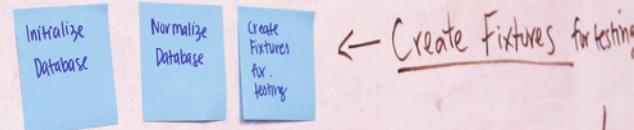
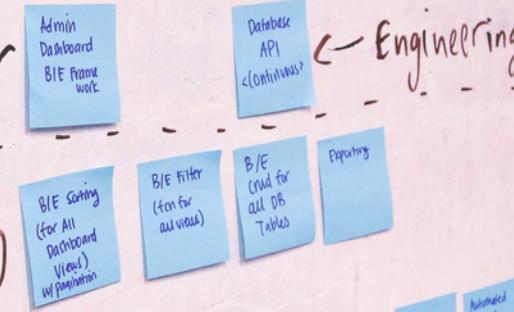


1) WEEK 4: Design



2) WEEK 5: Design



3) WEEK 6: Dev

ADMIN API

ADMIN

API

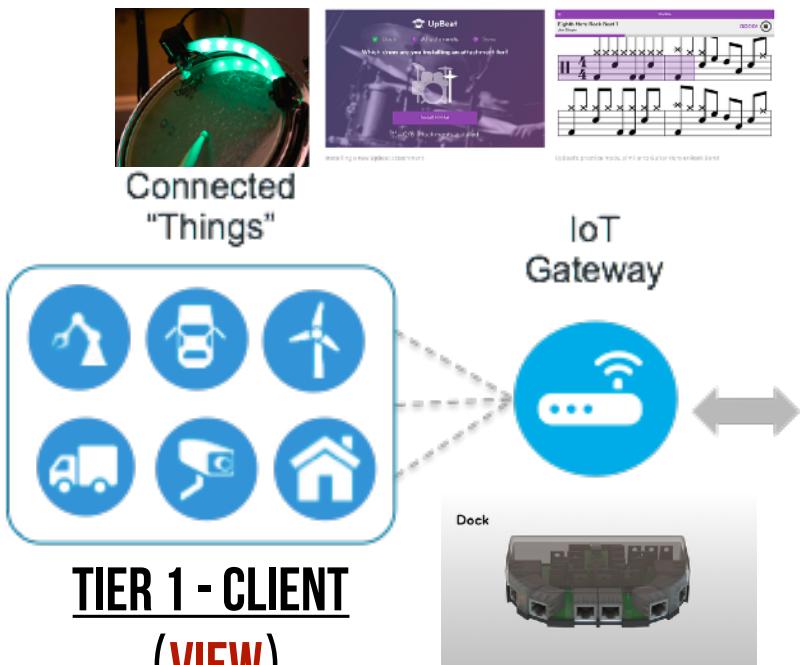
Source: Tommy Wong

# INFORMATION ARCHITECTURE AND SEO IN CONTENT MANAGEMENT SYSTEM

Bernard Suen  
Center for Entrepreneurship  
Chinese University of Hong Kong

# **RECAP**

# **MVC Framework for Organising Smart Connected Products & Services**



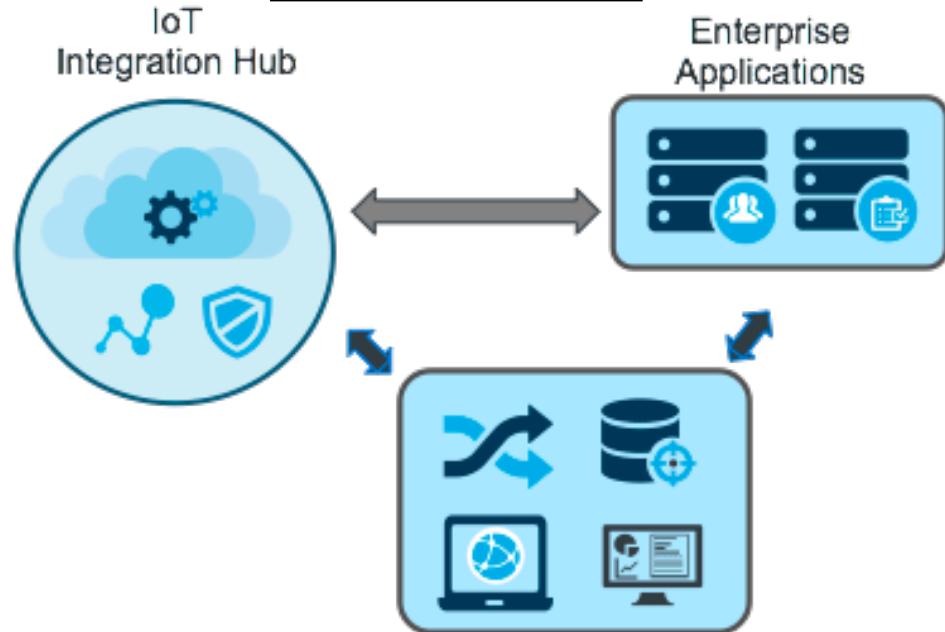
### TIER 1 - CLIENT (VIEW)

- Modular, secure, and end-to-end architecture
- Streaming analytics and machine learning
- Open, interoperable on Hybrid Cloud
- Modern application agility & integration

Source: <http://cloudera.com>

### 3-TIER CLIENT-SERVER ARCHITECTURE (MVC FRAMEWORK)

### **(CONTROLLER) TIER 2 - APP SERVER**



Centralized Data Mgmt. &  
Analytics Platform

### TIER 3 - DATABASE SERVER (MODEL)



Product   Blocks   Templates   Universe   Pricing   Sign in   [Sign up](#)

# Create, your way

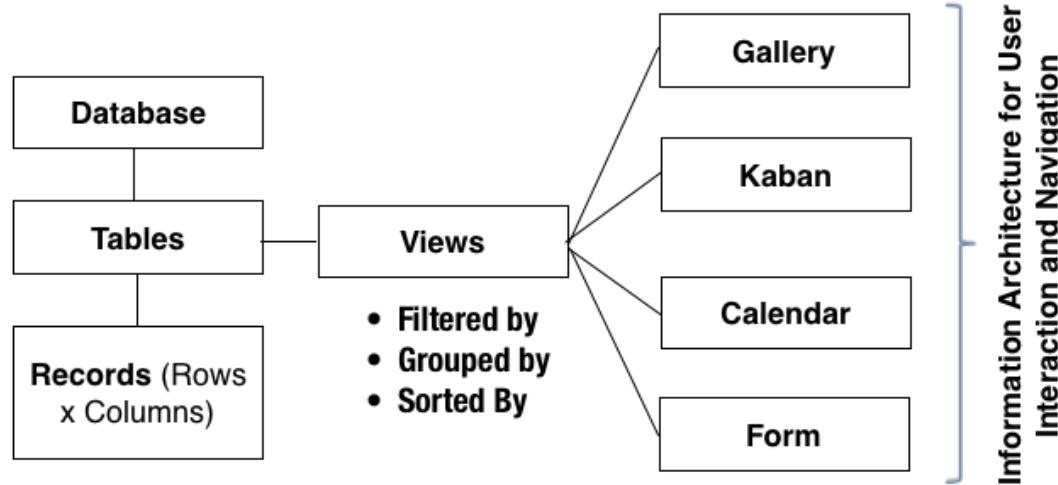
Part spreadsheet, part database, and entirely flexible, teams use Airtable to organize their work, their way.

