Project Document

1 INTRODUCTION

1.1 Overview

Website of any business entity is essential to attract potential customers. It is possible when the customer can find the things at ease on the website. The same stuff is right for institutional websites, but they cater to different target audiences' requirements. It is utmost important for any institute to have an informative and straightforward design of the website. The paramount need for any website is to hold the voluminous data and show it with elegance. The design method of the website should impress visitors. Now, with more advance technology, there are several tools available which can help develop any website quickly, but at the same time, they are significantly user friendly. In this project work, using WordPress, we have created an institute Website.

1.2 Purpose

The use of this project is to provide the institute with a brand new website with all required functionality. The new website has many benefits as it is based on WordPress and handles the SEO facility to improvise the visibility on the web. In the current scenario where the brand value of any business can be checked and verified through the website, so in the endeavour, this project will help in setting an excellent benchmark for the institute to get good visibility in the education section in their area.

2 LITERATURE SURVEY

2.1 Existing problem

The existing website of the institute is bulky and unmanaged in many respects. There are various sections which are either repeated or not containing relevant sections. The current website makes it difficult for SEO and cannot get good visibility on the web.

There are different ways of developing a website like we can do it using CMS. There are the other ways like HTML, static Dynamic, manually coding, HTML CSS, full-stack, templates, bootstrap, drag-and-drop, coding web framework, react native, WordPress etc.

Precisely we can define it as code and no-code methods. The first method is the code method in this method. We use software such as NetBeans. We use languages such as HTML CSS PHP and database such as MySQL and has every element of the website is written in code, even a full stop that you see on the browser is written in code. The website is coded, and each change is reflected on the browser and then uploaded. Suppose we need to make any changes, will need to follow the same process all over again. It can only be accessed from the system where your software is hosted. For example, if NetBeans on the laptop. We will only be able to make changes to the website using that laptop only. To understand

no code method, let us first introduce what a CMS platform is?

The content management system, used to automate the system like admin panel, manages our data, authorization, distribution, and manages our information and even lookout for the workforce authorization drop-down, login page, and stable system customizable. Simply it like a system that manages the content that can be anything video text images anything that you put on the browser is a content and Management system helps us to manage that through a database. It's towards your bottom and provides a visual representation for your content. WordPress is one of the best platforms that is used globally, but there are many CMS platforms to choose from, but we are choosing WordPress because it is one of the best today.

2.2 Proposed solution

The no-code method means that we will be making websites without coding. We will be using CMS platforms. We build a real-time web site, which is a real-time platform. We can edit and update the style at the same time. We will experience the Practical effect accessible from anywhere and everywhere because a CMS platform is a Username and a password, so even if we forget the laptop at home or elsewhere. We can access it from anywhere and any device.

Practically we cannot develop any web site without any code framework; CMS platforms are already pre-coded. They are promoted for a default theme of a website. We use page Builders to enhance and beautify the pre-coded website. We use the pre-default version of a coded website and then we use a CMS platform to simplify and strengthen its looked and feel.

In our proposed solution, we have set up a WordPress website for the institute. The use of WordPress in this project makes this website very light-weight and displays all the relevant things upfront and easy to navigate. The search option makes searching easy.

We are using the no-code method using a Content management system and the content management platform we are choosing here is WordPress.

3   THEORETICAL ANALYSIS

3.1 Block diagram

A diagrammatic overview of the project shows all the steps taken in completing the website.

3.2 Hardware / Software designing

PC/Laptop and WordPress installed on the system

Requirements of having various plugins

1. All-in-One WP Migration: Migration tool is used for Import or Export the content with a single click.
2. Elementor: Website Builder allows drag and drop page builder, pixel perfect design, mobile responsive editing, and more.
3. Yoast SEO: It's all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.

A requirement of having templates Astra template for our website pages.

4   EXPERIMENTAL INVESTIGATIONS

Analysis is done in terms of design viability and proof-reading of the content.

