

Link to the site: <https://resume.azurewebsites.net>

When I first developed my website, I found that it is slow. It took time to load the content every time I tried to access the site. At the same time, I found that the default options on WordPress didn't allow me to be creative with my resume page. The solution to my problem was the use of plugins. A plugin is a piece of software that contains certain functions which can be added to WordPress. The main reason to use plugins is to extend the functionality of WordPress sites which I did.

The list of plugins that I used are:

- Plugin to create a resume – this provided me with a professional and convenient format to build my resume
- SEO plugin – this helped me to optimize meta data. In that way I was able to make my site appear easily in search engine results
- Cache management plugin – this helped me to improve my site speed and to allow returning users to quickly access my webpage
- Analytics plugin – this helped me to get reports on the visitors to my site. In that way I could get more details into the page views, bounce rates and even trace traffic from social media sites

#### **Choice of plugins and reason for selection**

- Resume plugin – Resume builder
  - There wasn't a significant amount of resume plugin options. Across all other options such as 'Upload Resume', 'Resume/CV', etc., this plugin had a higher number of installations and an average rating. Therefore, its popularity and rating were one reason for my selection
  - Second reason was that after downloading the plugin, I realized that the resume template was professional. It provided with separate sections for recording education, experience, skills, etc.
  - Third reason was that it provided short codes to display specific parts of the resume which I found very useful and interactive
- SEO plugin – WordPress SEO plugin Rank Math
  - Just like the previous plugin, I was on the lookout for a plugin with highest number of installations and a good rating. However, Yoast SEO which was the most popular among users was not compatible with my free version of WordPress. Therefore, the next available option was Rank Math SEO
  - RankMath SEO had various features built in which I found very useful. Especially as a new user, I found their setup wizard to be quite intuitive. At the same time, various other features such as google keyword ranking, google search console integration, auto configuration and its super-fast feature made it much better in comparison with the other close-ranked plugins such as All-in-One SEO pack and W3Total Cache
- Cache management plugin – W3 Total Cache
  - It has 1+ million active installations and an average rating
  - It's easy to install and doesn't require high technical knowledge to set up for a new user like me

- Contains everything related to speed optimization and performance improvement
- Up to 80% bandwidth savings
- Analytics plugin – Google Analytics for WordPress by MonsterInsights
  - Powerful and user-friendly
  - Unlike other plugins, it produces actionable reports right within my WordPress site
  - 12+ years of online experience in producing reports

### **Steps of installation**

- Resume plugin - Resume builder
  - Plugins >> add new >> download Resume Builder >> Activate
  - Select resumes from the left side bar >> Add new >> Enter all necessary details >> Select publish from the right mini bar
  - Select resumes once again from the left side bar >> select shortcodes tab >> copy the full resume shortcode and paste in on a textbox on your WordPress webpage
- SEO plugin – WordPress SEO plugin Rank Math
  - Plugins >> add new >> download Rank Math SEO >> Activate
  - Setup wizard >> Advanced >> Start Wizard
  - You site dialogue box appears >> Select personal portfolio >> Add a logo for google >> save and continue
  - Enable search console toggle button
  - Under search console's website click start now >> login to your google account >> select URL prefix >> enter URL of website >> Continue (verifies the site)
  - Rank Math Wizard under search console activate the account >> login to google account >> copy paste the verification code
  - Select the website under search console profile >> save and continue
  - Leave the defaults under sitemap >> save and continue
  - Under SEO tweaks >> enable nofollow external links >> save and continue
  - Site is ready >> setup advanced options
  - Under 404 monitor, enable all toggle buttons >> save and continue
  - Leave all default settings under schema markup >> save and continue
- Cache management plugin – W3 Total Cache
  - Plugins >> add new >> download W3 Total Cache >> Activate
  - Performance menu >> general settings >> Page cache >> Enable Page Cache check box >> save all settings
  - Performance >> Browser cache >> (apart from the defaults) enable set expires header, set cache control header, prevent caching from objects after settings change >> save all settings
- Analytics plugin - Google Analytics for WordPress by MonsterInsights
  - Sign into google >> Sign up for google analytics
  - Plugins >> add new >> Google Analytics for WordPress by MonsterInsights >> Activate

## MSA Project 2 Documentation

- Select publisher (blog) from category >> save and continue >> provide the license key sent to your email >> Connect MonsterInsights button >> Select your google account from the dialogue box >> Allow necessary permissions
- Choose your profile from pick a profile >> Complete connection

Overall the benefits I gained from these plugins were to create a professional layout for my resume page along with effective cache management to speed up access to my site, gain in-depth analytics into site traffic and finally manage the search engine results of my site to make it appear on more google searches