Enter your email address

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Already using Airtable? [Sign in](#)





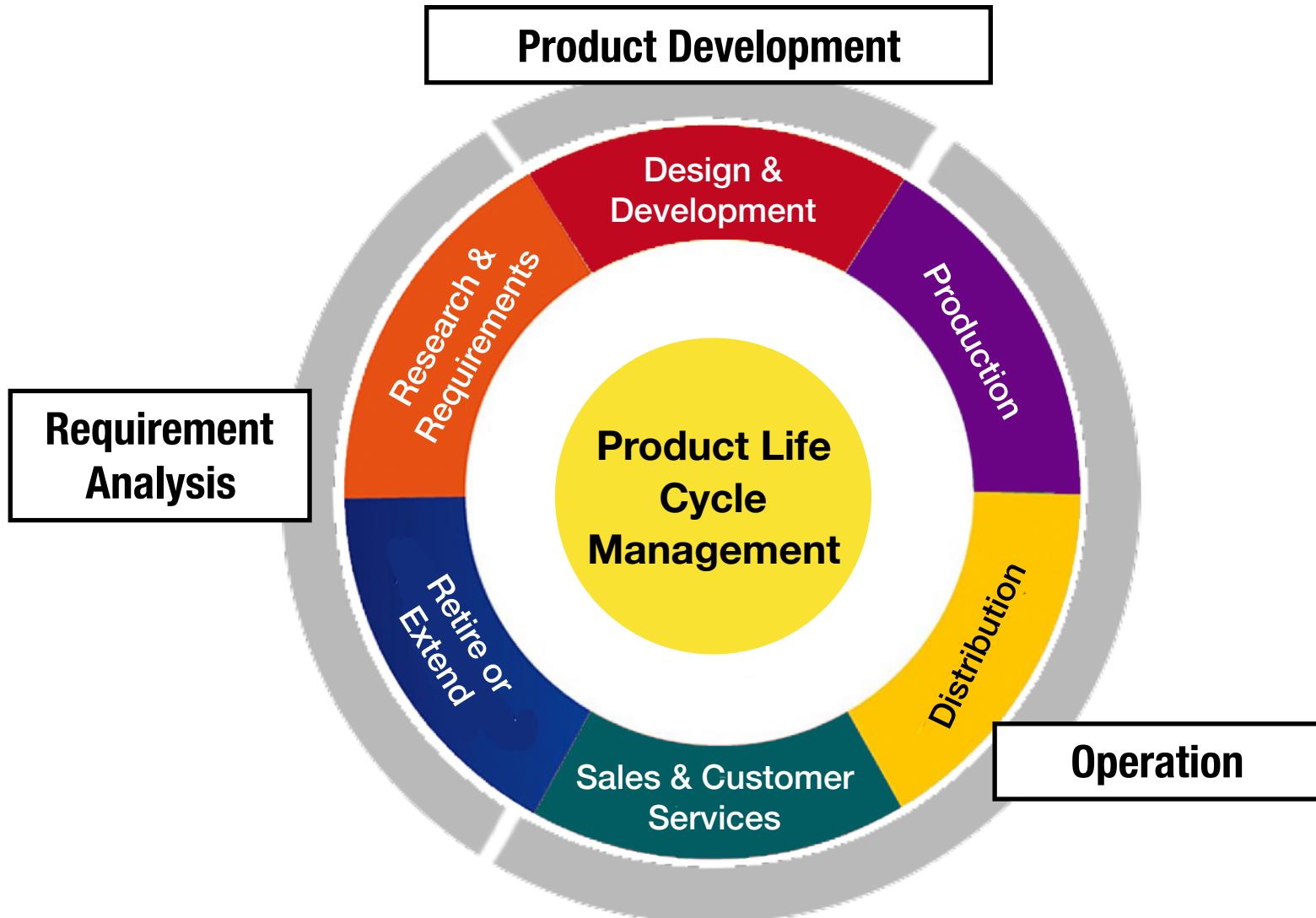
# **Our Agenda Today**

- 1. Understand Product Management and Requirement Analysis Using the Elements of UX Framework.**
- 2. Understand the Relationship Among Information Architecture, SEO, and Web Analytics**
- 3. Master Content Management System and Its Use in Improving SEO Through Using WordPress**

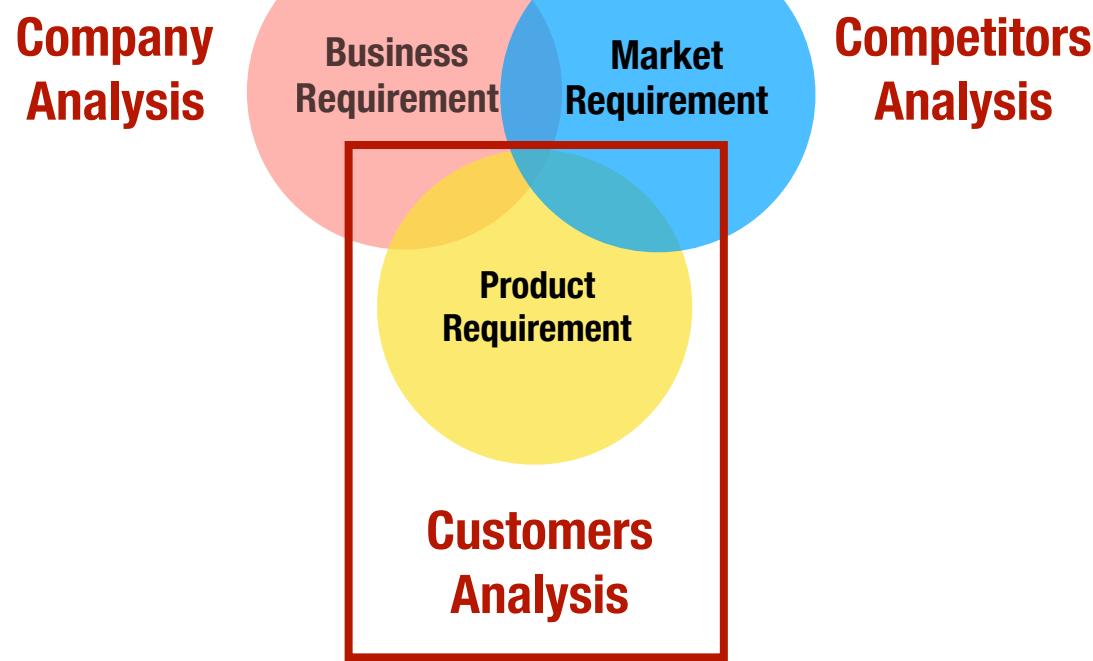
# Essential **Roles** (角色) of a Product Manager

