

Industrial Internship Report on WEB DEVELOPMENT WITH WORDPRESS

Submitted in accordance with the requirement for the degree of
BACHELOR OF TECHNOLOGY IN
COMPUTER SCIENCE AND ENGINEERING

Under the Faculty Guideship of

Mr. Sandeep Naik
Assistant Professor

Submitted

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20MG1A0559



DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
SREE VAHINI INSTITUTE OF SCIENCE AND TECHNOLOGY
(Autonomous)

Approved by AICTE-New Delhi & Accredited by NAAC with 'A' Grade
Permanently affiliated to JNTUK - Kakinada.
Tiruvuru, NTR dist.

2020– 2024

Student's Declaration

I, SOMAVARAPU VENKATA SAI SRINIVAS-20MG1A 0559, a student of BTech program, of the Department of COMPUTER SCIENCE AND ENGINEERING do hereby declare that I have completed the mandatory industrial internship from 29th -JAN -2024 to 5th -APR-2024 in SMARTINTERNZ under the faculty guidance of MR. SANDEEP NAIK, Assistant Professor, Department of COMPUTER SCIENCE AND ENGINEERING, SREE VAHINI INSTITUTE OF SCIENCE & TECHNOLOGY.

Official Certification

This is to certify that SOMAVARAPU VENKATA SAI SRINIVAS Reg.No.

20MG1A0559 has completed his / her Industrial Internship in SMARTINTERNZ on WEB

DEVELOPMENT WITH WORDPRESS under my supervision as a part of

partial fulfillment of the requirement for the Degree of Bachelor of Technology in the

department of COMPUTER SCIENCE AND ENGINEERING, SREE VAHINI

INSTITUTE OF SCIENCE & TECHNOLOGY

This is accepted for evaluation.

(Signatory with Date and Seal)

Endorsements

Faculty Guide

Head of the Department

Principal

External Examiner

Certificate From Intern Organization

This is to certify that SOMAVARAPU VENKATA SAI SRINIVAS Reg.No.20MG1A0559

Of SREE VAHINI INSTITUTE OF SCIENCE & TECHNOLOGY

underwent industry internship in SMARTINTERNZ (Name of the intern Organization) from 29th-FEB-24 to 5th-APR-24. The overall performance of the intern during his/her internship is found to be Satisfactory (Satisfactory / Not Satisfactory).

Authorized Signatory with Date and Seal

ACKNOWLEDGEMENT

Great acknowledgement is expressed to SVIST Management members whose guidance is invaluable to complete this Internship in time.

I take this opportunity to place on record my heartiest thanks to Dr. R. Nagendra Babu, Principal of our college, for his guidance and co-operation during our course of study.

I express my deep sense of gratitude to Pro Mr. Sandeep Naik for his motivation and inspiration provided during the Internship work.

Finally, I would like to acknowledge my deep sense of gratitude to all well-wishers a friend who helped us directly or indirectly to complete this work

SOMAVARAPU VENKATA SAI SRINIVAS -

20MG1A0559.

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CHAPTER 1: EXECUTIVE SUMMARY

An executive summary of WordPress would highlight its status as a powerful content management system (CMS) used by millions of websites worldwide. It offers a userfriendly interface, extensive plugin ecosystem, and customizable themes, making it versatile for various website needs.

1.1 Learning objectives outcomes of WordPress could include:

- Understanding the fundamentals of setting up and managing a WordPress website.
- Learning how to customize themes and plugins to meet specific design and functionality requirements.
- Mastering content creation and management, including posts, pages, and media.
- Exploring advanced features like e-commerce integration, SEO optimization, and site security.
- Gaining proficiency in troubleshooting common issues and maintaining website performance.

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Introduction of SmartInternz: SmartInternz is a leading tech-driven internship platform that connects students with industry-relevant projects and mentors to enhance their skills and employability.

Vision, Mission, and Values:

- Vision: To empower students with practical experience and skills required for the future workforce.
- Mission: To bridge the gap between academia and industry by providing hands-on learning opportunities.
- Values: Innovation, Collaboration, Learning, and Integrity.

Policy of SmartInternz in relation to the intern role: SmartInternz is committed to providing interns with meaningful projects, mentorship, and opportunities for growth, ensuring a valuable learning experience.

