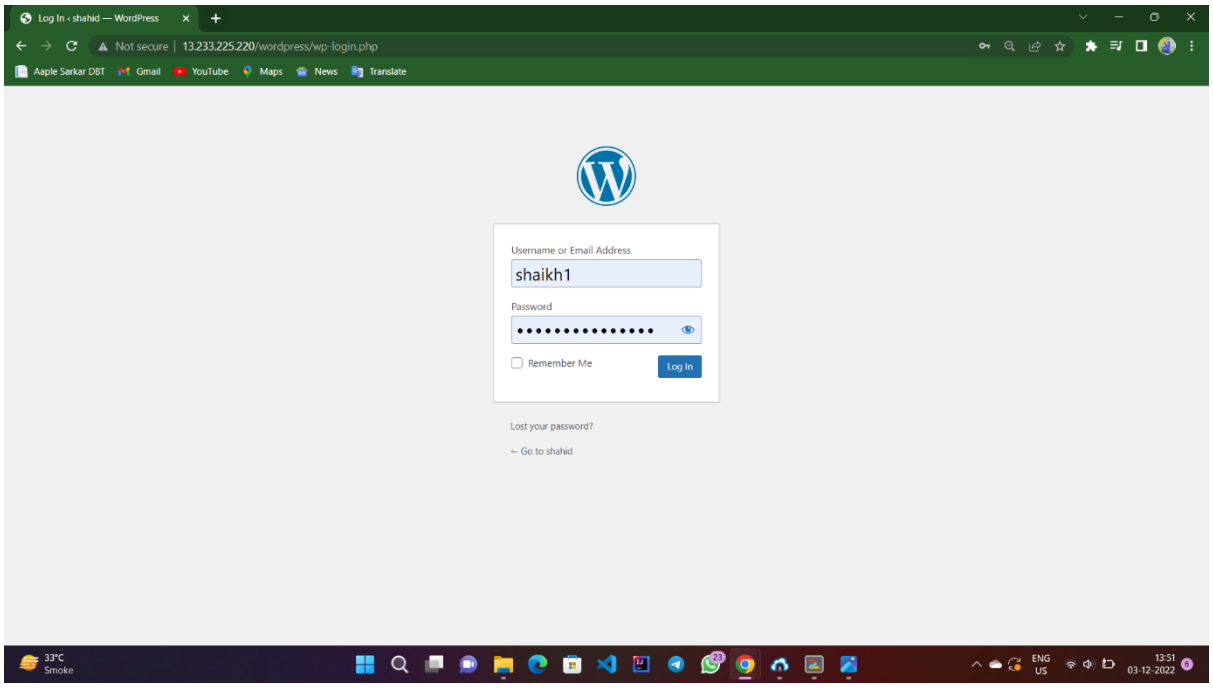
Step 50: Fill out the additional details required such as site title, Username, and Password and save them somewhere safe lest you forget. Ensure to use a strong password.

