

A PROJECT REPORT ON BUILDING WEBSITE USING WORDPRESS AND HOSTING ON GoDaady IN THE FOOD & DRINKS THEME

ZS' PATISSERIE

STUDENT DETAILS:

NAME : ZEENAT SEHAR
BRANCH : COMPUTER SCIENCE AND ENGINEERING
ROLL NUMBER :160617733176
COLLEGE NAME : STANLEY COLLEGE OF ENGINEERING AND TECHNOLOGY FOR WOMEN
COLLEGE LOCATION: CHAPEL ROAD, ABIDS, HYDERABAD, TELANGANA
THEME CHOOSEN : FOOD AND DRINKS
BUSINESS NAME(IMAGINARY): ZS' PATISSERIE

1. INTRODUCTION

1.1 Overview

A Foods & Drinks business, like any other business needs a website to reach out to a customer. When a customer comes across a business name, they Google about it and that's where a website plays an important role. It becomes the first image of your business...! A CMS (Content Management System) makes it easier to do things like edit existing pages, publish new pages, add an online store, create web forms, and so forth. WordPress is by far the most popular Content Management System.

1.2 Purpose

The purpose of this project is to create a demo website for a bakery that sells cakes and other baked items online. The website gives the information related to the bakery, the menu items it puts on to sell, and allows a customer to view and purchase products. The website is built using the famous CMS- WordPress.

2. LITERATURE SURVEY

2.1 Existing Problem

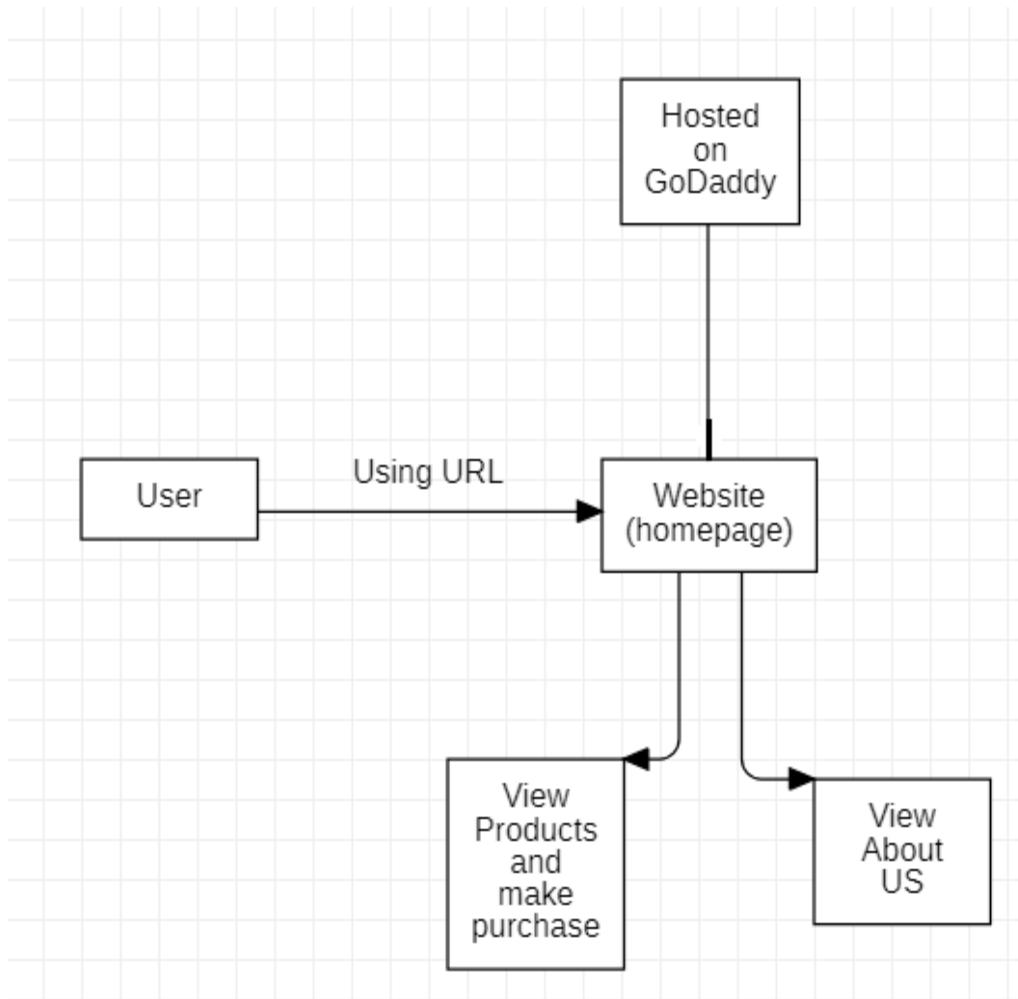
A Bakery like any other business needs to reach out to its existing customers, new people (potential customers) and must survive the competition in the market and stand out. It needs to showcase its business and its products to attract people. A website for its own business to show its image and products is a great idea infact it is a must for a business these days to have a website.