Organizational Structure: SmartInternz has a flat organizational structure, with departments including Operations, Marketing, Technology, and HR, overseen by a leadership team.

Roles and responsibilities of employees:

- Operations: Managing internship placements, project coordination, and student support.
- Marketing: Promoting the platform, attracting students and industry partners.
- Technology: Developing and maintaining the platform's infrastructure.
- HR: Recruiting, onboarding, and supporting employees and interns.

Performance of SmartInternz:

- Turnover: Consistent growth in internship placements and partnerships.
- Profits: Increasing revenue through subscription models and partnerships.
- Market reach: Expanding to new regions and sectors, reaching a diverse student and industry audience.
- Market value: Garnering recognition as a leading internship platform, with positive feedback from students and industry partners.

Future Plans of SmartInternz:

- Expansion: Scaling operations nationally and internationally.
- Product enhancement: Continuous improvement of the platform's features and user experience.
- Industry partnerships: Strengthening collaborations with leading companies to offer more diverse and high-quality projects.
- Community engagement: Establishing initiatives to support student communities and skill development programs.

CHAPTER 3: INTERNSHIP PART

During the internship at SmartInternz as a WordPress intern, we have worked in a dynamic and collaborative environment, remotely setting, depending on your location and preferences. The weekly work schedule typically consists of full-time hours, Monday through Friday, with flexibility to accommodate individual needs and project deadlines. As a WordPress intern, we are allowed access to necessary equipment such as laptops, development environments, and communication platforms to facilitate our work. We collaborated closely with mentors and team members to contribute to various WordPress-related projects and initiatives.

Responsibilities may include:

- Assisting in the design and development of WordPress websites and themes.
- Customizing WordPress plugins to meet specific project requirements.
- Optimizing website performance, security, and user experience.
- Troubleshooting technical issues and providing solutions.

- Conducting research and implementing best practices for WordPress development.
- Collaborating with designers, content creators, and other team members to deliver high-quality websites.

Throughout the internship, we have the opportunity to acquire valuable skills such as:

- WordPress development: Building and customizing websites using WordPress CMS.
- Front-end development: Working with HTML, CSS, and JavaScript to create responsive and interactive web interfaces.
- Back-end development: Understanding PHP and MySQL for server-side scripting and database management.
- Problem-solving: Identifying and resolving technical challenges in WordPress development.
- Communication: Effectively communicating ideas, feedback, and progress with team members.
- Time management: Prioritizing tasks and managing workload to meet project deadlines..

CHAPTER 4: ACTIVITY LOG & WEEKLY REPORT

ACTIVITY LOG FOR FIRST WEEK (29th-01-24 to 2nd-02-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------|---|--|---------------------------|
| Day – 1 | Introduction to web development | Known what is web development, what is its use & what contains in a website & contents of webpage. | |

| | | | |
|---------|---|--|--|
| Day - 2 | Introduction to web technologies | Learned about what are the web technologies & how that are used to Develop a web page such as Html ,Css. | |
| Day – 3 | Introduction to HTML | Learned how to use basic tags of Html Such as p,h1 to h6, head, html, title Doctype tags And understood the concept of Forms and and tables | |
| Day – 4 | Introduction to HTML tags | Learned how to use this tags practically | |
| Day – 5 | Explanation of HTML ordered and un ordered list | Learned what the list tags looks like what is and< ul> | |
| Day –6 | Pratice Day | Practically trying out what I have learnt throughout this entire week | |

WEEKLY REPORT

WEEKLY REPORT FOR FIRST WEEK (29th-01-24 to 2nd-02-24)

| |
|--|
| Title: Web Development With Wordpress |
| Objective: Introduction to web development, web technologies, basic html tags, & practically trying out the tags. |
| Description: Smartinternz provided us weekly sessions where on the first week from Monday to Friday we learnt about webdevelopment What is the use of Webdevelopment,how it helps |

to create a website and what does a website contain and what are the technologies used to develop a website ,learnt how to use those technologies just basics which are further usefull in creating a website using wordpress.