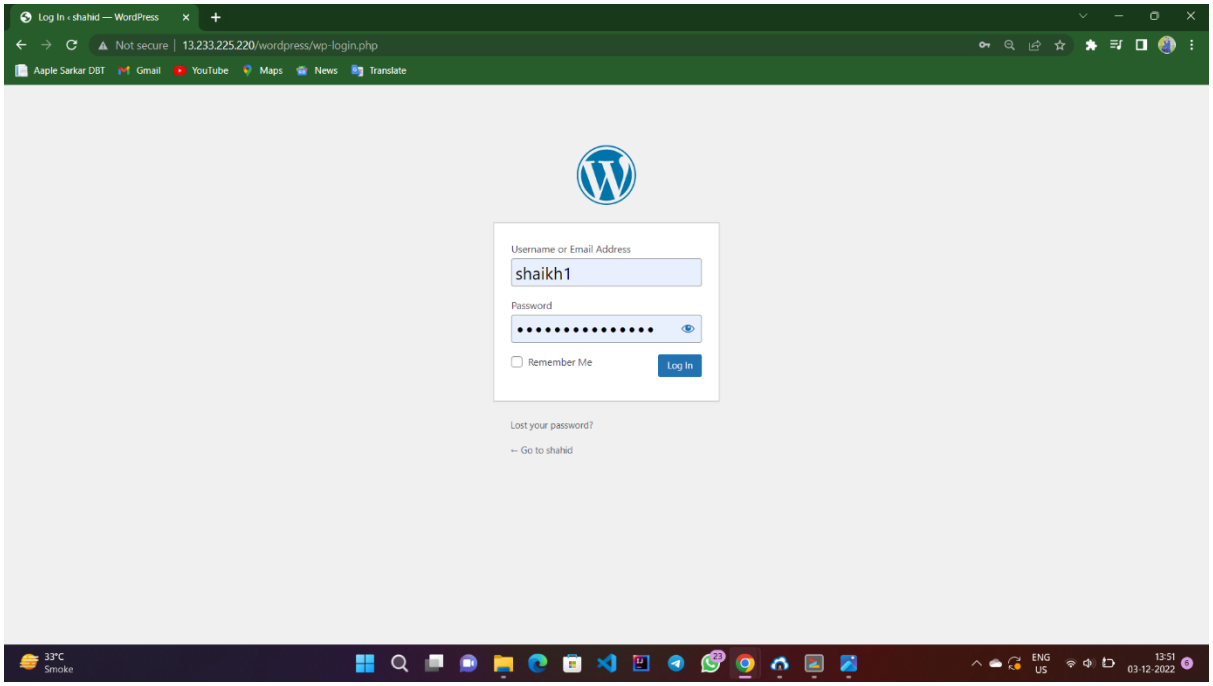


Step 51: Scroll down and Hit 'Install WordPress'.

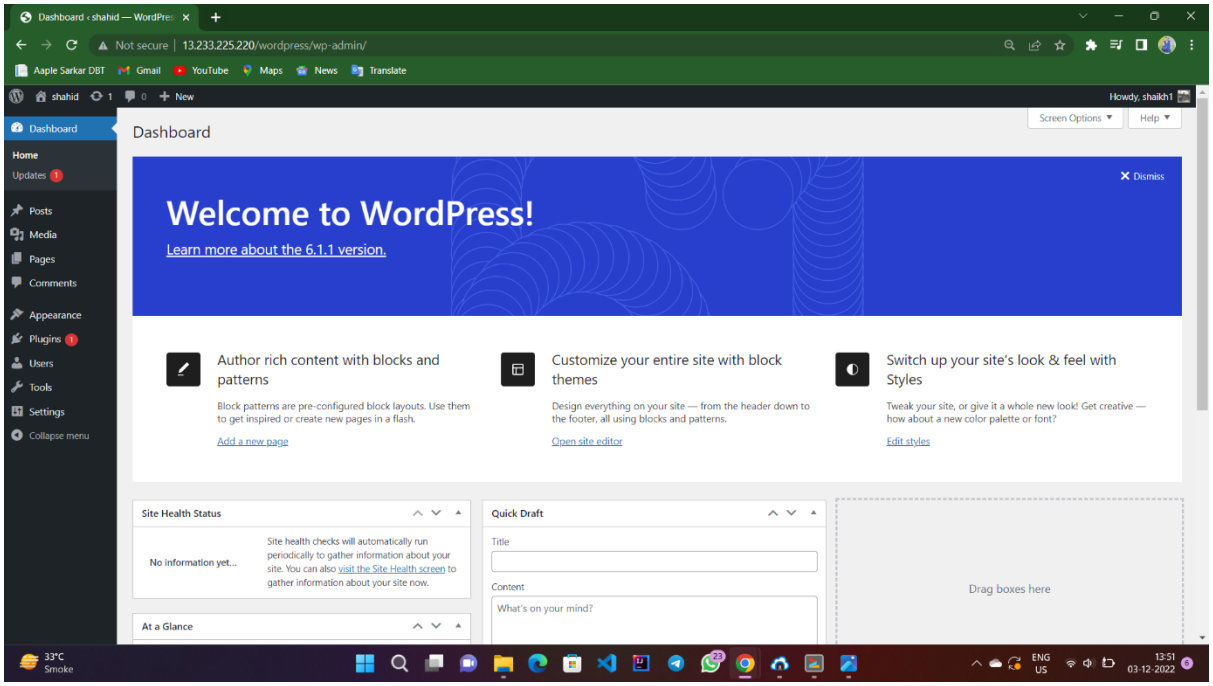
If all went well, then you will get a 'Success' notification as shown.

Step 52: Click on the 'Login' button to get to access the Login page of your fresh WordPress installation.

