Azure Plugin Implementation Report

Introduction

This report outlines the issues I faced with my website, and how I used plugins to solve these issues. It will include a description and explanation of the plugins I have chosen to use, a high-level breakdown of how I implemented each plugin, and the benefits I expected or realised after implementing each plugin.

SEO Plugin

When I completed my website, I tried to look my website up in Google to see whether it was visible. To my dismay, I could not locate it within the first two pages of search results. I realised that there was an issue with my website's visibility.

I discovered that I required a search engine optimisation ('SEO') plugin in order to maximise the reach of my website and ensure that people looking for my website could find it easily.

I chose to use Yoast SEO plugin for this purpose. I found that it has the best selection of services in its free pricing tier.

Implementing the Yoast SEO plugin was very simple. First I had to install the plugin.

After implementing the Yoast SEO plugin, I expected that people who searched for keywords that related to my website would be able to find my website relatively easily.

o *The current issues with your website (What are your problems? Why do you need plugins?).*

o *What type of plugins will solve your issue and why? (Don't specify a name of a plugin provider, instead, specify the type of the plugin. For example, instead of stating "Elementor", state "front-end page builder plugin").*

o *Your choice of plugin provider and why you chose one plugin provider over the others (for example: Elementor vs Divi).*

o *The high-level steps of how you implemented each plugin*

o *The applicable benefits realized or expected to be realized after implementing each plugin*

Cache Management Plugin

After completing my website, I noticed that even though my website only contained very simple elements, the load time was quite substantial.

To address this issue, I decided to install a cache management plugin to minimise the load time for site visitors.

I chose to use Cache Enabler as my cache management plugin.

Implementing the Cache Enabler plugin was simple.

After implementing the Cache Enabler plugin, I expected that site visitors will have a more pleasant experience browsing my website, as the load speed will not be inconveniently long.

Analytics Plugin

After making some progress in creating the website, I noticed that with admin rights I could see the number of views a certain page has. However, this information is incredibly limited as it provided no other information beyond that. I was not able to dive deeper and find out where the views were coming from, and what specifically did the viewer interacted with in the website.

To address this issue, I decided to install an analytics plugin to find out more about those who visit my website. An analytics plugin allows me to gain detailed insights about site visitors. Using this information, I can potentially address critical shortcomings of my website such as a bug in the website that needs to be fixed or content that is unappealing to visitors.

I chose to use MonsterInsights for my analytics plugin.

Implementing the MonsterInsights plugin was also very simple.

After implementing the MonsterInsights plugin, I was able to access the analytics generated by my website visitors. Even though my website has not generated much traffic at this stage, I anticipate that this analytics plugin will inform me of the changes I need to make to my website's interface and content in order to maximise user satisfaction and increase user traffic.

Front-end Page Builder Plugin

In the initial stages of designing my website, I found the task of designing the front page to my website to be quite overwhelming and daunting. I used the WordPress admin page to edit my pages, and it was not easy to visualise what the end result is before clicking on the 'Update' button and refreshing my website. Additionally, the number of tabs available made it difficult to identify which module I needed to interact with to make a specific change to my

website. This process was laborious and unproductive as I only received a delayed visual feedback to inform further changes once I updated the page.

To facilitate the process of designing the web page, I decided to install a front-end page builder plugin. Using a front-end page builder plugin would allow me to control many aspects of web design in a single platform, without the need to individual search and test the module in the WordPress admin page every time I wanted to make a specific change. This eliminated the time taken for me to go back and forth between the WordPress admin page and my website to observe how the changes I have made looked like in the final product.

I chose to use Elementor for my front-end page builder plugin. I considered alternatives such as Divi and Beaver Builder. However, I found that Elementor offered the best selection of tools for its free version. Therefore, I used Elementor for the purposes of creating a website for this Bootcamp.

Implementing the Elementor plugin was incredibly simple. I simply had to install the plugin and it was ready to be used. Once I implemented the Elementor plugin, I realised that I could spend more time in the creative process of curating my content instead of worrying about the presentation of my website. Instead of struggling to find the right buttons to click to apply the module I desired, I could drag and drop elements and widgets I wanted to use virtually instantly using Elementor.