2.2 Proposed Solution

A website for an illusion bakery named ZS' Patisserie just for the sake of demonstrating the project is developed using the popular CMS WordPress. The Website showcases about the bakery and the products it offers.

3. THEORETICAL ANALYSIS

3.1 Block Diagram



3.2 Hardware/Software Design

Content Management System (CMS) is essentially software that helps you to build a website without needing to write all the code from scratch. It does so by providing templates, and provides for creating and managing digital content and helps users create, manage, and modify content on a website without the need for specialized technical knowledge. almost every website is made using HTML (Hyper Text Markup Language) and CSS (Cascading Style Sheets). CMS uses pre-built in templates that you can choose and customize. Hence you need not write code. CMS makes it easier to do thinks like editing, publishing, etc for websites for businesses as there are multiple pages. It provide

multi-user support, makes preview and testing easier. Moreover, CMS helps your search engine ranking. Advanced CMSs even offer mobile optimization, automatic tailoring of presentation and content for different devices.

WordPress is an open-source CMS and world's most popular CMS. It powers over 39.5% of all websites-over one-third of the web! It is written in PHP that uses a MySQL database. It is an excellent platform from blogging ,e-commerce, business and portfolio websites. The core WordPress software can be extended with WordPress plugins. Plugins are bits of software that one can upload to website to add more features. There are free plugins as well as paid plugins. WordPress themes provide design and layout for website. WordPress security continues to improve with a vigilant security team of core developers and users.

Wordpress has an impressive feature set. Few of its features are:

Search Engine Optimization, improves speed by removing the code that slows down the loading speed of a website, responsive design for tabs and mobiles, allows embedding images, videos into pages and posts, user friendly interface, custom menus for easy navigation.

WordPress has two different platforms- WordPress.com and WordPress.org.

While WordPress.com is hosteed version of WordPress where one needs to create an account to make a blog or website. It is owned by Automatic, found by WordPress creators, WordPress.org is where you download the software to install it on your own server or web hosting account



Fig: WordPress.org VS WordPress.com

A WordPress plugin is a package of additional code that can be uploaded to your website to add new features, functionalities, or integrations. Following are plugins we are interested in:

[Updraft Plus](#): It is a plugin that is used to backup, restore and migrate WordPress websites.

Yoast SEO: Yoast's mission is SEO for everyone. It is designed to help visitors and search engines to get most out of website. Yoast SEO gives SEO Analysis, Readability Analysis, Full Language Support, A Google Preview and innovative Schema blocks free of cost.

WooCommerce: It is the world's most popular open source E-Commerce solution. It allows you to set details for your products, set payment methods, see orders, etc.

Elementor: It is a WordPress website builder that delivers high-end page designs and advanced capabilities. Elementor is a page builder plugin that replaces the basic WordPress editor with a live frontend editor, so you can create complex layouts visually, and design your website live, without having to switch between the editor and the preview mode.



Fig: Icons of plugins- UpdraftPlus, Yoast SEO, WooCommerce

A WordPress theme provides the design "framework" of a website. most of the themes provide with overall design, font styles, color scheme, page layouts, widgets. The theme chosen is Astra.