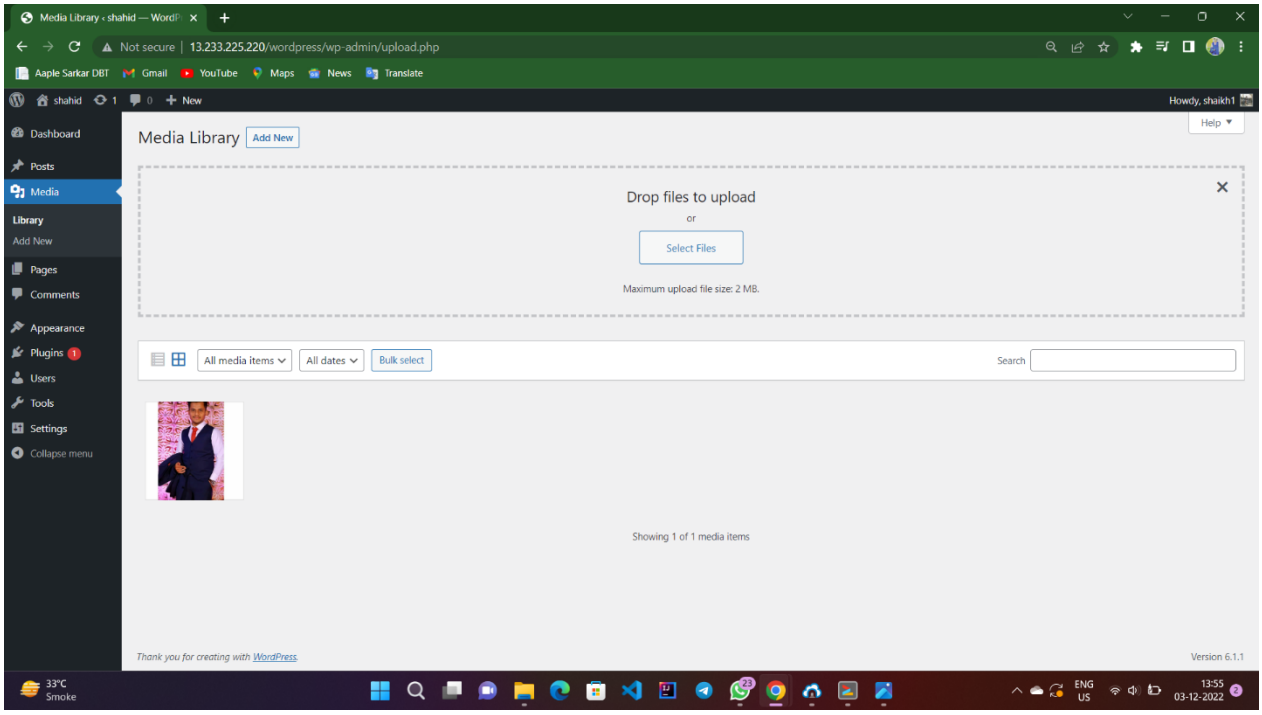




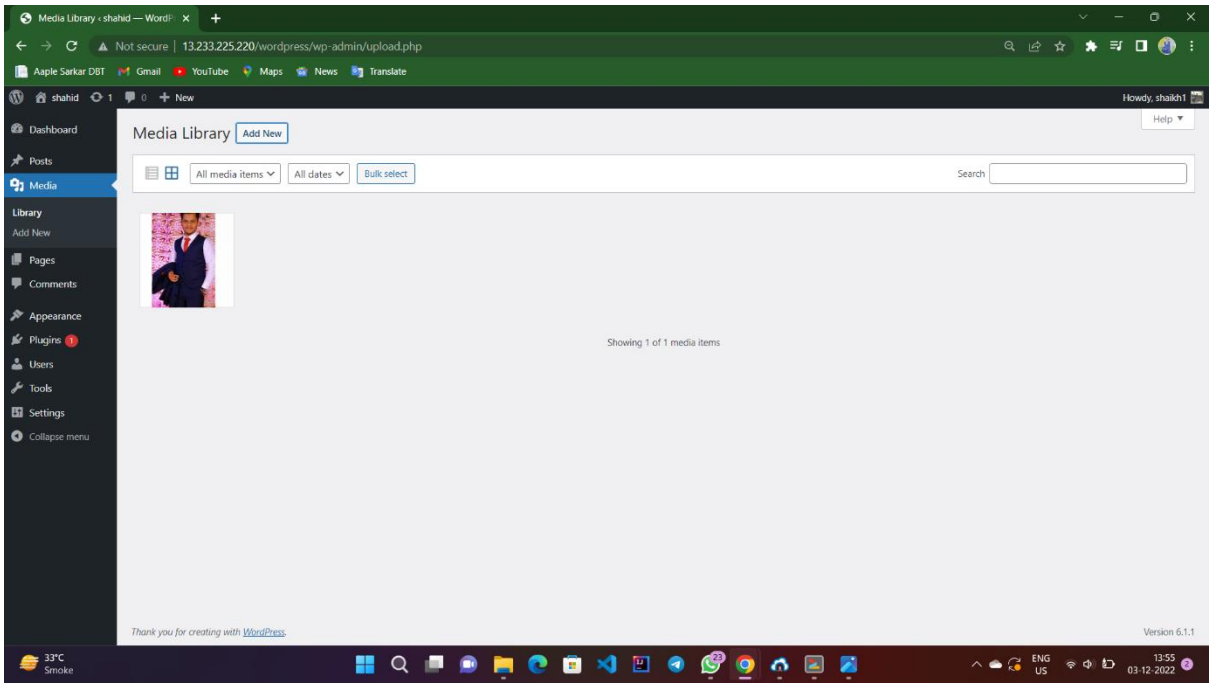
Step 53: Provide your login credentials and hit 'Login'.