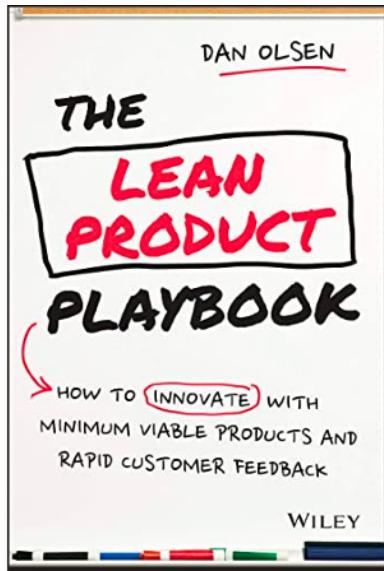


# **Product Life Cycle Management**



# Requirement Analysis





# Experience Sharing from a Product Manager

Save Money

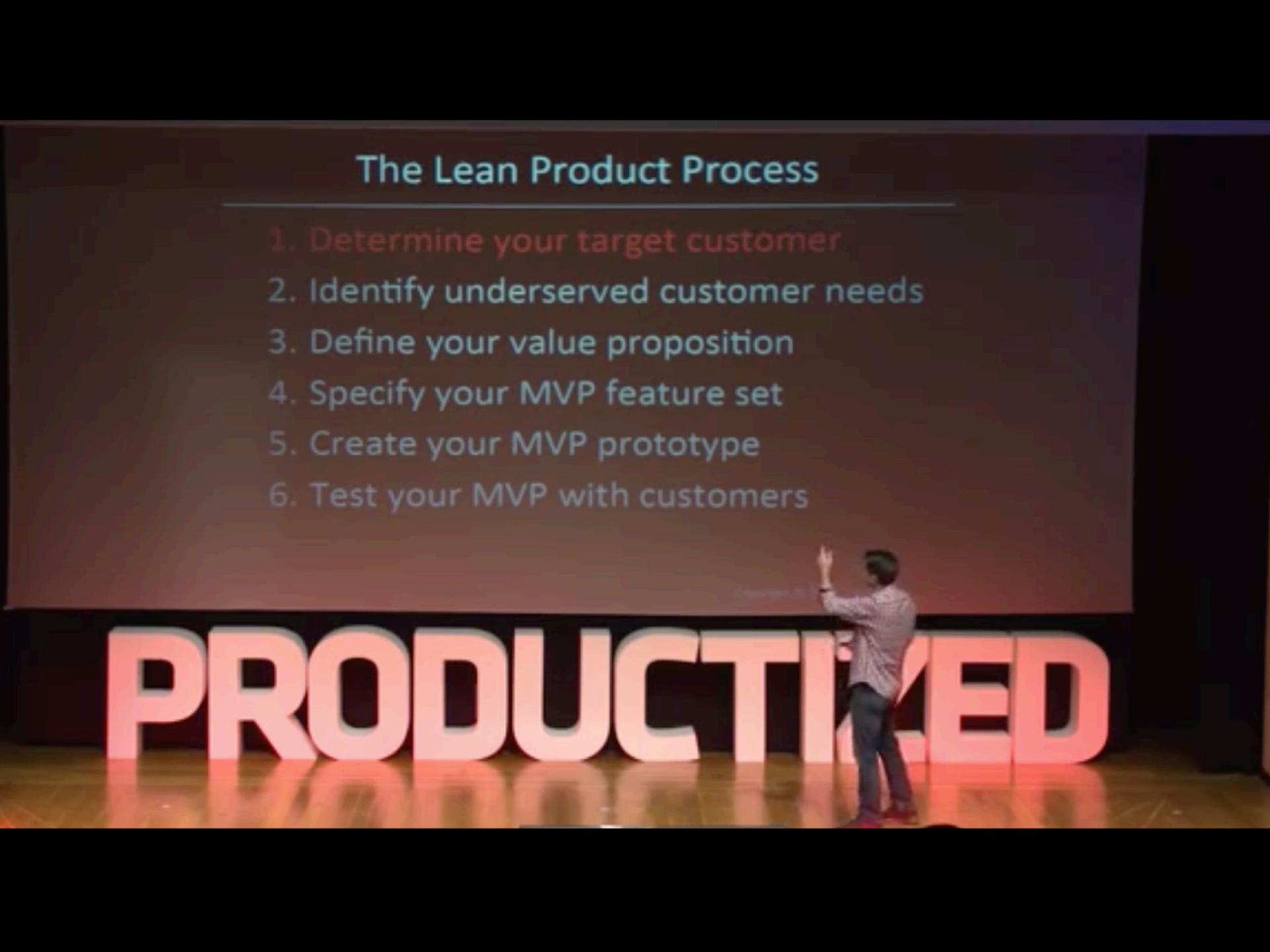
Maximize  
tax deduc-



## The Lean Product Process

---

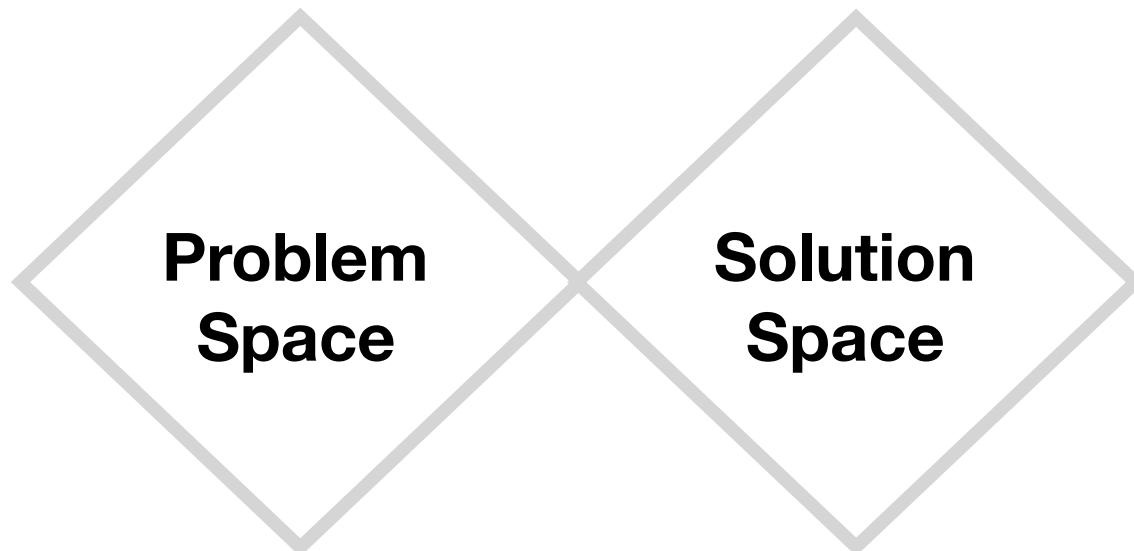
1. Determine your target customer
2. Identify underserved customer needs
3. Define your value proposition
4. Specify your MVP feature set
5. Create your MVP prototype
6. Test your MVP with customers



PRODUCTIZED

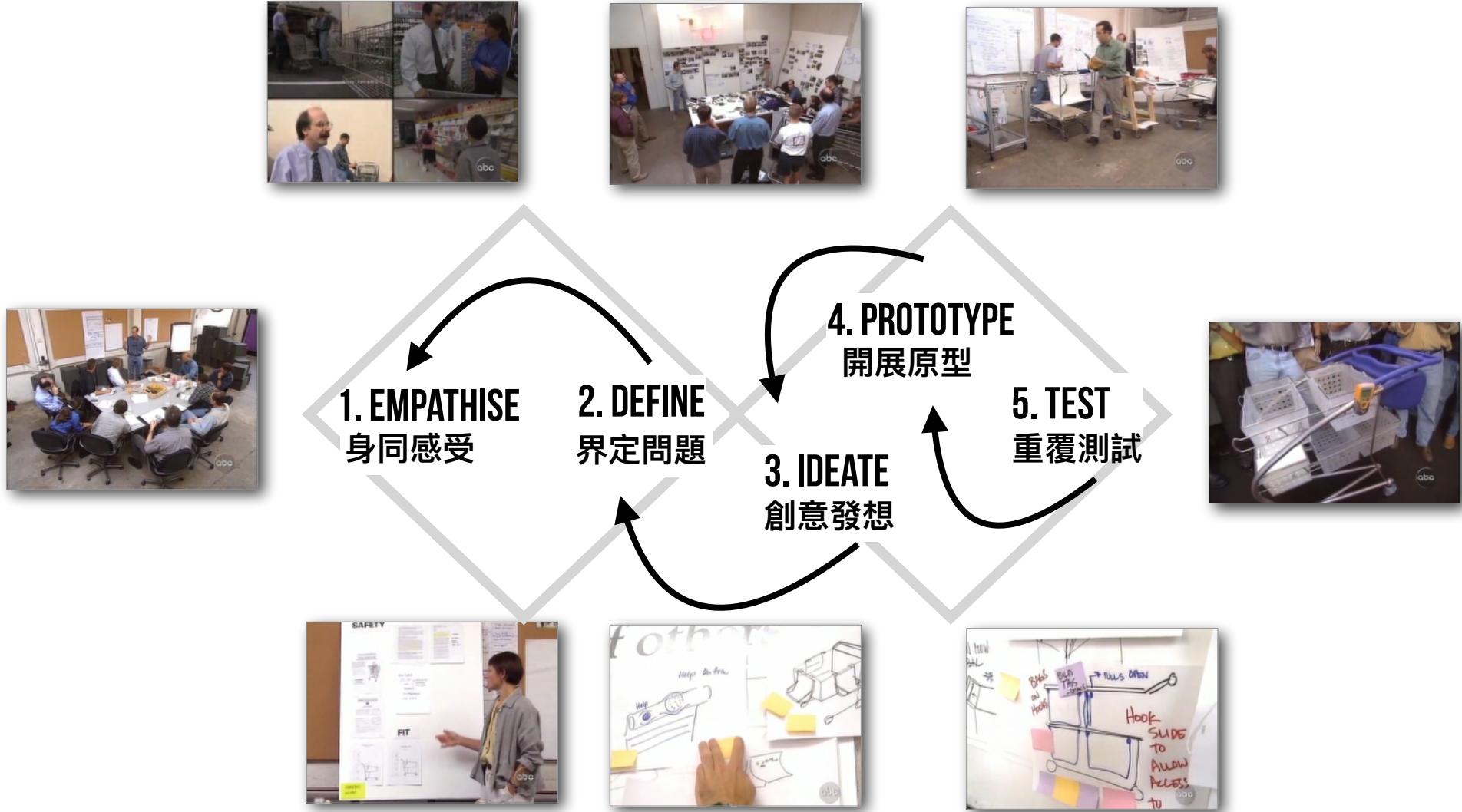
A large, three-dimensional text structure spelling "PRODUCTIZED" in a bold, sans-serif font. The letters are a light color, possibly white or cream, set against a dark background. A person is visible on the right side of the letter "I", appearing to be in the middle of climbing or working on the structure.