5   FLOWCHART

Starting from the configuring WordPress, we have installed a few required plugins and template

INSTALL WORDPRESS ON YOUR SYSTEM LOCALLY

1. Go to google and search and download "Bitnami Wordpress"
2. Double click on it and press Next
3. After installation folder will be created automatically
4. Setup will prompt to enter
   a. Enter
   b. Your Name.
   c. Your email address.
   d. Login (Username)
   e. Password and Confirm Password
5. Press next and uncheck the box prompting for cloud/Azure installation
6. While installation happens, we will be asked to provide firewall permission. Just click on "ALLOW ACCESS".
7. Finally, Finish and launch Bitnami WordPress stack
8. As soon as you click on FINISH, your default web browser will open showing Hello World on a Green background page.
9. Now add /login to your URL and such a screen will appear. Keep your username and password with you.
10. Login to the Dashboard.
    a. - Go to Plugins.
    b. - Add New
    c. - Install and activate the following plugins.
       i. Wp Forms – Contact Forms

   ii. WP Hide Login – To secure your site.

   iii. Yoast SEO

   iv. Updraft Plus

11. Install Astra Theme.

12. DELETE THESE PLUGINS (The plugins that came pre-downloaded with installation)

  a. - All in One SEO Pack

  b. - AMP

  c. - Hello Dolly

  d. - Simple Tags

  e. - WP Mail SMTP

13. ACTIVATE THESE PLUGINS (The plugins that came pre-downloaded with installation) and update if it says Update now

  a. - Google Analytics for WordPress by MonsterInsights

  b. - Akismet Anti-Spam

  c. - All-in-One WP Migration

14. INSTALL THESE PLUGINS (If the installation fails, it is a server issue. Refresh the page and try again. You will be able to do that)

  a. - Yoast SEO

  b. - Elementor Website Builder

Setting up first the header and footer, afterwards prepare the other webpages for the website.

we were hosting and checking it at the localhost. After configuring all and checking it on localhost, we have purchased a GoDaddy hosting and migrate our website on their server to make it live.