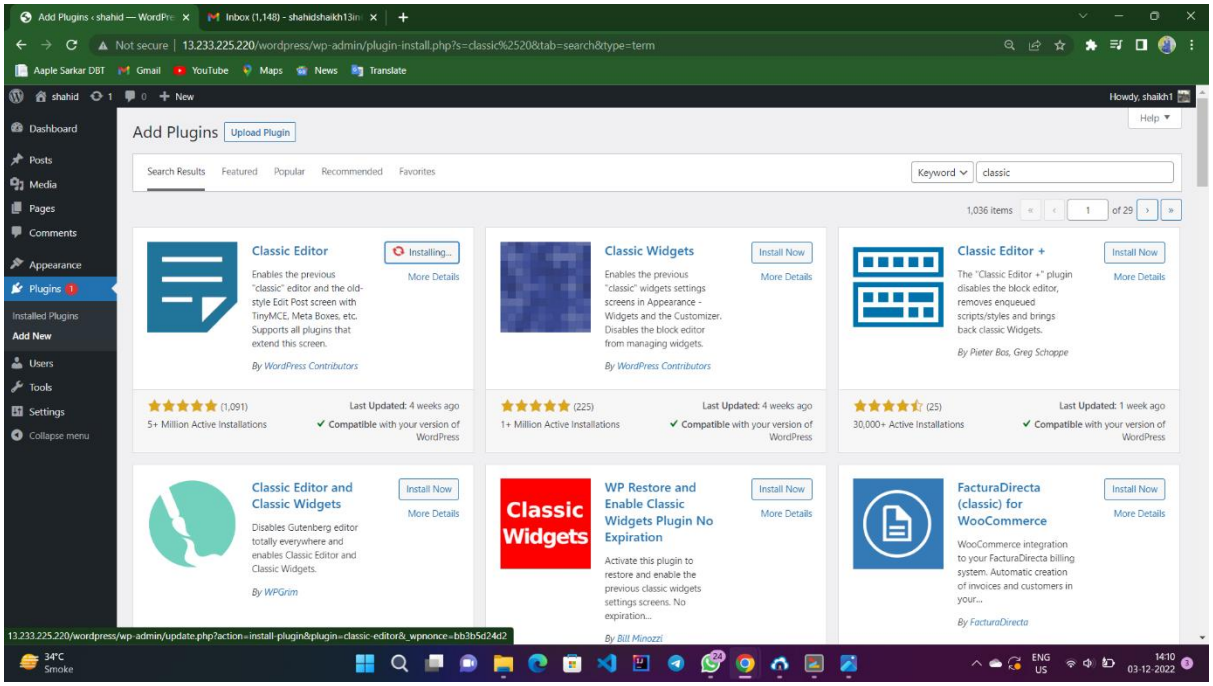
Step 54: Select media option from the left side and a file that you want to save:



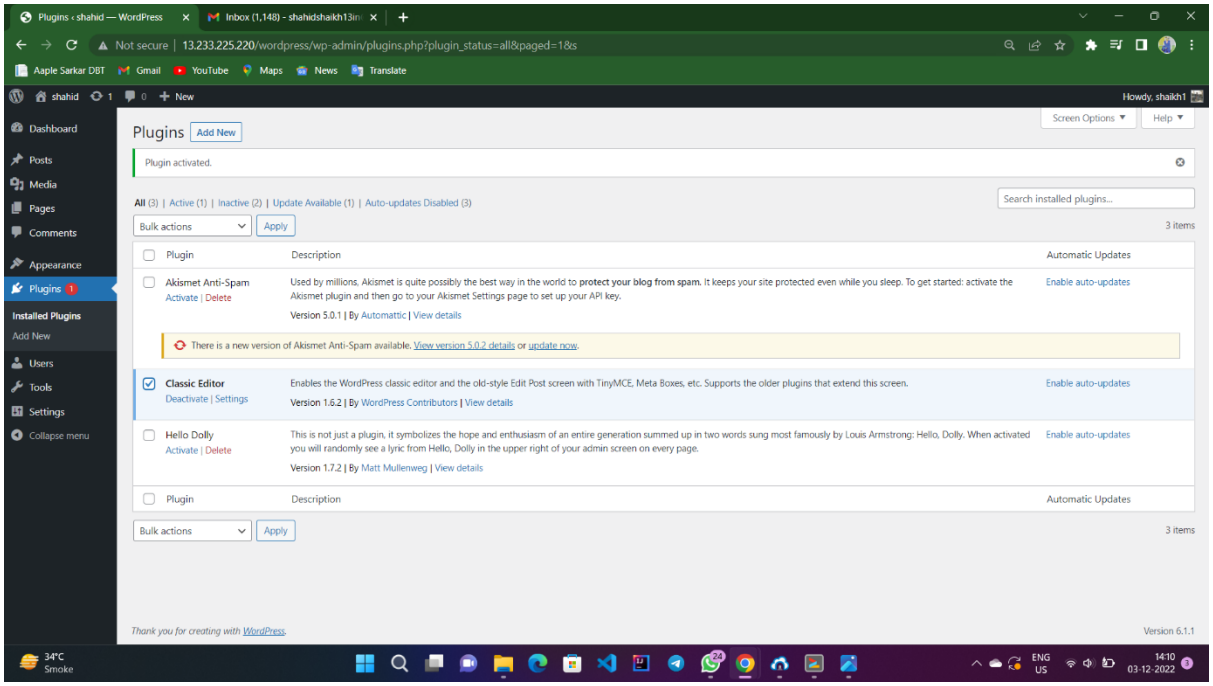
Now you can see that the image is stores on it.



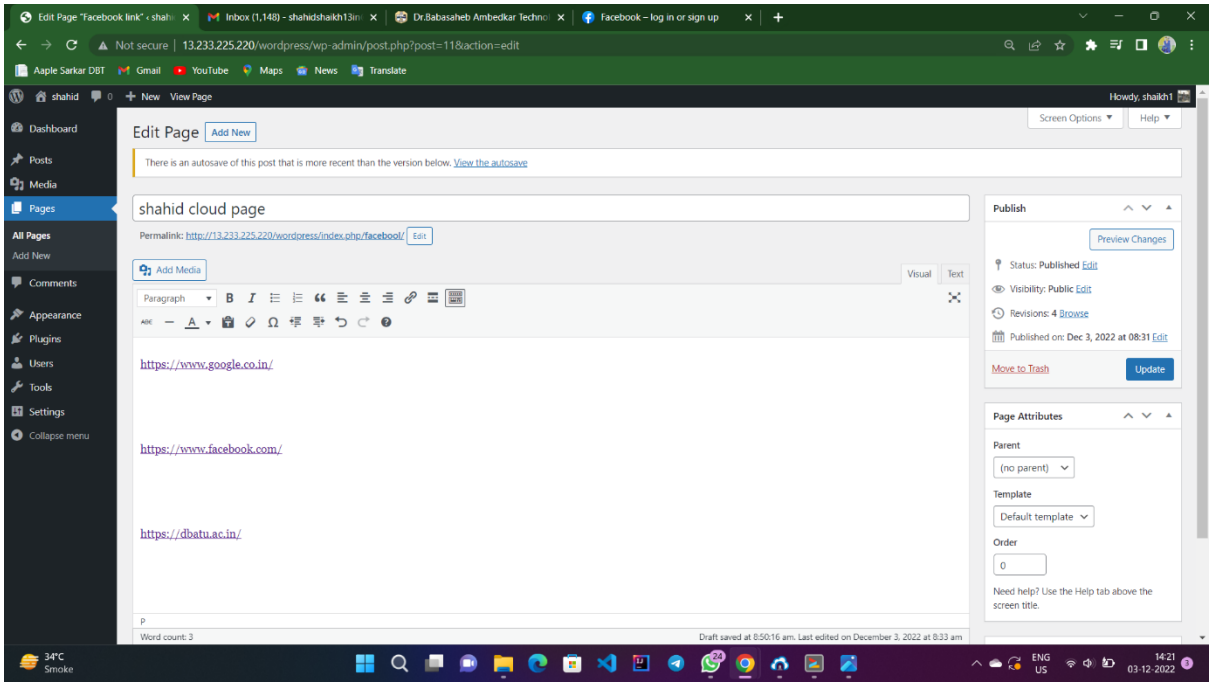
Step 55: Add plugins, for this use the plugin option from left side.