Hardware Requirements:

Laptop with a 64 bit Operating System

Software Requirements:

Bitnami WordPress

4. EXPERIMENTAL INVESTIGATIONS

Downloading Bitnami WordPress

Bitnami WordPress software from <https://bitnami.com/stack/wordpress> is downloaded. The installation setup is done. User credentials such as username and password are entered. A localhost "Hello" page appears. Login using these credentials into the link <http://127.0.0.1/wordpress/login>.

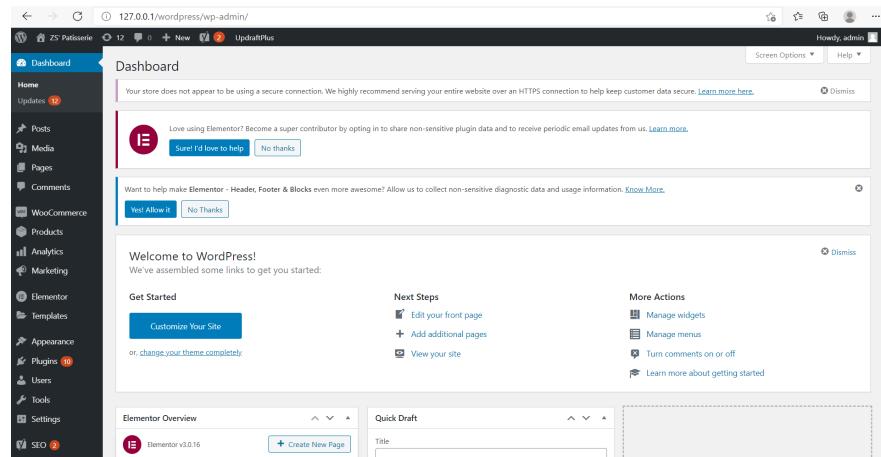
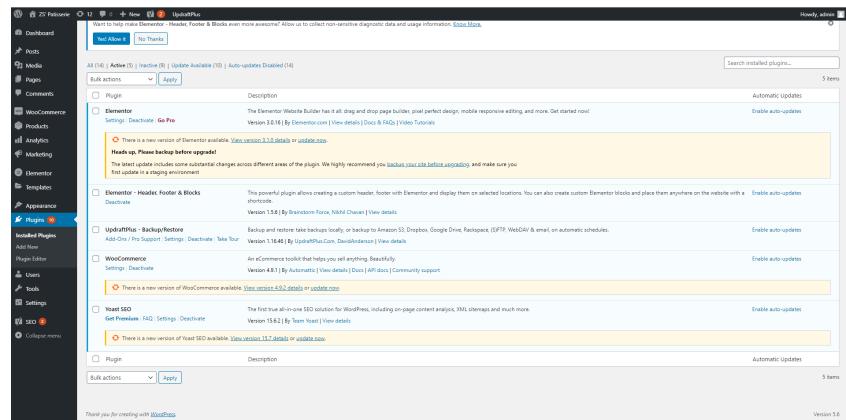


Fig: WordPress Dashboard

INSTALL PLUGINS

Installed and activated the Plugins UpdraftPlus, Yoast SEO and WooCommerce. These can be seen in the Plugins section in the dashboard menu.



CUSTOMIZE DETAILS

Global details like Typography, Colors, Container, Buttons are chosen according to the suitable details as per choice.