6   RESULT

Final website is ready and hosted on Godaddy.com with the temporary domain provided by GoDaddy https://5kd.b18.myftpupload.com/
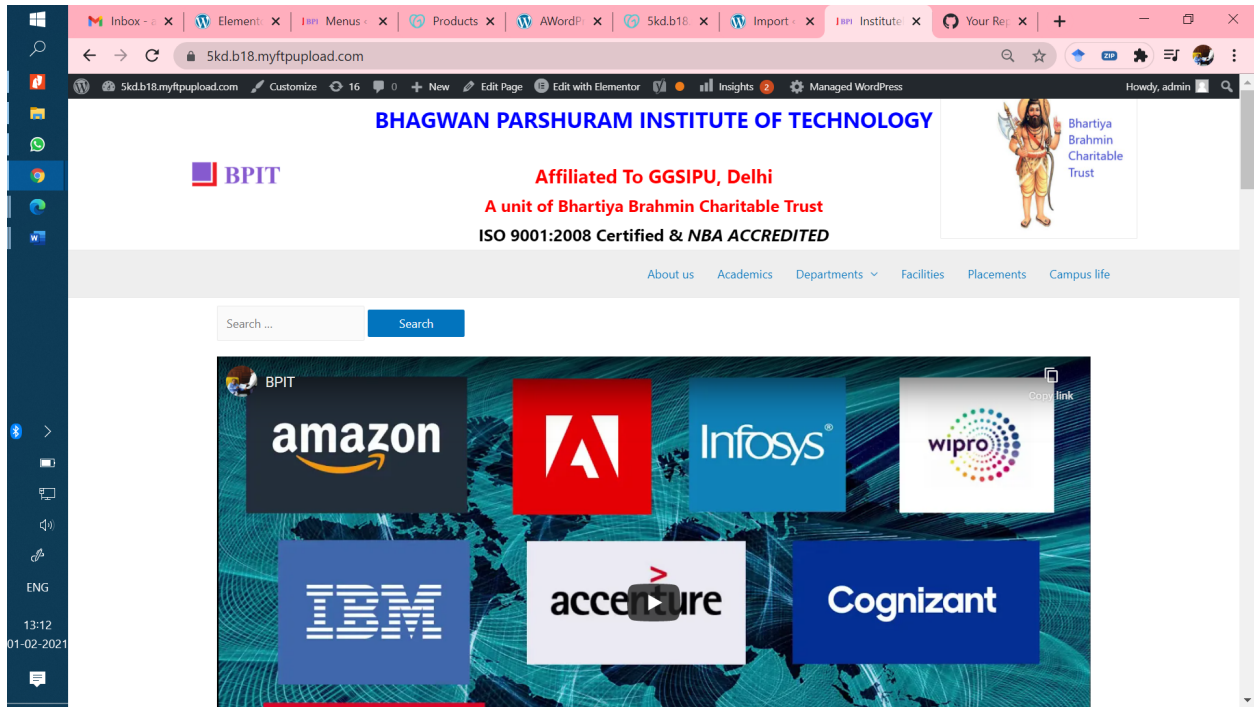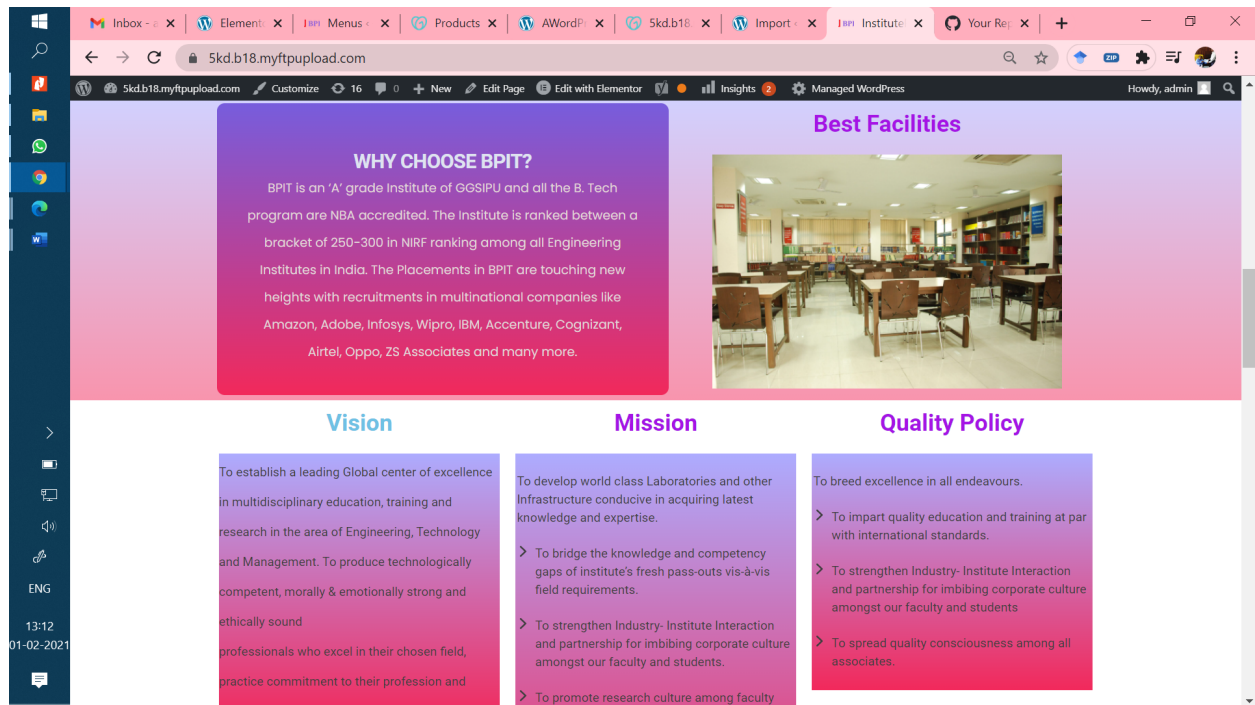
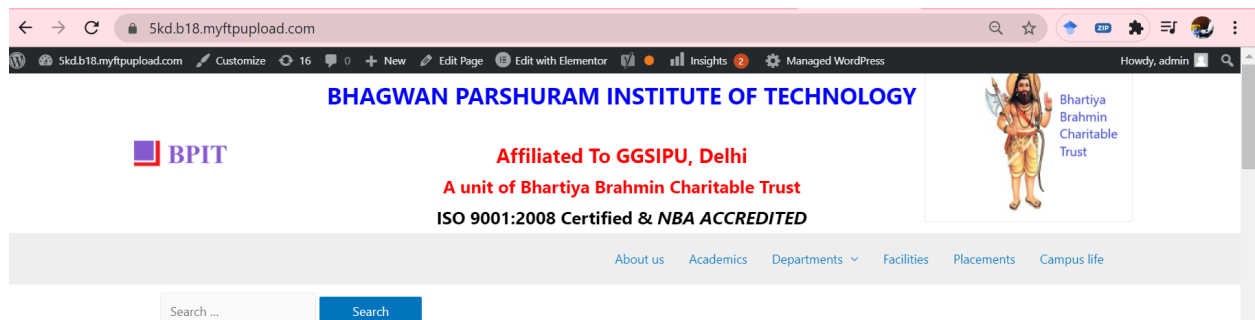Figure 