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Project:- Corporate or Business Domain

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INTRODUCTION

1.1 Overview:

This wordpress website is based on the Business or corporate domain. This website was intended to be made for a business purpose. This website contains all the information about the Business strategy as well as some extra additions. The website is completely made using wordpress's website builder Elementor and a few other plugins. Also the website would be the first ever one to be made by myself so it is also a learning curve as well.

Purpose:

The purpose of making this website was because the client wanted a way to expand their reach to their customers. Making a website in today's day and age is a necessity or else your company will find it difficult to survive. The purpose of this was also to learn something new as this was the first time ever using wordpress.

The main goals of this project are:

- Understanding the corporate industry.
- Learning from other websites and deciding on a design to go with.
- Learn about wordpress and it's plugins.
- Explore what features can be added to the website to make it stand out from the rest of the crowd.

LITERATURE SURVEY

Existing Problem:

At the beginning of the development of the website. I had no clue how to

start making my first website. Secondly I had no knowledge about the Corporate industry and how they operate, what are their goals and purpose. This industry is very vast and there are many different types and services offered by each of them. During the initial phases, there was no design or structure as to how to go about making the site. Also I had no idea how or where to start making it from.

Proposed Solution:

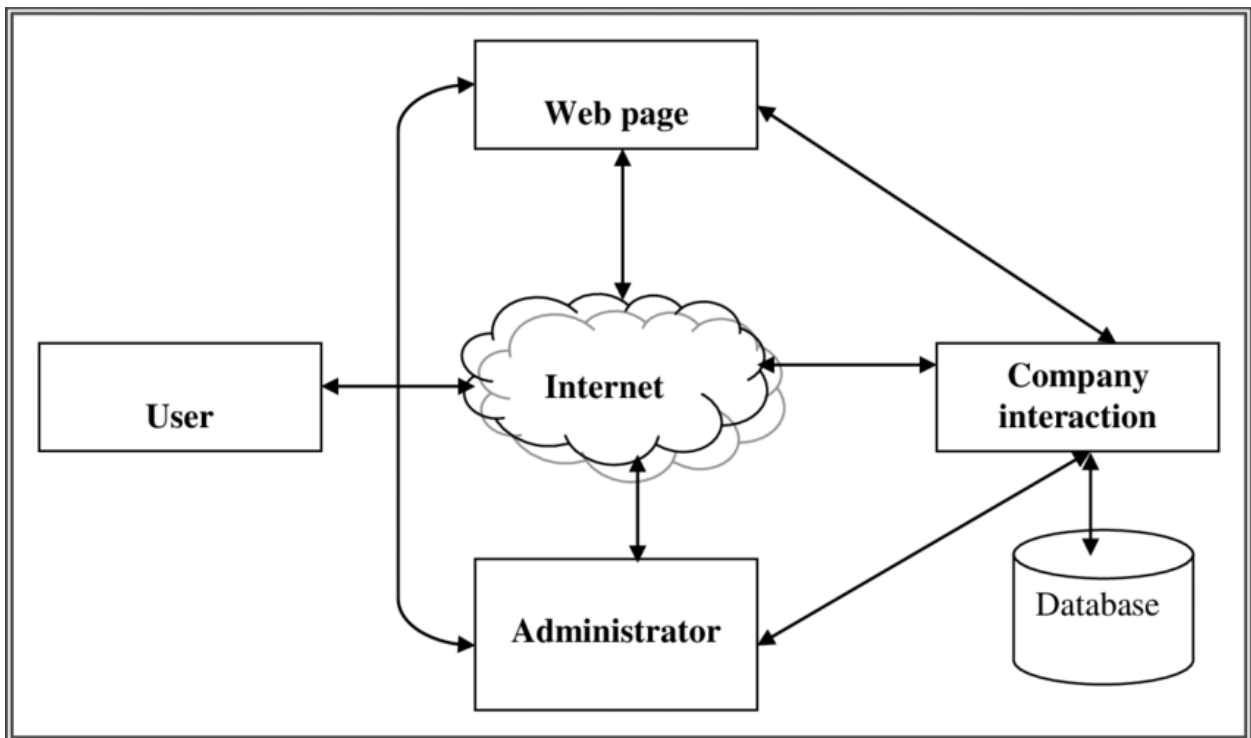
The first thing I started with is the courses on godaddy's website. After the completion of that I finally got a great understanding about how websites work and how vast wordpress is. I learnt about the many features and also the use of website builders which make it easier to build really beautiful and fast websites easily. Also in order to help understand the builder industry more I decided to visit other builder websites to understand the flow and structure of their websites.

The few problems I faced while building the website was first the color scheme. Many of the websites used only a set of colors for their sites so in order to do that I used a color matcher online and the three main colors I decided to go with are black, gold and white. These colors not only good minimal but also look premium.