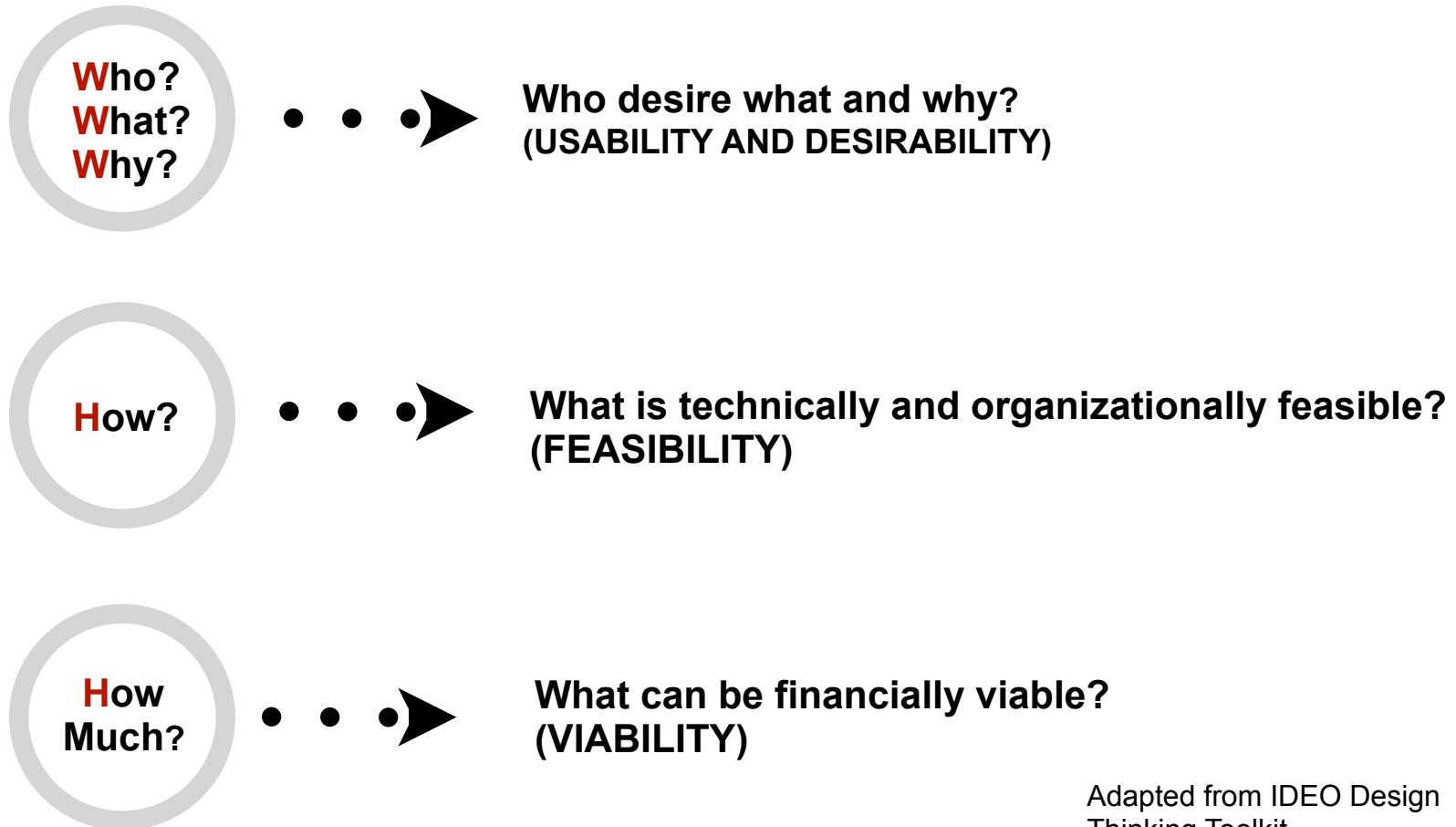
# **Double Diamond Model (雙鑽模式)**



# The Lean Product Process

1. Determine your target customer
2. Identify underserved customer needs
3. Define your value proposition
4. Specify your MVP (**Minimum Viable Product**) feature set
5. Create your MVP prototype
6. Test your MVP with customers





Adapted from IDEO Design Thinking Toolkit

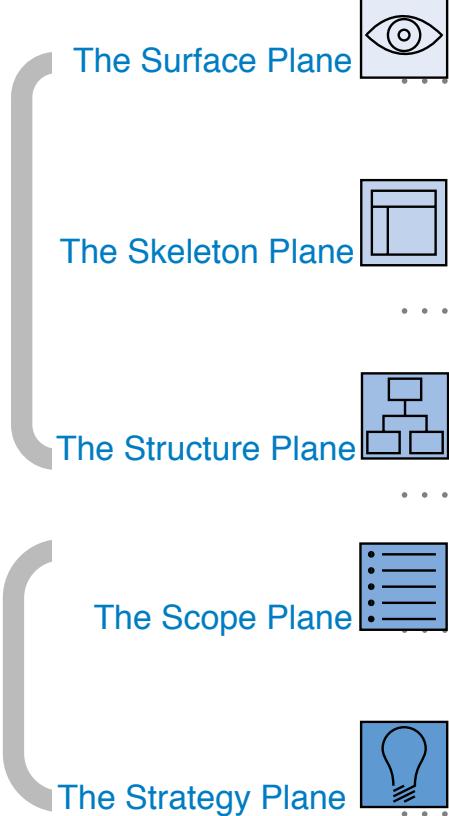
Source: Elements of User Experience  
by Jesse James Garrett