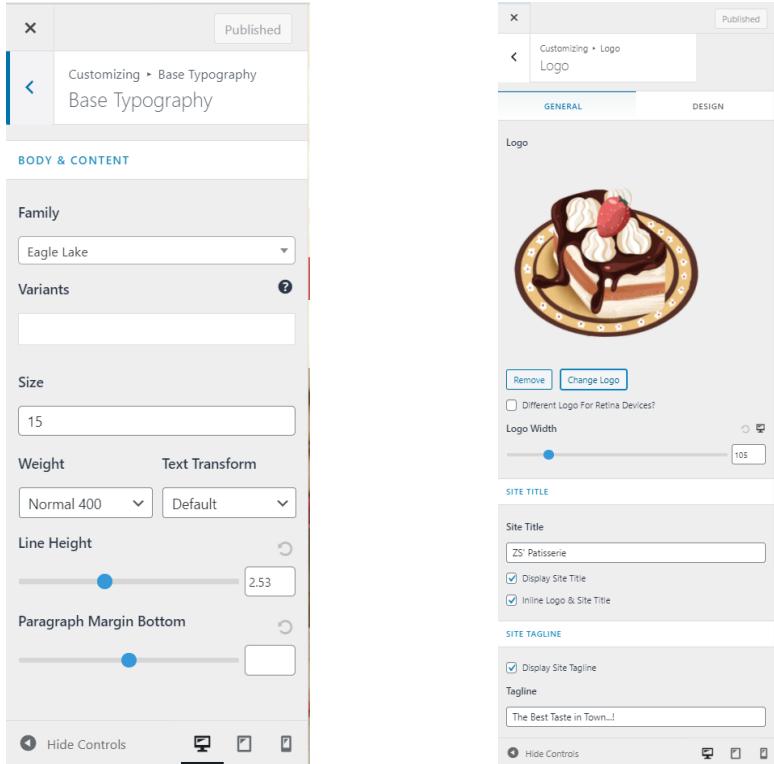


Fig: Setting up typography and header builder details

From the header details, insert a logo, title of the business, the the logo, tagline, site icon. Set breadcrumb and WooCommerce options as required.

Homepage setting is set to static page. A Page named "Home" is used to display home page which is designed in later stages.

From the themes section in Appearance in Dashboard Menu, download and activate Astra theme.

BUILD THE HEADER AND FOOTER BLOCKS USING ELEMENTOR

From the Appearance in Dashboard Menu, select the Header and Footer Blocks. Type the title of Header and open with Elementor. Customize the header using image, headings, text boxes as designed.

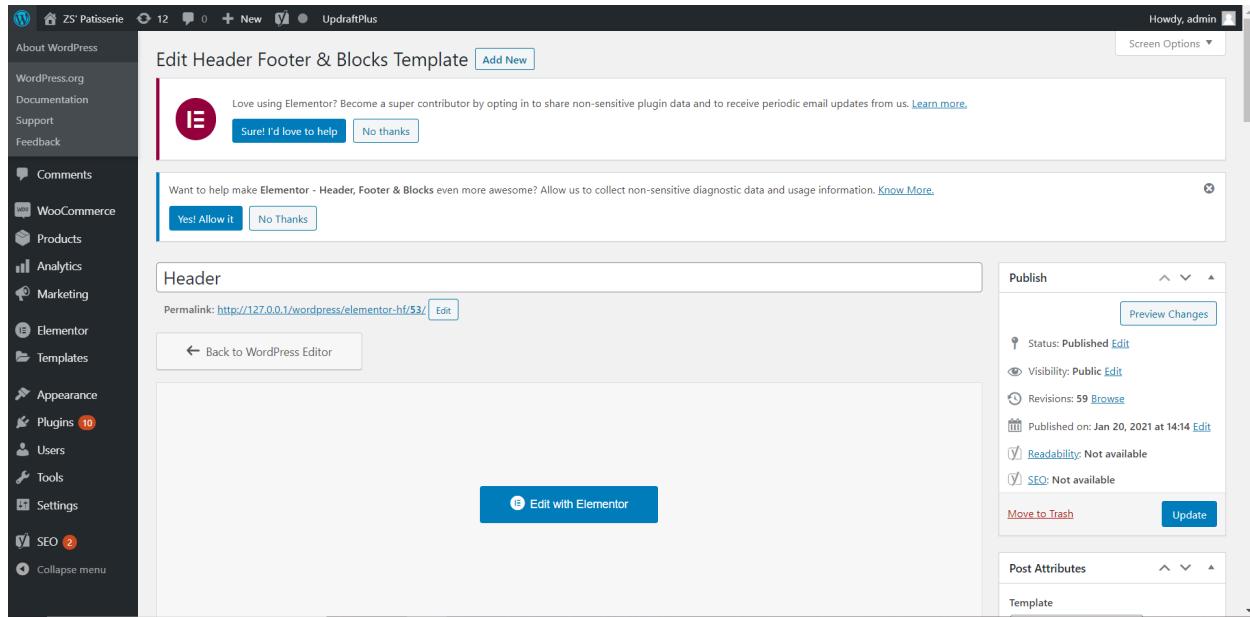


Fig: Header and Footer Design

Same thing is done with the footer design.