Another problem faced was how to edit some images or add some particular effects to the website. Wordpress has so many features and I did not know how to use all of them. What helped me was really organised and clean wordpress documentation. Anything I would query I would instantly find and there were step by step demonstrations on how to add them to the website.

THEORITICAL ANALYSIS

Block Diagram:



This block diagram shows the basic interaction of the website with its constituent parts. The website can be accessed via any device whether it is a laptop, computer or mobile. The site is connected to a server that is used for hosting. Request coming in from the device travels through the cloud and to the server where a response is sent back.

Hardware / Software designing:

Hardware:

There is no specific hardware used to build this website. Most of it is software. But for hardware a simple laptop was used.

Software:

In software, the Wordpress application was used. In which many plugins have also been used. Plugins used were: Wp forms, elementor, elementor header footer and blocks, updraft plus, yoast seo, envato and All-in-one Wp Migration. Wordpress was installed using the bitnami server. The

hosting is done using godaddy's web hosting services.

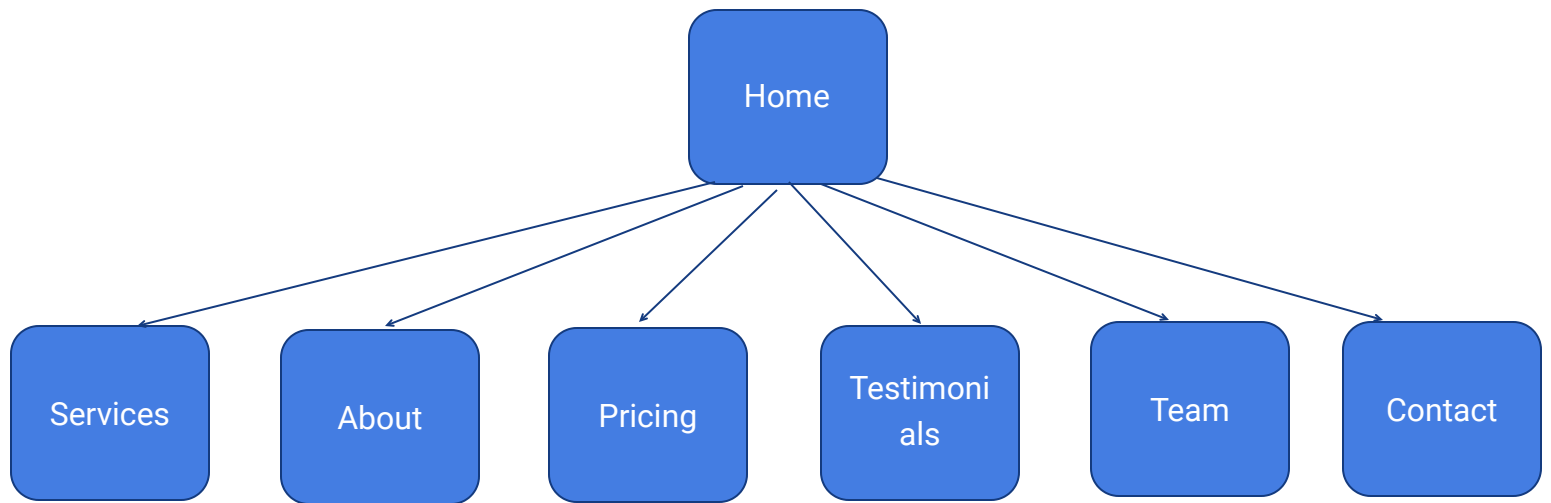
EXPERIMENTAL INVESTIGATIONS

While making the website there were many things that were tried and tested. For example, the first thing I did was explore the many templates wordpress had to offer. Testing it out with the structure I had in place to see if it matches.

Then also wordpress offers several plugins. I had wanted to create a form and elementor the builder I was using required you to be a pro member hence I downloaded a few form plugins and tested them out. Out of all of them I did find one really good one called Wp forms. It has all the basic features I needed to add without complicating anything.

Then for the website I initially start with a minimal design where there would be less writing and more pictures but later on using that it did not suit the website too well so I decided to go with a balance between minimal and maximal. The design made sure to not overcrowd the website so as to not make the user feel overwhelmed but have enough information that the end user can clearly understand what this website is all about.

FLOWCHART



This is the basic flowchart of the website. There are 7 main options: Home, Services ,About, Pricing, Testimonials Team and contact. Along with 3 sub options

in the projects menu. All of them can be accessed from anywhere in the site. This is just the components of the site and how they are interconnected.

RESULT

By making this website I have learned a lot from WordPress. From accessing many templates and learning to customize them to my standards. Also researching about other plugins made me learn more about WordPress and the many different directions one can take while making their websites. WordPress is a really great tool for someone with no experience in coding to make and it's an even better tool for someone who knows how to manipulate code.