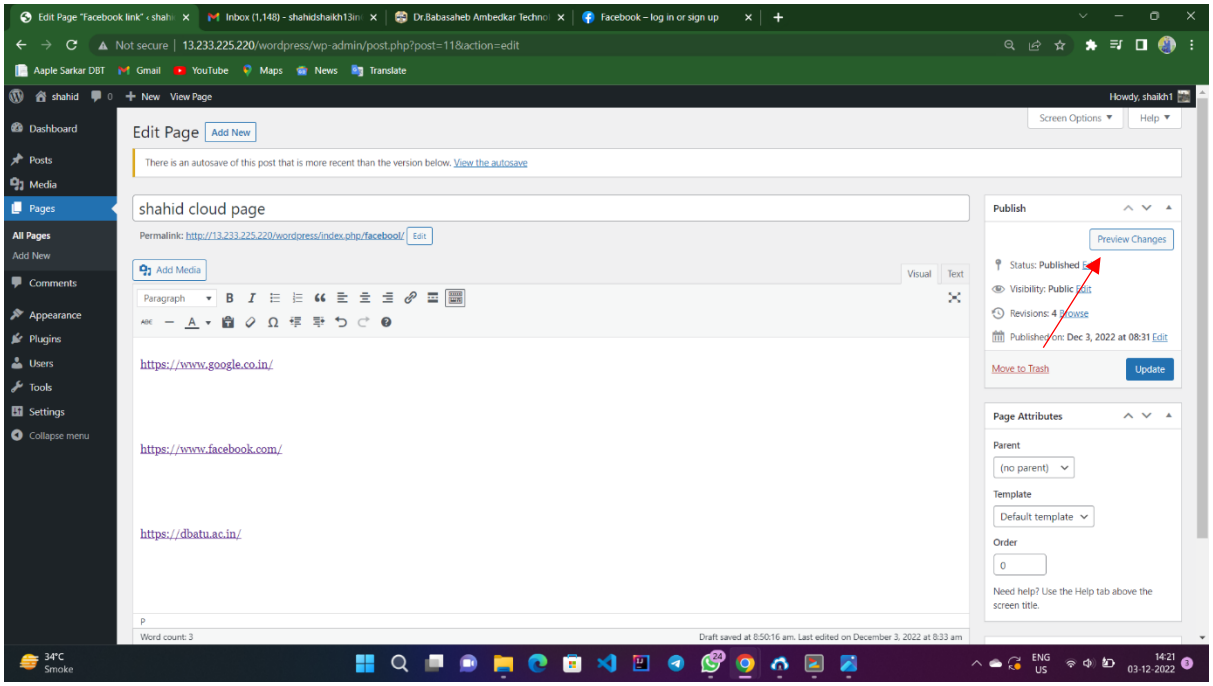
The plugin is now added.