ADDING AND DESIGNING PAGES, SEO RELATED DETAILS, MAKING THE PRIMARY MENU

From the pages section in the dashboard menu, add a new page. The title of the page is given, and it is edited using the elementor. Each page is added that way.

Different elements from the Elementor can be used for designing website by inserting elements, styling them . Following are used here:

Heading: For Headings

Text Editor: For entering text

Image: To insert images after uploading them

Button: To insert buttons and put in URLs to link

Google Maps: To insert a google map with customized address

Nav Menu: A Menu can consist of pages and custom links. Nav Menu displays this menu.

Image Carousel: Used to create a slideshow of images inserted in its gallery.

Testimonial: To show a statement made by someone

Lists: To construct lists and can even link URLs to the list elements.

Each Page has to be filled with details with the help of Yoast SEO. Fill details such as focus words, google preview details, etc.

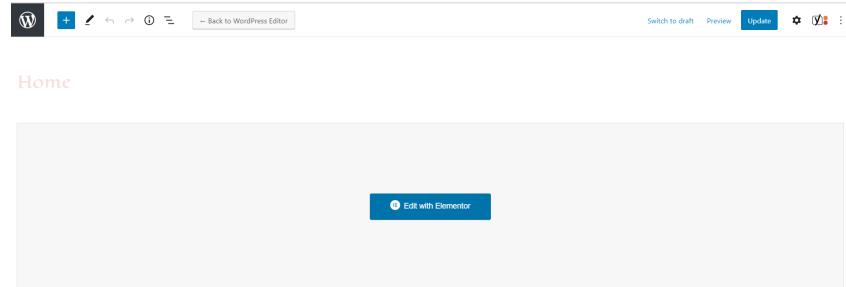


Fig: Title of the Page given this way

The screenshot shows the Yoast SEO plugin interface for a page titled "Looking for Best Cakes and Bakes? - Order now at ZS' Patisserie".

- Focus keyphrase:** order tasty cakes cookies rolls donuts snacks online
- Google preview:** A preview of the page as it would appear in Google search results, showing the title and a thumbnail image of various baked goods.
- SEO title:** Looking for Best Cakes and Bakes? - Order now at ZS' Patisserie
- Slug:** zs-patisserie-homepage
- Meta description:** Order online for tasty, delicious cakes, cookies, rolls, donuts, puffs without compromising quality and hygiene..!

Fig: Yoast SEO Analysis

SETTING UP WooCommerce AND ADDING ALL PRODUCTS

Details are added to the WooCommerce Setup wizard, such as personal details, number of products, etc. Payment methods are added and products are added manually. Categories for the products are also categorised. All types of cakes and pastries are categorised into "Cakes & Pastries" Section. Similarly breads & buns, snacks, cookies & biscuits, donuts and rolls.

Every Product is to be given a name, a description, regular/sale prices, SEO specific details, and product images plus the category/categories under which it is categorised.

The screenshots illustrate the configuration of a product named "Moist Chocolate Cake" in the WooCommerce admin interface.

- SEO Section:**
 - Focus keyphrase: "moist-chocolate-cake".
 - Google preview: Shows a snippet with the title "Order Tasty Moist Chocolate Cake Here at ZS' Patisserie..." and a thumbnail image of a chocolate cake.
 - Preview as: Set to "Mobile result".
 - SEO title: "Order Tasty Moist Chocolate Cake Here at ZS' Patisserie..."
- Product Data Section:**
 - Product type: "Simple product".
 - Regular price: \$500.
 - Sale price: \$450.
 - Inventory: Set to "In Stock".
 - Shipping: Set to "Free".
 - Attributes: No attributes assigned.
 - Advanced: Options like "Virtual" and "Downloadable" are unchecked.
- Short Description Section:**
 - Product short description: "Hygienically Prepared Very Tasty and Soft Chocolate Cake weighing 1 kg prepared with the finest of ingredients with a very tasty chocolate frosting."