The overall look of the website was quite clean and I have maintained a standard pattern keeping things uniform in all the pages of the site. This was a great learning experience.

ADVANTAGES & DISADVANTAGES

ADVANTAGES:

1. EASY TO USE

The most vibrant feature of WordPress is its ease. Anyone can become expert while playing with the software because it has an intuitive interface. It comes with an inbuilt dashboard where users can add new pages, posts, or categories, change themes and settings, and much more. The open-source platform comes free which makes it a cost-effective option.

2. RESPONSIVE DESIGN

As mobile has become the best place to fetch traffic for business websites, they need to be responsive to reach the potential buyers on the mobile channel. WordPress offers a responsive design which ensures that your website runs seamlessly on different devices, without having to put in extra effort for developing separate websites to run on them.

3. PLUGINS FOR CUSTOMIZATION

Plugins are the backbone of this platform. By making use of plugins, users can customize the site and add the desired features and functionalities to it. All that is needed to be done for adding a new feature to the site is to install a plugin. And amazingly, there is a large number available and most of them are free of cost or reasonably priced.

4. FLEXIBILITY

WordPress is an open-source CMS that bundles amazing flexibility as it can be used for creating a variety of websites. You can use it for creating personal blog, a full-fledged business website, or an e-commerce store. Additionally, you get the choice to use any of the existing designs or tailor a new one.

5. MINIMAL CODING

With WordPress, the coding needs are reduced to the minimum as the CMS comes with an array of user-friendly tools which enable you to do a lot without any hard work. Managing content, creating drafts, revising posts, inserting media, and planning the publications, all can be done easily with minimal coding.

DISADVANTAGES:

1. Pro Mode: there are many useful features wordpress has, but some features that would have really helped make things easier for me but it was required that you use the pro version.
2. Too many plugins: I has read that using too many plugins may slow down the preformance of the site. But then to access some features that were on the pro version of other plugins I had to install them. This resulted in alot of plugins. Eventually I had to compromise by removing some plugins for performance.

APPLICATIONS

Wordpress has a wide range of applications. It can be used in almost every industry if not all of them.

- The first application is to develop a classified site for business or organization purpose. I have made my website based on this application.
- You can also use wordpress to develop a real estate and property listing web area.
- Setting up portfolios is among the major highlights of wordpress, here the author could build flexible and dynamic portfolios.
- With the variety of social media plugins, WordPress stands as a social hub. Feeds from Twitter, Facebook, and other media can be precisely embedded into the page and will routinely bring up to date as soon as the user posts to the different social profiles.

- You can also use it to build your own blog site. Wordpress is really useful for those who want to reach out to a crowd with their thoughts and opinions. Hence blog sites are a really great application and are very easy to setup on wordpress.

CONCLUSION

To conclude wordpress is a really great and efficient piece of software created to make wonderful websites. From a coder's point of view a website to fully code takes at least one month usually, but with wordpress I had finished making this fully functional website in 3 days. Wordpress meets the demands of today's world and is made for everyone to use. Learning wordpress is also not that difficult. Just exploring around the dashboard you can discover so much.

FUTURE SCOPE

In the website I made there are many improvements that can be made in the future depending on the needs of the client.

Firstly scalability, in which the website can have more pages later on. In case of this website, suppose the company decides to take on a new project, accordingly a new page on the website can be created about their new building.

Next also there can be future design updates to the website. The current design used is a basic design that is used by many websites. Maybe in the future if the client requires the website can be redesigned to the new requirements.

Also if required as new plugins release that may be able to increase the sites performance, these can replace older ones which do not get as

frequent updates as them.

Lastly the SEO of the website will need to be update as well to keep the site on the top.

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[olor-palette/ https://godaddyacademy.com/app/](#)

APPENDIX

Source Code:

style.css

/**

Theme Name: Astra

Theme URI: <https://wpastra.com/>

Author: Brainstorm Force

Author URI: <https://wpastra.com/about/>

Description: Astra is fast, fully customizable & beautiful WordPress theme

suitable for blog, personal portfolio, business website and WooCommerce storefront. It is very lightweight (less than 50KB on frontend) and offers unparalleled speed. Built with SEO in mind, Astra comes with Schema.org code integrated and is Native AMP ready so search engines will love your site. It offers special features and templates so it works perfectly with all page builders like Elementor, Beaver Builder, Visual Composer, SiteOrigin, Divi, etc. Some of the other features: # WooCommerce Ready # Responsive # RTL & Translation Ready # Extendible with premium addons # Regularly updated # Designed, Developed, Maintained & Supported by Brainstorm Force. Looking for a perfect base theme? Look no further. Astra is fast, fully customizable and WooCommerce ready theme that you can use for building any kind of website! Version: 3.0.1

Requires at least: 5.3

Tested up to: 5.6

Requires PHP: 5.3

License: GNU General Public License v2 or later

License URI: <https://www.gnu.org/licenses/gpl-2.0.html>

Text Domain: astra

Domain Path: /languages

Tags: custom-menu, custom-logo, entertainment, one-column, two-columns, left-sidebar, e-commerce, right-sidebar, custom-colors, editor-style, featured-images, full-width-template, microformats, post-formats, rtl-language-support, theme-options, threaded-comments, translation-ready, blog

Astra WordPress Theme, Copyright 2020 WPAstra.