ACTIVITY LOG FOR SECOND WEEK (5th-02-24 to 9th-02-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------------|--|------------------|---------------------------------|
|------------------|--|------------------|---------------------------------|

| | | | |
|---------|---------------------------|---|--|
| Day – 1 | Introduction to CSS | Learnt about what is css and how it is used to style and entire web-site | |
| Day - 2 | How to create a Navbar | Learned navbar by lists and etc Which navigates to the page we created ex we call as another page | |
| Day – 3 | What is CMS and XAMPP | Learnt about cms like what is it how its used and xampp is local host used check our website working so that when switch to live server we will be adapted to cms | |
| Day – 4 | Introduction to wordpress | Learned that wordpress is a cms Platform used to create websites Without technical knowledge | |
| Day – 5 | XAMPP Installation | Learned to install latest version of xampp and wordpress zip and after installation to use wordpress We have to place zip folder into ht docs of xampp folder | |
| Day –6 | Practice Day | Practically trying out what I have learnt throughout this entire week | |

WEEKLY REPORT FOR SECOND WEEK (5th-02-24 to 9th-02-24)

| |
|--|
| Title: Web Development With Wordpress |
| Objective: Intoduction to css, and how to use css to style a webpage. Introduction to cms, wordpress & xampp installation process. |
| Description: |

Learned xampp installation and how to create a database and what do we need to run on xampp are Apache which is a server useful to send and receive request locally and mysql used to store data and finally giving this instruction localhost wordpress in google search leads to create your wordpress username and password.

ACTIVITY LOG FOR THIRD WEEK (12th-02-24 to 16th-02-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------------|--|------------------|---------------------------------|
|------------------|--|------------------|---------------------------------|

| | | | |
|---------|---------------------|---|--|
| Day – 1 | Wordpress | Seen the dashboard of the wordpress which contains pages plugins themes posts etc options | |
| Day - 2 | Wordpress | Seen other options like menu media and its usage | |
| Day – 3 | Intro to javascript | Learned datatypes in js and why its used | |
| Day – 4 | Wordpress overview | Learned why plugins are used and pages used | |
| Day – 5 | Wordpress overview | Learned about posts and how they look like and what it means and in which page it is included | |

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|--------|--------------|---|--|
| Day -6 | Practice Day | Live Practice of what I have learn through this entire week | |
|--------|--------------|---|--|

| |
|--|
| Title: Web development With Wordpress |
| Objective: Wordpress introduction, pages &posts creation, datatypes in javascript. |

Description:

In this entire week I learned about wordpress and its dashboard with several options which are mainly themes ,plugins pages, posts usage and mainly focused creating pages and posts Using dashboard options, when creating there lots of options like header media pattern etc..

Which can be used and finally to publish so that a page can be created with content

ACTIVITY LOG FOR FOURTH WEEK (19th-02-24 to 23rd-02-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------|---|--|---------------------------|
| Day – 1 | Wordpress pages creation | Learned lots of options to add highlight to the page like adding Image etc | |
| Day - 2 | Website creation | Learned change website by using Customize or edit option and linking pages to the site | |
| Day – 3 | Page and Post creation | Created a post which is as similar as page but it is included without any linkage | |
| Day – 4 | Plugins | Plugins enhances a webpage Like elementor, two factor authentication | |

-02-24 to

| | | | |
|---------|--------------|---|--|
| Day – 5 | Practice Day | Live Practice of what I have learn through this entire week | |
| Day –6 | Practice Day | Live Practice of what I have learn through this entire week | |

WEEKLY REPORT FOR FOURTH WEEK (19th

23rd-02-24)

Title: Web development With Wordpress

Objective: creating posts,plugins usage,website customization.

Description:

Got a knowledge about pages creation and posts creation and how it is attached to the theme Plugins which are highlights of a website such as elementor provides containers and css Properties and 2FA plugin provides security to the account

ACTIVITY LOG FOR FIFTH WEEK (26th-02-24 to 1st-02-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------------|---|--|---------------------------------|
| Day – 1 | Wordpress Database | Known how the data stored in my tabular form including details of plugin pages etc | |
| Day - 2 | Website theme | Here we practiced to choose and activate theme according to our will | |
| Day – 3 | Authorization plugin | Practically installed this plugin to provide security to our website Or account | |
| Day – 4 | Theme customization | Learnt customizing the theme Using elementor or customize option | |
| Day – 5 | Practice Day | Live Practice of what I have learn through this entire week | |
| Day –6 | Practice Day | Live Practice of what I have learn through this entire week | |

WEEKLY REPORT FOR FIFTH WEEK (26th

1st-02-24)

Title: Web development With Wordpress

Objective: Theme selection,plugin usage and customization using elementor plugin.