## Solution Space

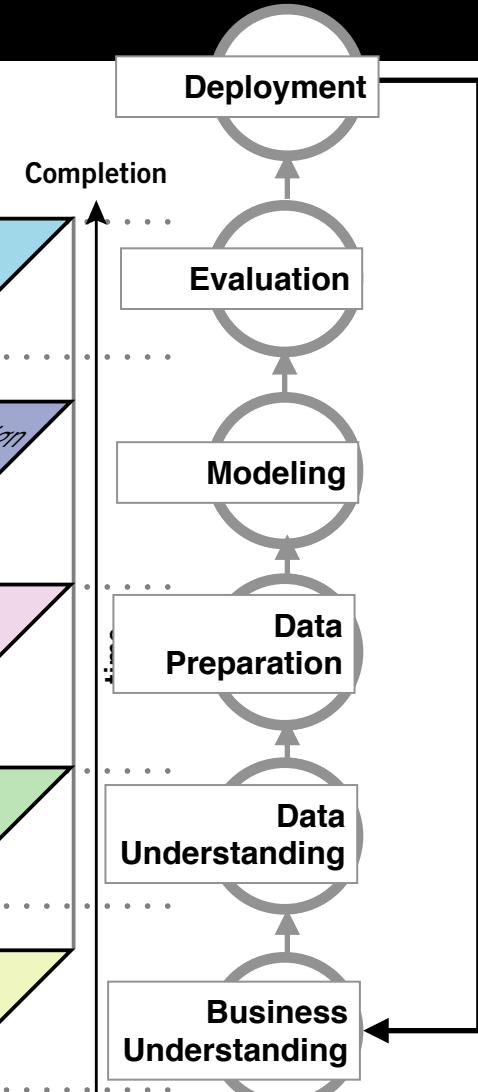
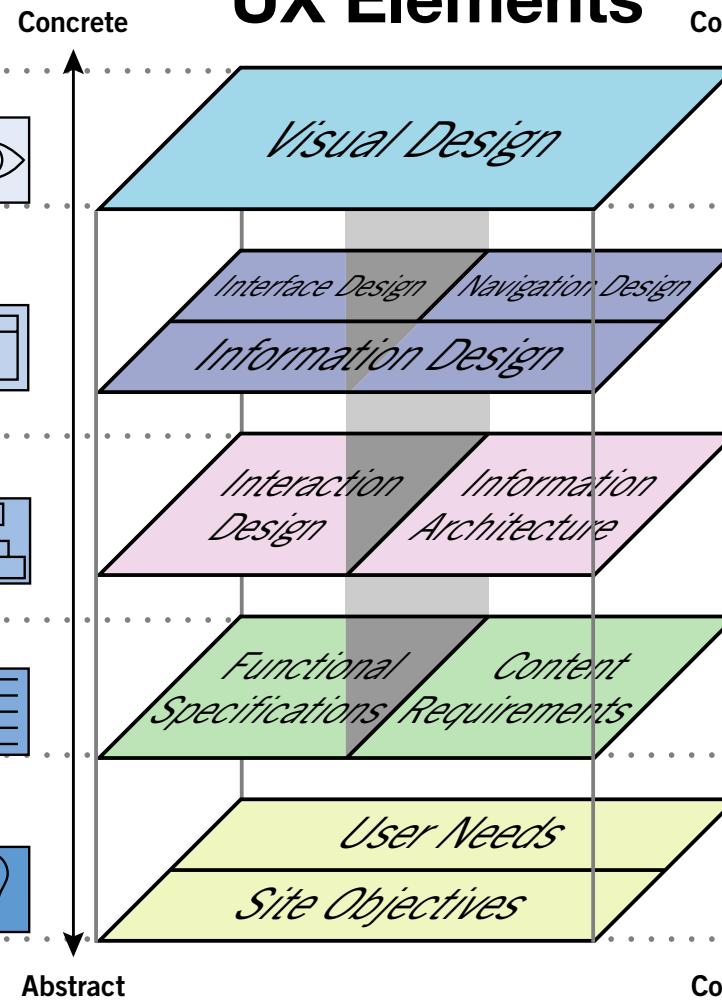
how and  
how much

## Problem Space

who, what,  
and why



# UX Elements



# **Understand Product Requirement Document Through the Elements of UX Framework**

**Empathise**  
身同感受

**Define**  
界定问题

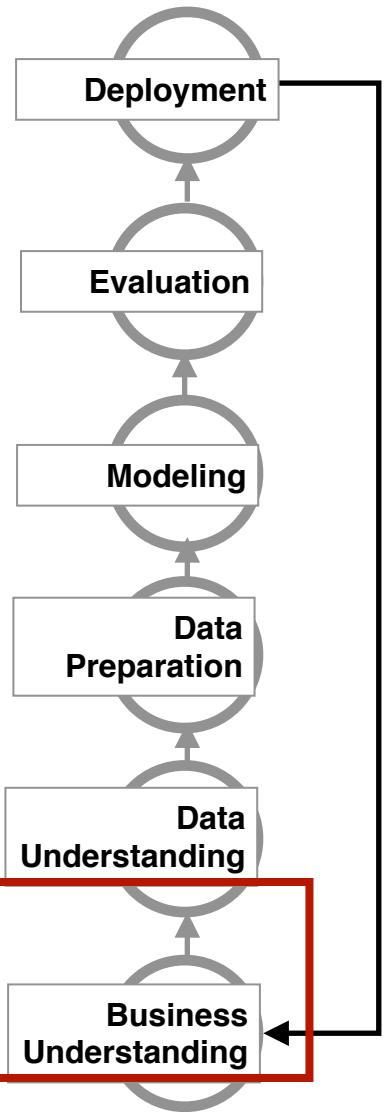
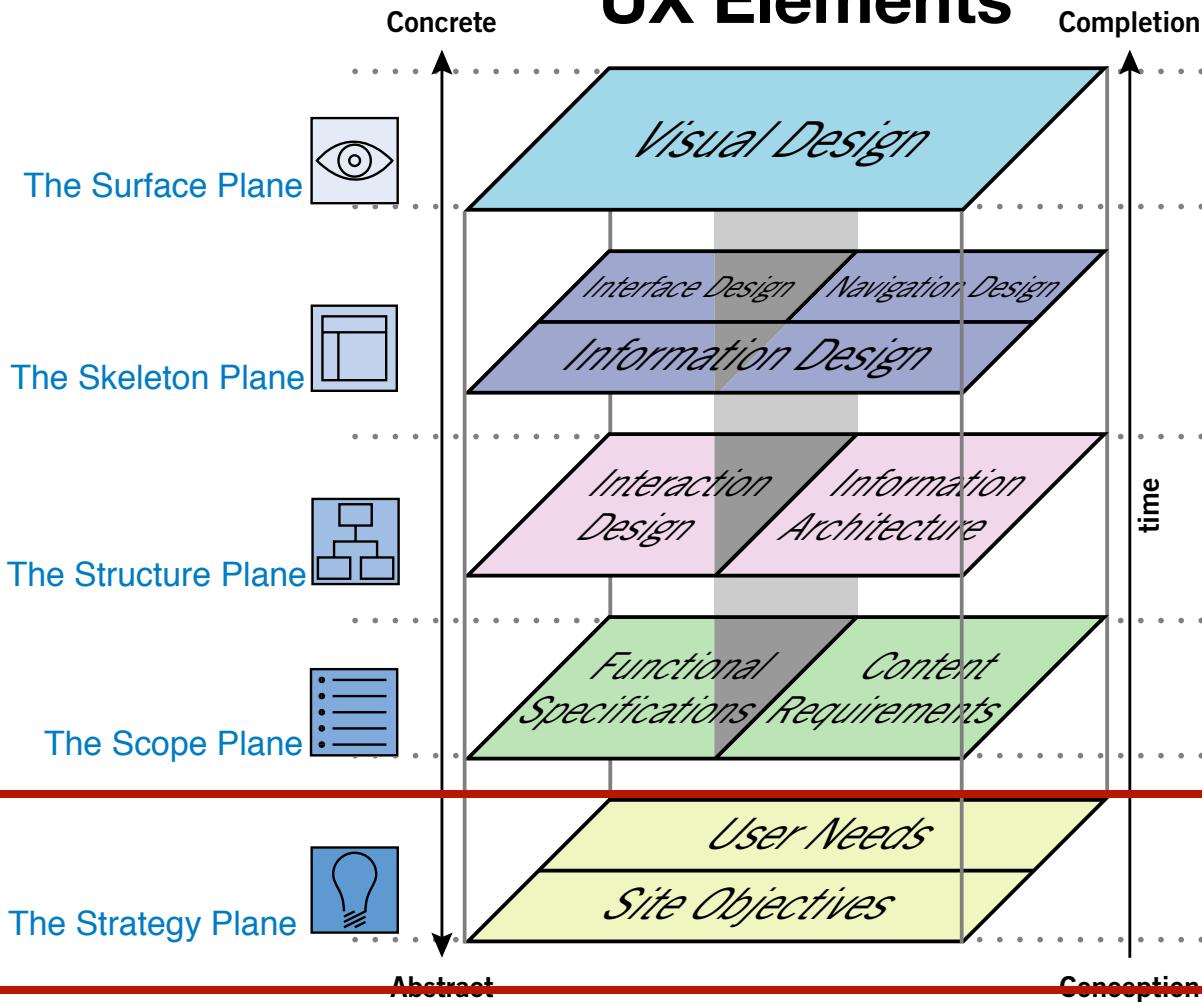
**Ideate**  
創意發想