Fig: Product details and description example

5. FLOWCHART

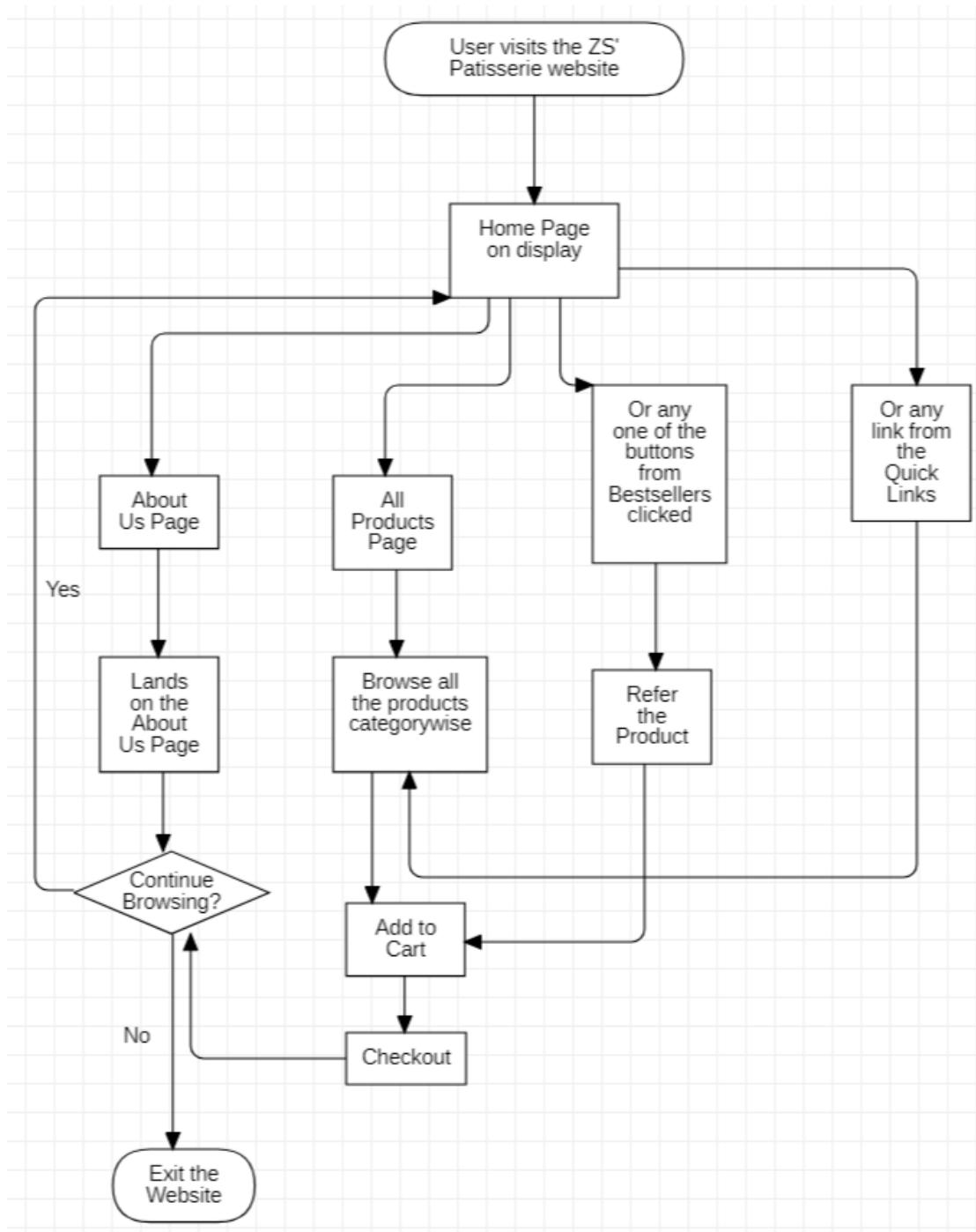


Fig: Flowchart

6. RESULT

The website is ready and hosted on GoDaddy.