1: Homepage
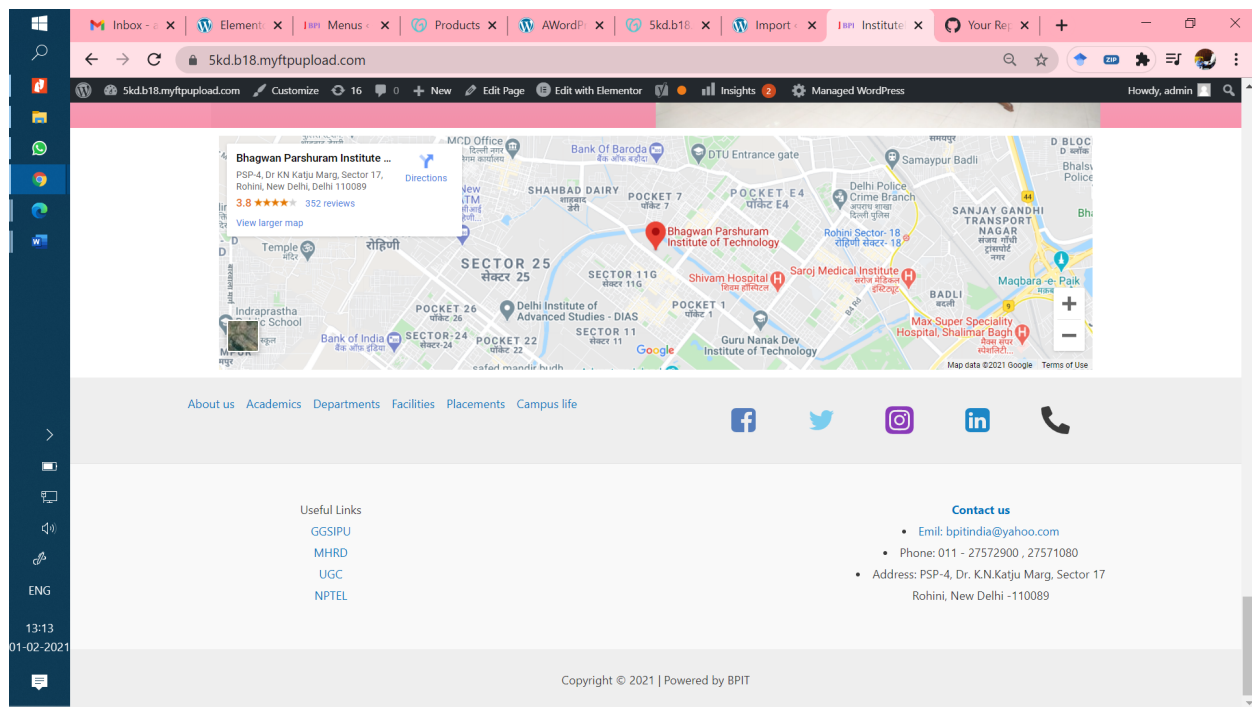
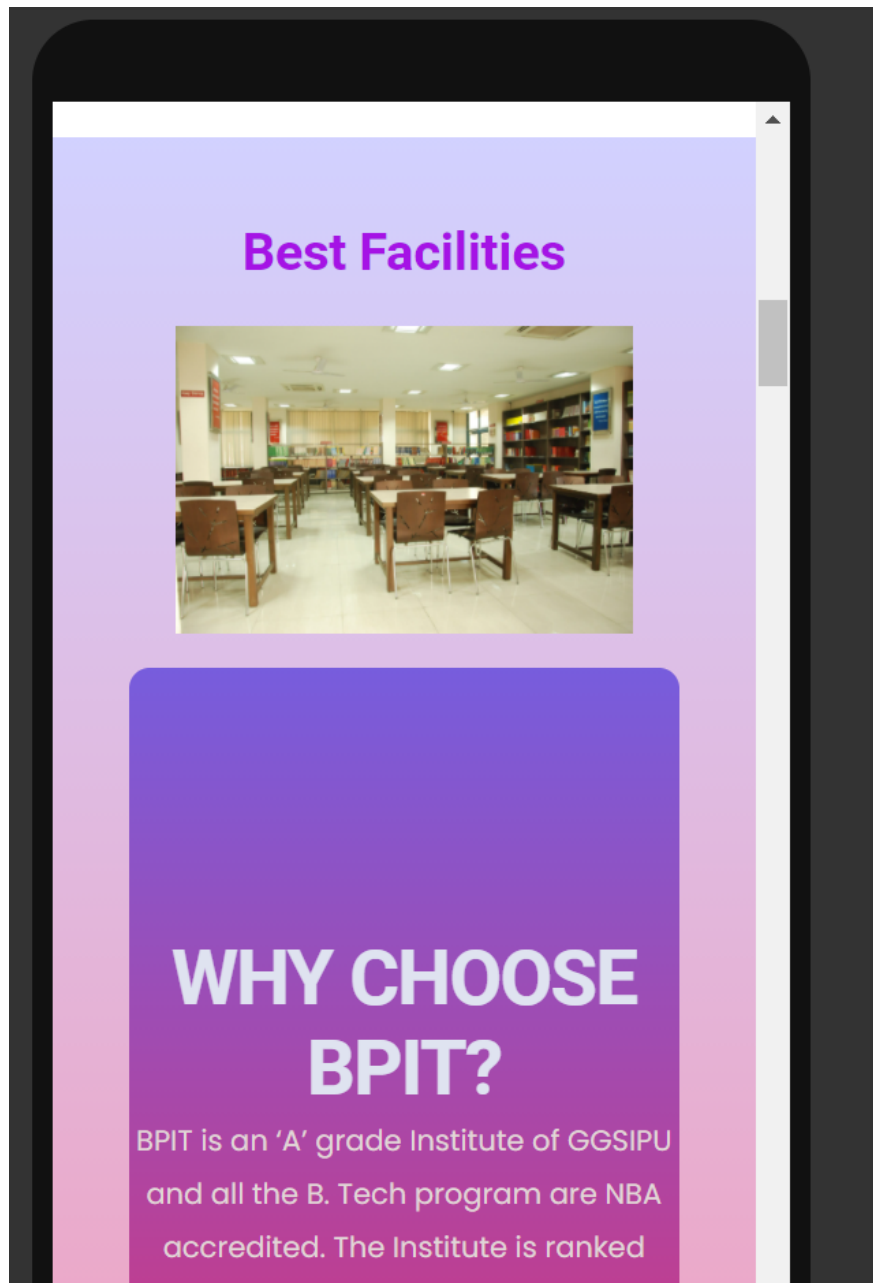Figure 2: Page design