**Prototype**  
開展原型

**Test &  
Implement**  
測試執行

Source: Stanford D.School

# UX Elements



Source: Elements of User Experience by Jesse James Garrett

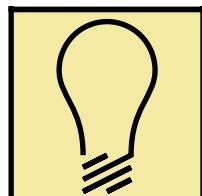
# The Journey as a Story

## Elements

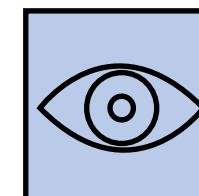
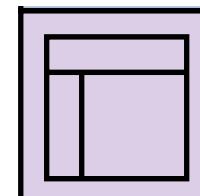
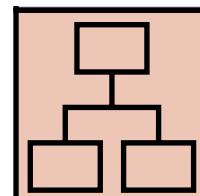
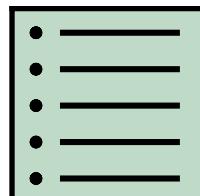
1. Persona (人)
2. Context (景)
3. Artifacts (物)
4. Jobs/Tasks (用)

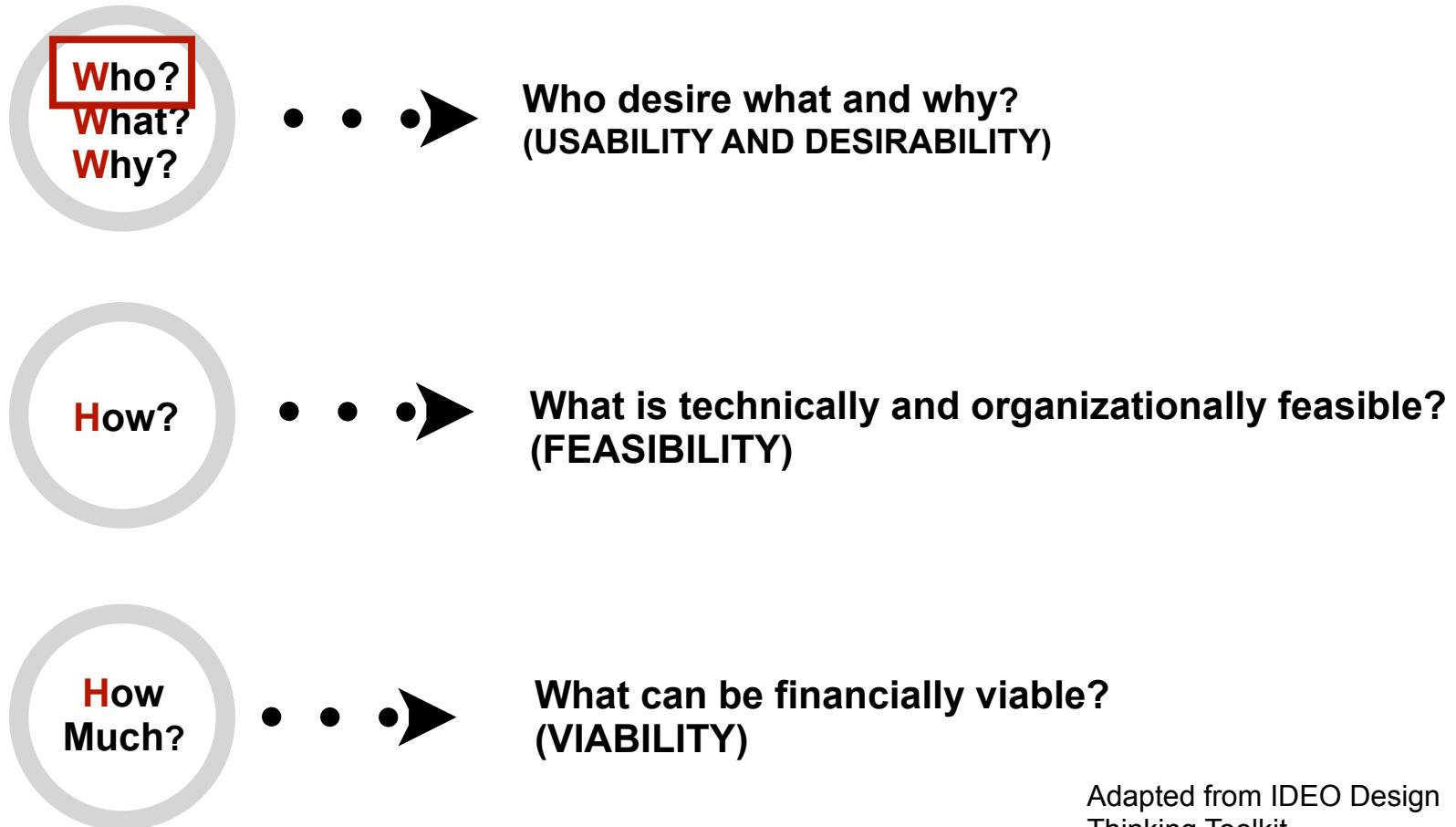
## Structure

1. Onboarding (起)
2. Alternatives (承)
3. Conversion (轉)
4. Gain/Pain (合)



STRATEGY





Adapted from IDEO Design Thinking Toolkit

**Segment the Users and Identify Target**



## CASE STUDY: REDESIGNING THE SHOPPING CART

# Persona Segmentation Table (人物分類表)

# Persona Segmentation Table (人物分類表)

	Age	Sex	Domestic Helper	# of household	Marital Status	Edu Level	Industry	Shopping Preference	# of times per wk
1	18-24	M	Yes	1	Single	Primary	Agriculture	Shop off-line using cash only	Once a Week
2	25-35	F	No	2	Married	Secondary	Manufacturing	Shop off-line using cash & credit card	Twice a Week
3	36-45			3-4		Adv. Study	Distribution/ Wholesale	Shop off-line using cash, cc & payment system	Three times a Week
4	46-55			5-6		University	Retail	Shop online via payment system	Four times a week
5	56-65			>7		Grad. School	Service	Both online & off-line with payment system	Five times a week
6	66-						GoT/NGO	Online & off-line with cash, cc, and payment system	Six times a week
							Homemaker		Seven times a week



Source: Flickr ([mliu92](#))



The Chinese University of Hong Kong

**GraduateSchool**

香港中文大學研究院

HK PhD Fellowship Scheme

Home

Why CUHK

Programmes

Admissions

Registration

Scholarships & Fees

Campus Support

FAQs



## Case Study: CUHK Graduate Admission Mini-site



HKPFS Leaflet

## PERSONA SEGMENTATION

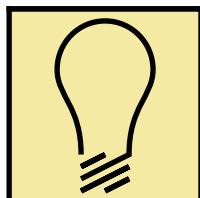


**LOCAL APPLICANTS**

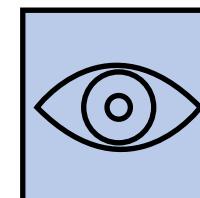
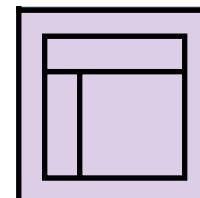
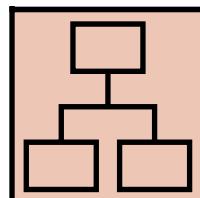
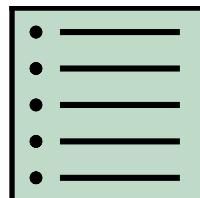
**FOREIGN APPLICANTS**

**MAINLAND APPLICANTS**

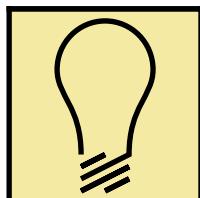
SITE OBJECTIVES		TARGET USERS		USER NEEDS
Primary goal	Become top tier university in the world.	Primary User	Top local students and world-class academics	Apply for degree enrollment and job vacancies.
Additional goal	Increase research output.	Secondary User	Chinese students interested in the west	Interested to come to CUHK to study to gain oversea experience and western knowledge.
Additional goal	Build strong alumni network.	Secondary User	Foreign students interested in PRC	Will consider CUHK for full-degree and exchange program.