The following outputs are obtained:

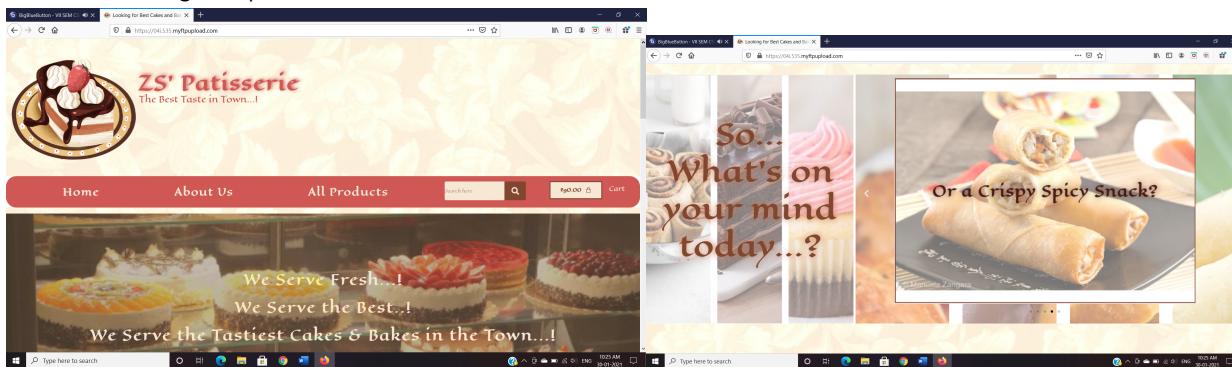


Fig: Header and Home Page



Fig About Us Page

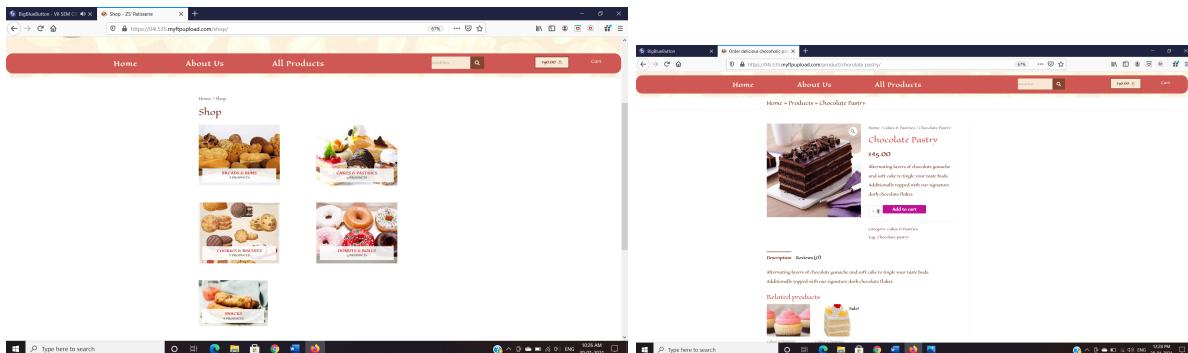


Fig: Shop and product page

7. ADVANTAGES AND DISADVANTAGES

Advantages

A website helps in making the business gloom . WordPress makes making websites easier to build in less time and in an attractive way. A customer can easily view products, place an order and make payment. They can also browse about the bakery. There is provision through which responsive design for mobiles and tablets can be done separately.

Disadvantages

WordPress Plugins do offer some elements that are free to use, but for elements that are more sophisticated, a pro version has to be used which is a paid one. Many of the good WooCommerce elements are paid ones.

8. APPLICATIONS

This website can be used by users to view bakery items, place order, and also browse about the bakery. The admin of the bakery can view orders using this too.

9. CONCLUSION

As WordPress is increasing its share in the market, many of the websites are being built using this CMS. A website made using it will indeed survive for long. An attractive website is built for the bakery business to run.

10. FUTURE SCOPE

Website can be integrated with further premium versions of plugins to add more features to it by using more elements, features.

11. BIBILOGRAPHY

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