Astra is distributed under the terms of the GNU GPL.

Astra is based on Underscores <https://underscores.me/>, (C) 2012-2020

Automattic, Inc. Underscores is distributed under the terms of the GNU GPL v2 or later.

SPS-8109-Corporate-Domain

Corporate Domain

Prerequisites

To start the Project need to install few pre-requisites listed as

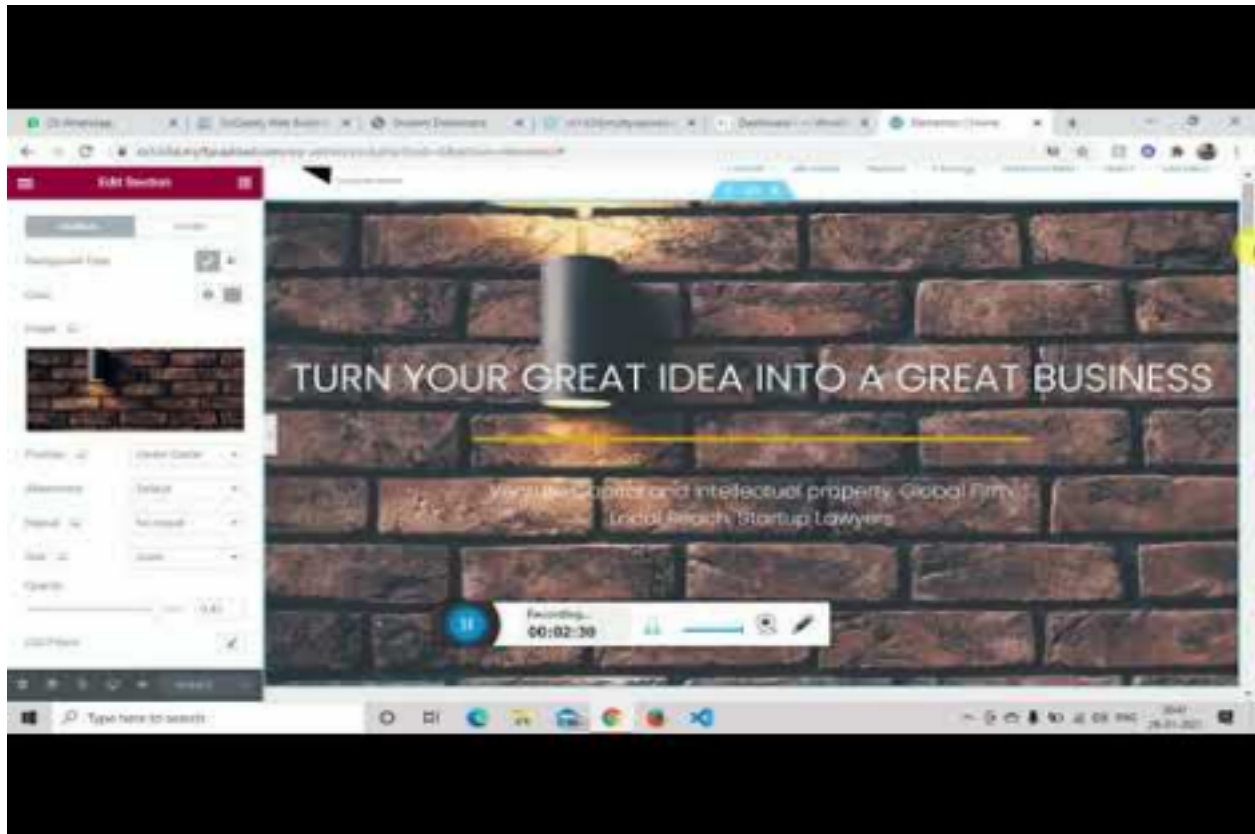
follows: -Xampp Server

-WordPress

STEP

1. Download And Install Xampp Server Locally
2. To work on project we need to download the WordPress Locally
3. To Build Website using WordPress locally we need to connect it with Xampp Server
4. Setup Username and password for login to dashboard
5. In this milestone we need to build a website based on the domain selected
6. And after creating make Account for hosting your website(For e.g-GoDaddy)
7. Then migrate our website from local to a Server

Video Support for Final submission of project



<https://youtu.be/U8PpIOJptP4>

Live website link:-

<https://cx1.b3d.myftpupload.com/>

THANK-YOU