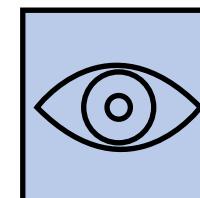
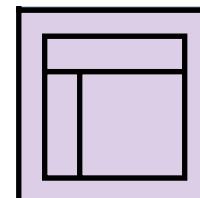
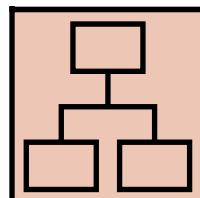
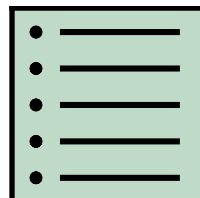
**STRATEGY**



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**STRATEGY**



Segments	Origin	Duration	Levels	Faculty	Ethnic Backgnd	Resident
1	Local	Full Time	Undergraduate	Arts	Chinese	Chung Chl
2	PRC	Part Time	Master	Science/Engineering	Other Asian Pacific Countries	New Asia United Morningside
3	Foreign	Exchange	PhD	Business Admin	EU (Britain)	S.H.Ho C.W. Chu
4				Social Science	N. America	Wu Yee Sun Chung Chl
5				Law School	S.America	Lee Woo Sing Grad. House
6	<b>Segmentation Table</b>			Medical School	Middle Asia/East Europe/Others	Off-Campus Home

Home

Current School

CUHK



Students research online and compare different programs to kickstart application



Attend off-line and online intro event



Prepare application and apply for admission.



Admission received and start to adapt to life in HK and CUHK



Complete grad. req. & acquire resources to pursue study goals.



Prepare for graduation and apply for work or further study.

Research

Application

Admission

Enrolment

Graduation

# Student Journey Map



John  
Li

# Throughout the **journey**, what **pain points** did the student applicants (e.g. Mainland) encounter and what should be the **scope** ?

Hard to find the ideal program.

Take time to screen and apply.

Not meeting admission requirements.

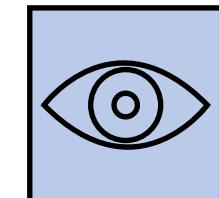
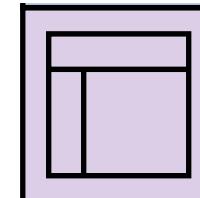
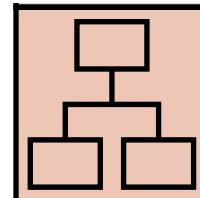
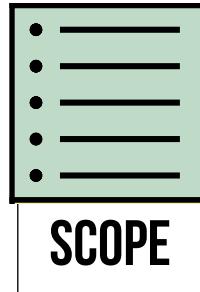
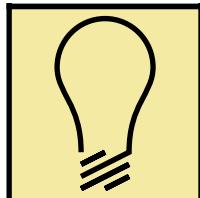
Cannot afford the tuition and living expenses.

Hard to find accommodation and roommates.

Choose right classes & meet learning goals.

Missing family support and friends.

Apply internship & jobs. Arrange interviews.