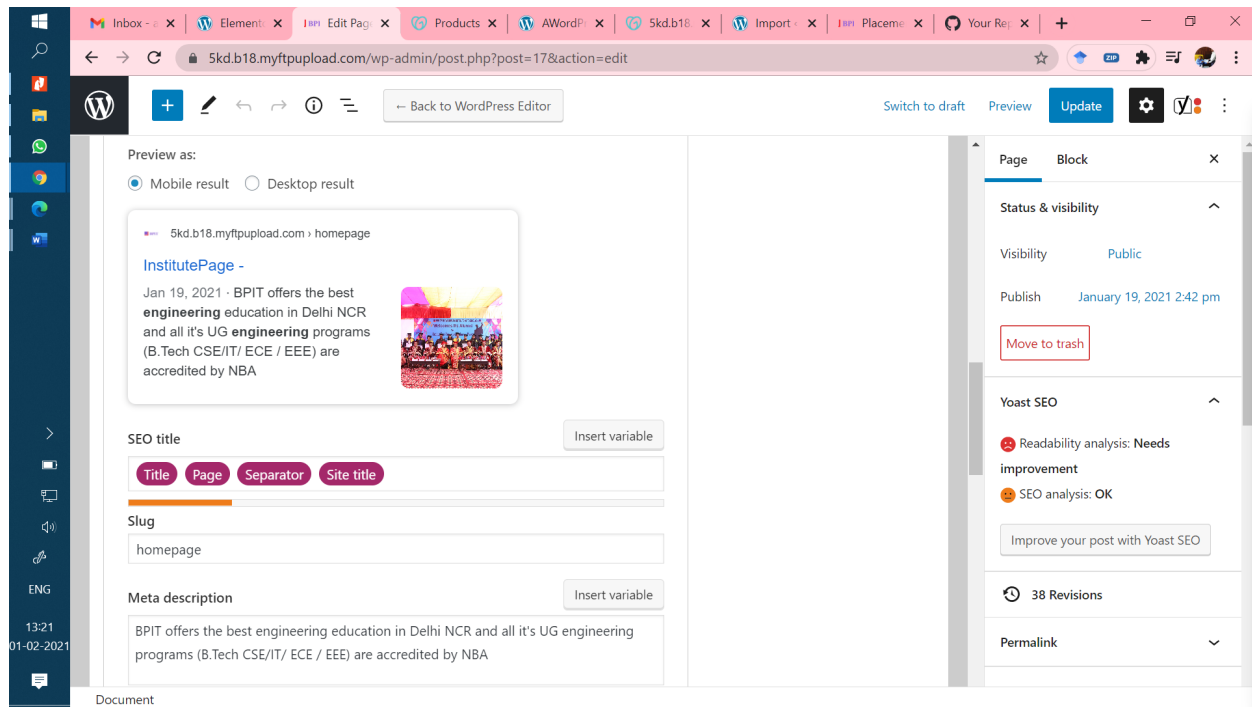Figure 3: Header

Figure 4: Footer

Figure 5: Mobile mode

Figure 6: SEO Analysis

7   ADVANTAGES &DISADVANTAGES

Our choice of using WordPress because it famous and the first thing is that learning WordPress is very simple, and why is WordPress learning simple. The second thing is that it is free of cost. We invest in a website like we invest in the domain name and hosting from a GoDaddy platform, but we do not invest in the open-source software. That is WordPress. WordPress is free of cost and can be downloaded almost server with a click. It gives us dual functionality design and develops where design means to enhance beauty, whereas development means creating a change. So, in WordPress, we can enhance the beauty using the pre-coded version. We can also develop something using custom CSS. WordPress as a tool is not specific to a software compatible with all devices and can be accessed anywhere. People who develop websites always need a revamp to the website the websites that earlier have been fully coded on HTML are moving to WordPress.

8   APPLICATIONS

The similar project may be used for various educational institutes as well as for other online/offline institutes.

9   CONCLUSIONS

Summarize the entire work, starting from installing the required software and plugin to host the local server's website and migrate to Godaddy.com platform.
we have set up a WordPress website for the institute. We are using the no code method using a Content management system and the content management platform we are choosing here is WordPress.

10   FUTURE SCOPE

In future, there are many facilities which can be added in the website through proper login mechanism and also adding fees payment linking etc.

11   BIBILOGRAPHY

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