Description:

From day1 to day4 we practically learned about what the local database looks like and how could we create it and in which form the data is stored where we can explore this by going Through location such php my admin and learnt how to our wordpress by plugin called 2FA

On 5th and 6th day I practiced customization of theme which is easy to activate and install Just by going through appearance option

ACTIVITY LOG FOR SIXTH WEEK (4th-03-24 to 8th-03-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------|---|------------------|---------------------------|
|------------|---|------------------|---------------------------|

| | | | |
|---------|----------------------|---|--|
| Day – 1 | Creating a website | Choosing a theme customizing according reference using elementor plugin etc | |
| Day - 2 | Web hosting | Not using local server but creating a website using live server | |
| Day – 3 | Free website hosting | Infinity website is a free hosting Website which means we can access the website on internet by Creating a free account | |
| Day – 4 | Softaculas installer | After going through lots of steps I go through the account and used softaculas where I can find my website link | |
| Day – 5 | Websites | Creating from utmost knowledge | |
| Day –6 | Practice Day | Live Practice of what I have learn through this entire week | |

WEEKLY REPORT FOR SIXTH WEEK (4th-03-24 to 8th-03-24)

| |
|--|
| Title: Web development With Wordpress |
| Objective: Customization using elementor plugin,learning about hosting services. |

Description:

From day1 to day5 installed wordpress on hosting website which provides a website link to access the website via internet it provides website link separately and dashboard link Separately and login link separately I have learnt a lot like creating account choosing domain name and type of server and creating ssl certificate to make secure to use and started creating

By importing themes I like

ACTIVITY LOG FOR SEVENTH WEEK (11th-03-24 to 15th-03-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------|---|--|---------------------------|
| Day – 1 | Contact Form 7 plugin | This plugin is a popular, it allows us to create and manage contact forms on our website. | |
| Day - 2 | Font awesome Plugin | With the help of this plugin we can add different icons to our page to look good | |
| Day – 3 | Customization with Elementor | We can customize any theme we choose with the help of elementor elements | |
| Day – 4 | Grid Layouts in WordPress | I learned the grid system to implement multiple images, containers, headings in different areas I like | |

| | | | |
|---------|---------------|--|--|
| Day – 5 | Hover effects | To use Hover effects, we can simply click on the text where we want hover effect in that left section there is a option of hover | |
|---------|---------------|--|--|

| | | | |
|--------|--------------|---|--|
| Day –6 | Practice Day | Live Practice of what I have learn through this entire week | |
|--------|--------------|---|--|

WEEKLY REPORT FOR SEVENTH WEEK (11th-03-24 to 15th-03-24)

| |
|---|
| Title: Web development With Wordpress |
| Objective: Contact7 form plugin usage , hover effects, font awesome plugin. |

Description:

From day1 to day5 I've gained a deeper understanding of how plugins are used in website
Plugins in WordPress are packages of code that extend the functionality of your WordPress website

They allow you to add new features, improve existing ones, and customize your site without needing to write code from scratch.

With the help of Font awesome plugin we can add different icons to our page to look good and helps in multiple icons in our website

The grid system to implement multiple images, containers, headings in different areas
Hover effects enhances text look while hovering on the text

ACTIVITY LOG FOR EIGHT WEEK (18th-03-24 to 22nd-03-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------------|---|---|---------------------------------|
| Day – 1 | Website Header Creation | Designed Header which contains background color, Website icon, Menu section and search Icon | |
| Day - 2 | Website Home Page Creation | Designed Home page body section which contains background image, Website info and some food dishes images | |
| Day – 3 | Website Footer Creation | Designed footer section which contains background color, social media handles, address and copyright text | |
| Day – 4 | Adding Menu to Our Page | Created menu which contains multiple pages of Home, About, Contact Us and reservation options | |
| Day – 5 | Practice Day | Live Practice of what I have learn through this entire week | |
| Day –6 | Practice Day | Live Practice of what I have learn through this entire week | |