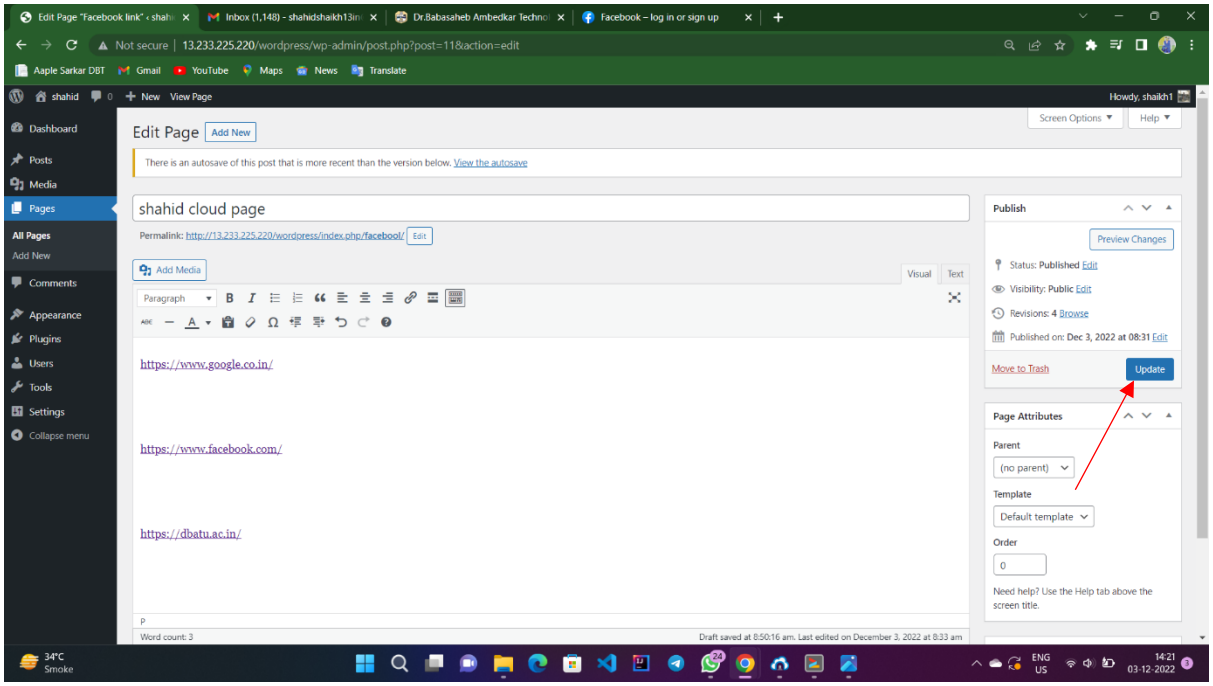
Step 56: To create social media account reference, use page option from left side and click on it and then create a hyperlink of the social media account that you want to use it.



To create this page use the publish button and then click on it.

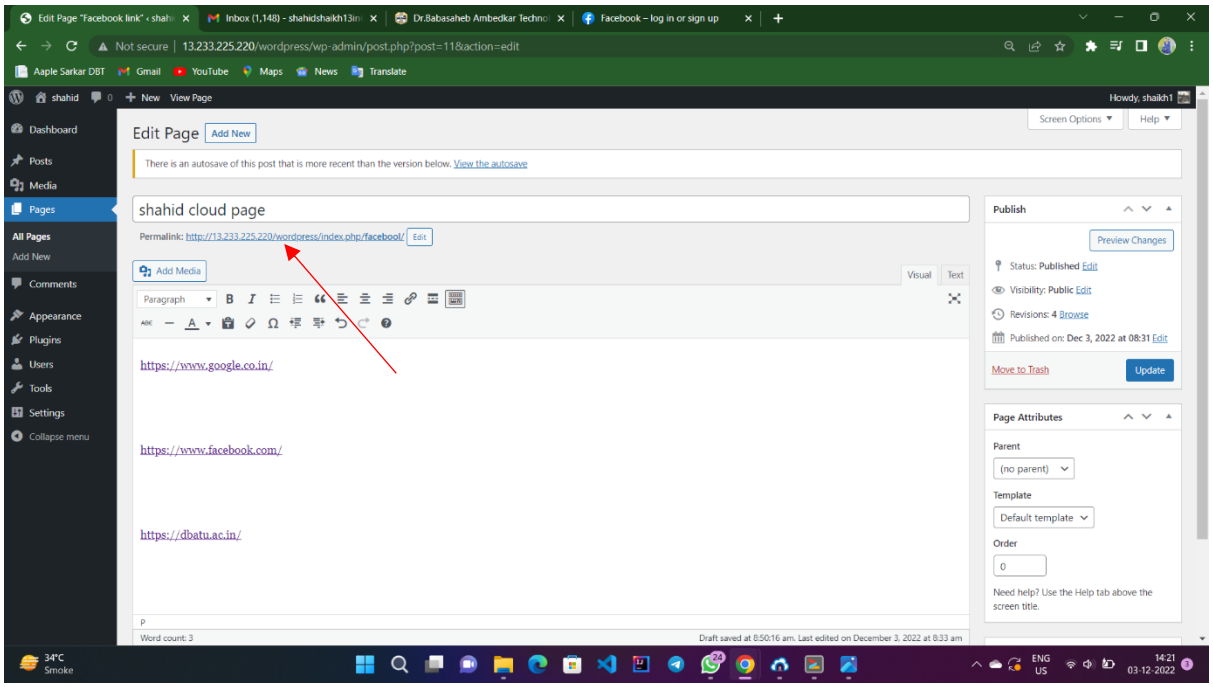


Then update the page if it requires, for this use the update button.

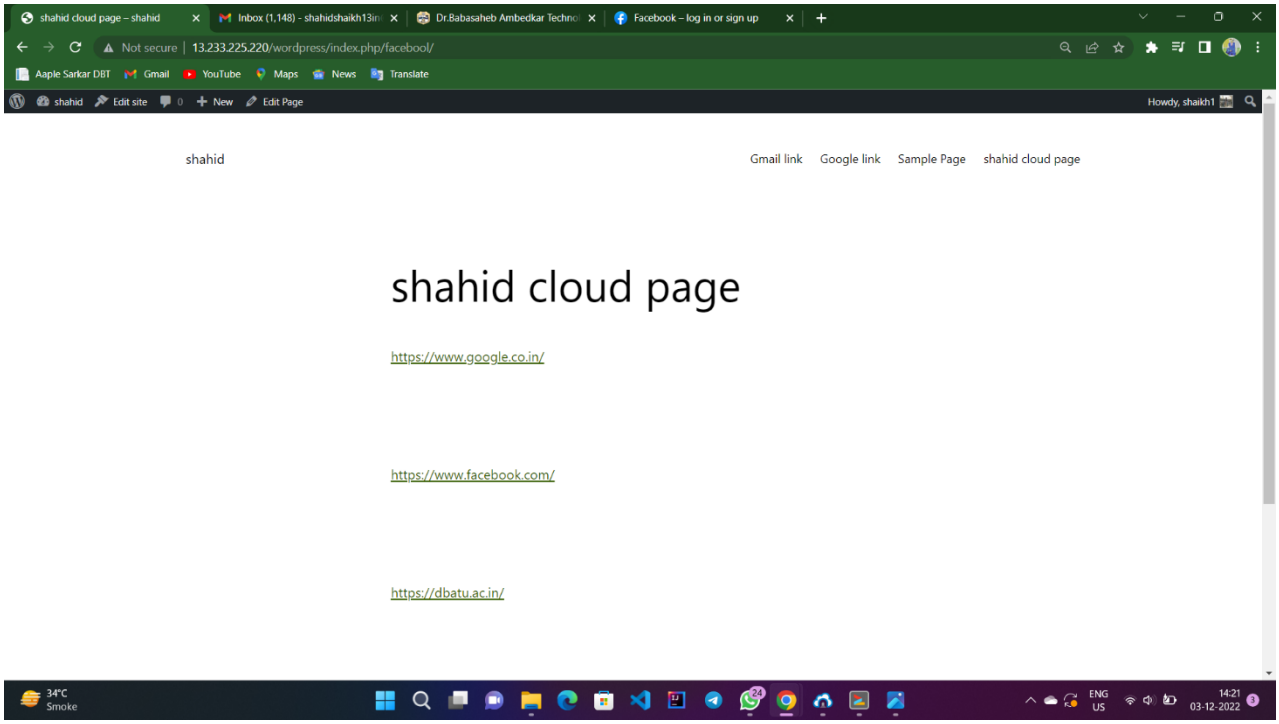


Step 57: Now you can access this page by using the ' permalink" optionprovided at step 57..

****see the ip address that is shown by using arrow,paste it on crome.****



Step 58: Now you can access use own wordpress page.



Congratulations for having come this far. You can now proceed to discover the various features, plugins, and themes and proceed setting up your firstb log/website!

Reference Websites:

1. https://www.digitalocean.com/community/tutorials/how-to-install-wordpress-with-lamp-on-ubuntu-18-04

2. https://www.journaldev.com/24954/install-wordpress-on-ubuntu

Conclusion: we are able to create a scenario in wordpress for Social Marketing, Search engine and Sharing Tools.