WEEKLY REPORT FOR EIGHT WEEK (18th-03-24 to 22nd-03-24)

| |
|---------------------------------------|
| Title: Web development With Wordpress |
|---------------------------------------|

| |
|---|
| Objective: Header and footer section customization,search icon usage,creating home and menu page. |
|---|

Description:

From day1 to day4 I've gained a deeper understanding of how pages created

Designed Header which contains background color, Website icon, Menu section and search Icon

Designed Home page body section which contains background image, Website info and some images

Designed footer section which contains background color, social media handles, address and copyright text

Created menu which contains of multiple pages of Home, About, Contact Us and reservation options

ACTIVITY LOG FOR NINTH WEEK (25th-03-24 to 29th-03-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person InCharge Signature |
|------------|---|---|---------------------------|
| Day – 1 | About Page Creation | Designed About page with a grid container which is usefull in filling up images That are necessary to my website to look good | |
| Day - 2 | Contact Us Page Creation | Designed contact us page and used contact forms 7 in contact us page | |
| Day – 3 | WordPress Booking Plugin | This booking plugin are used in business for appointment scheduling, reservations and event management | |
| Day – 4 | Reservation page creation | Used WordPress booking plugin to get reservation details from user | |

| | | | |
|---------|--------------|---|--|
| Day – 5 | Practice Day | Live Practice of what I have learn through this entire week | |
| Day –6 | Practice Day | Live Practice of what I have learn through this entire week | |

WEEKLY REPORT FOR NINTH WEEK (25th-03-24 to 29th-03-24)

| |
|--|
| Title: Web development With Wordpress |
| Objective: Creation of about page,contact us page, & booking plugin usage. |

Description:

From day1 to day4 I've gained a deeper understanding of plugin implement in our pages

Designed About page with more info of restaurant selling food items using grid

Designed contact us page and used contact forms 7 in contact us page

This booking plugin are used in business for appointment scheduling, reservations and event management

Used WordPress booking plugin to get reservation details from user

ACTIVITY LOG FOR TENTH WEEK (1st-04-24 to 5th-04-24)

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|-------------------------------|
| Day – 1 | Working on final project | Designed About page with a grid container which is useful in filling up images That are necessary to my website to look good | |
| Day - 2 | Working on final project | Designed contact us page and used contact forms 7 in contact us page | |
| Day – 3 | Working on final project | This booking plugin are used in business for appointment scheduling, reservations and event management | |
| Day – 4 | Working on final project | Used WordPress booking plugin to get reservation details from user | |
| Day – 5 | Working on final project | Live Practice of what I have learn through this entire week | |
| Day –6 | Working on final project | Live Practice of what I have learn through this entire week | |

WEEKLY REPORT FOR TENTH WEEK (1st-04-24 to 5th-04-24)

Title: Web development With Wordpress

Objective: Booking plugin usage and overall customization of a webpage.

Description:

Finally I created a restaurant website using blocksy theme and made use of elementor plugin And customize option provided by theme I included pages like about us page, contact page Reservation page and a home page for this make use of contact form, five star reservation Plugin to highlight the site I added animation effects to image such as zoom in,drop in drop down,etc and used canva to create a logo to my site.

CHAPTER 5: OUTCOMES DESCRIPTION

Enhanced WordPress Skills: Through hands-on experience, guided projects, and mentorship, you can significantly improve your proficiency in using WordPress. This includes understanding its core functionalities, theme customization, plugin development, and best practices in website management.

Portfolio Development: Internship projects and assignments provide opportunities to work on real-world WordPress projects, which you can showcase in your portfolio. This tangible evidence of your skills and accomplishments can be invaluable when applying for jobs or freelance opportunities in web development.

Networking Opportunities: Internships often provide opportunities to connect with professionals in the field. Building relationships with mentors, supervisors, and fellow interns can lead to valuable connections that may offer insights, recommendations, or even job opportunities in the future.

Industry Insights: Through interactions with professionals and exposure to real-world projects, you gain insights into the workings of the web development industry, including current trends, challenges, and best practices. This understanding can inform your career decisions and help you align your skills with market demands.

Job Placement or Recommendations: Some internship programs may lead to job offers upon successful completion, especially if the host organization is impressed with your performance. Even if direct employment isn't guaranteed, receiving positive recommendations or referrals from your supervisors can enhance your prospects when seeking employment elsewhere.