**Empathise**  
身同感受

**Define**  
界定问题

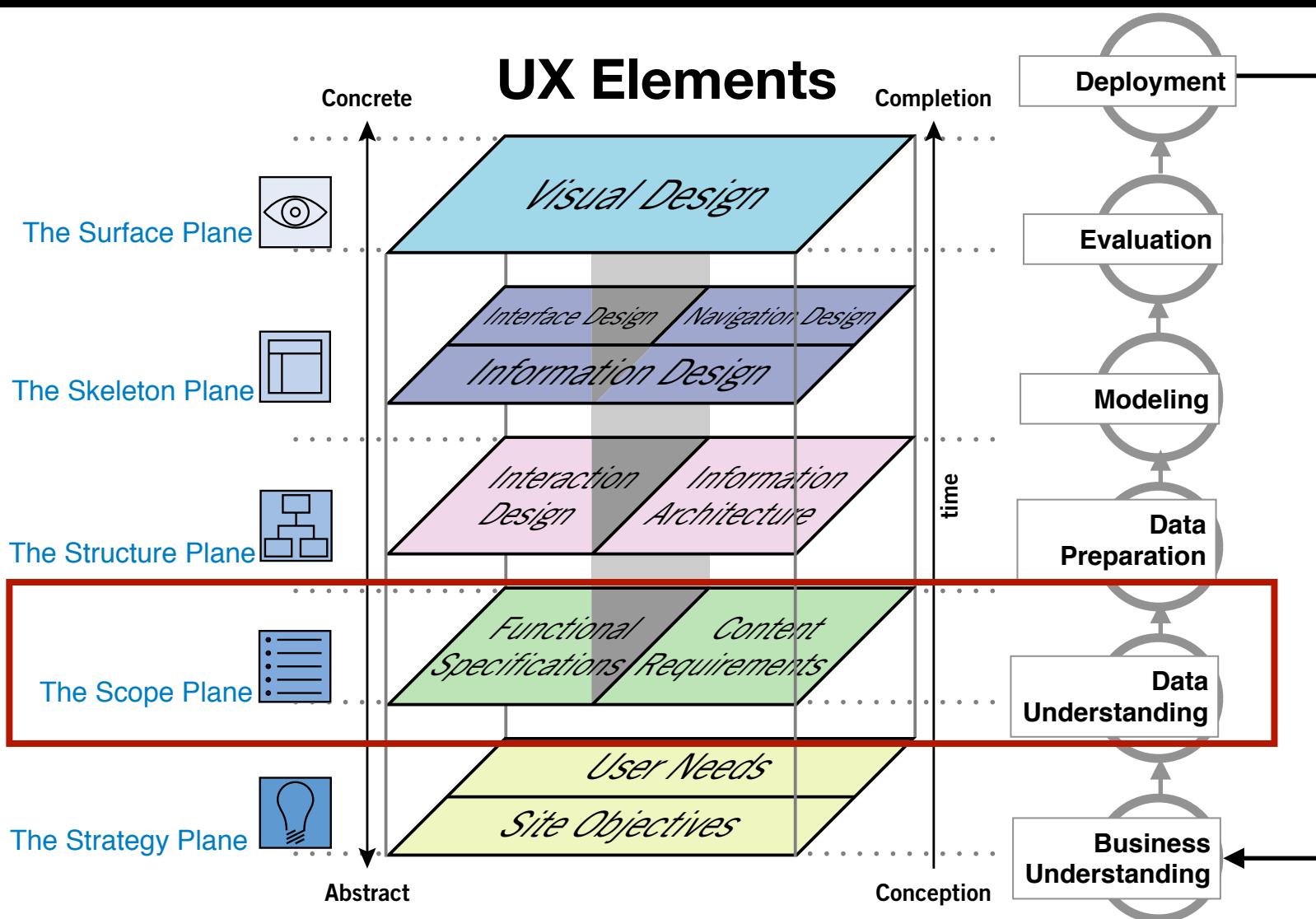
**Ideate**  
創意發想

**Prototype**  
開展原型

**Test &  
Implement**  
測試執行

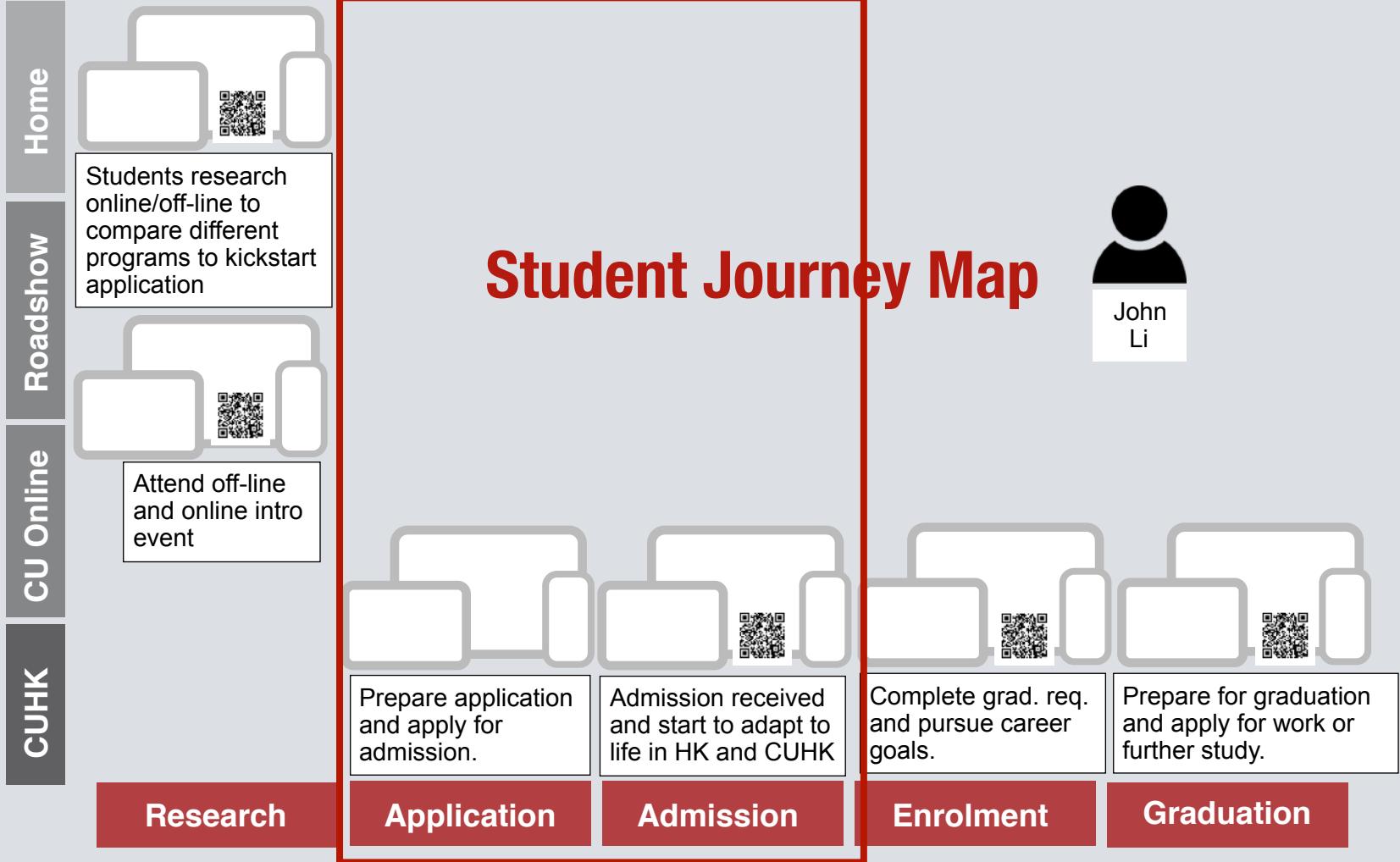
Source: Stanford D.School

# UX Elements



Source: Elements of User Experience by Jesse James Garrett

# **Refine the Scope**

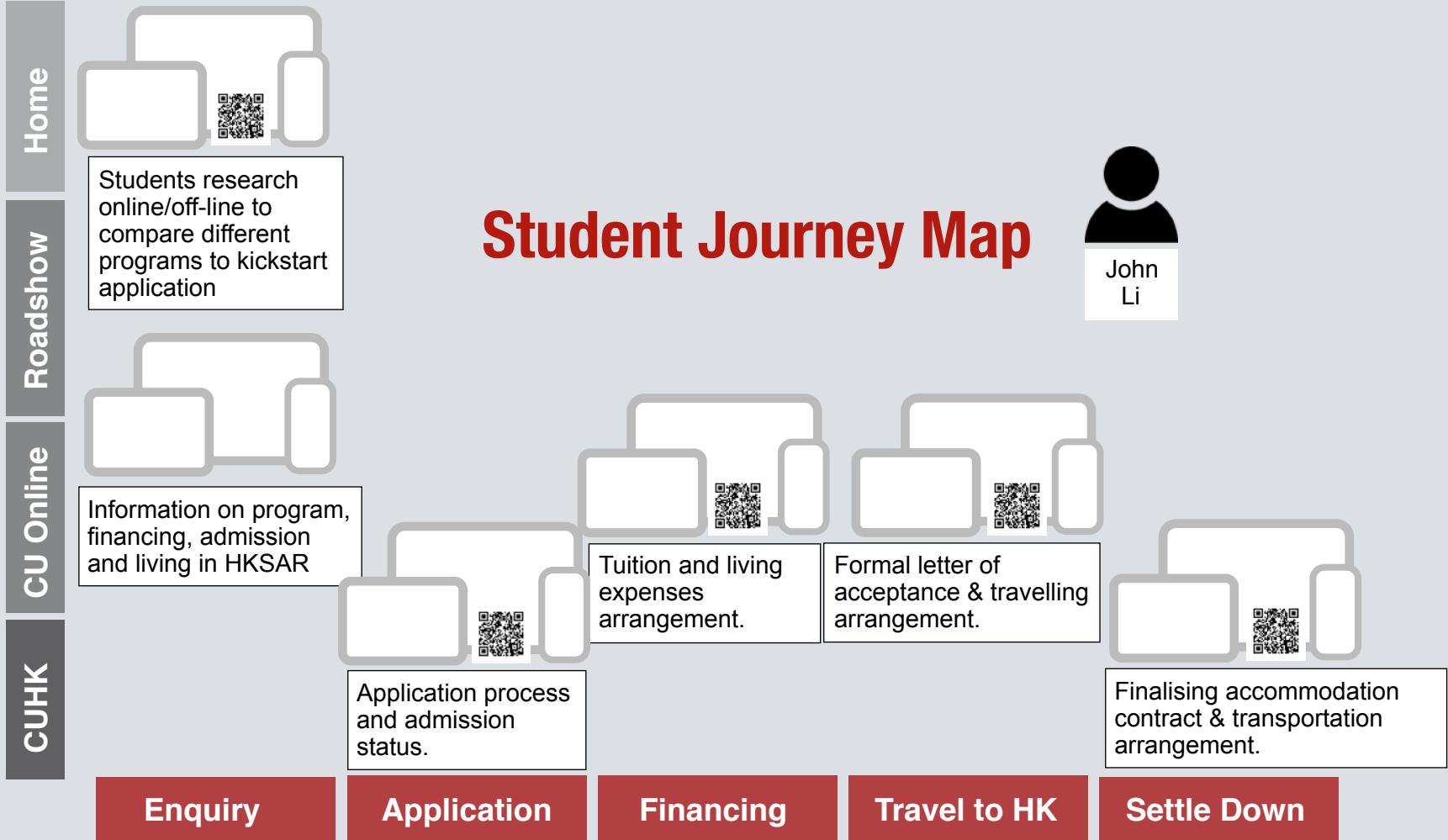


## **Problem Statement:**

**How might we help student applicants from Mainland (Who) to collect and process the required information to complete their application to CUHK (What) so that they can be well prepared for living in Hong Kong and learning at the school to pursue their career (Why)?**

# **Problem Statement:**

**How might we help CUHK recruit top student applicants from Mainland (**Who**) and help them acquire and process the required information to complete their application to CUHK (**What**) so that CUHK can build on their contributions to finance its operations, produce top research publications, nurture future leaders and expand alumni network (**Why**)?**





# Be Creative. Be Productive. From Anywhere.

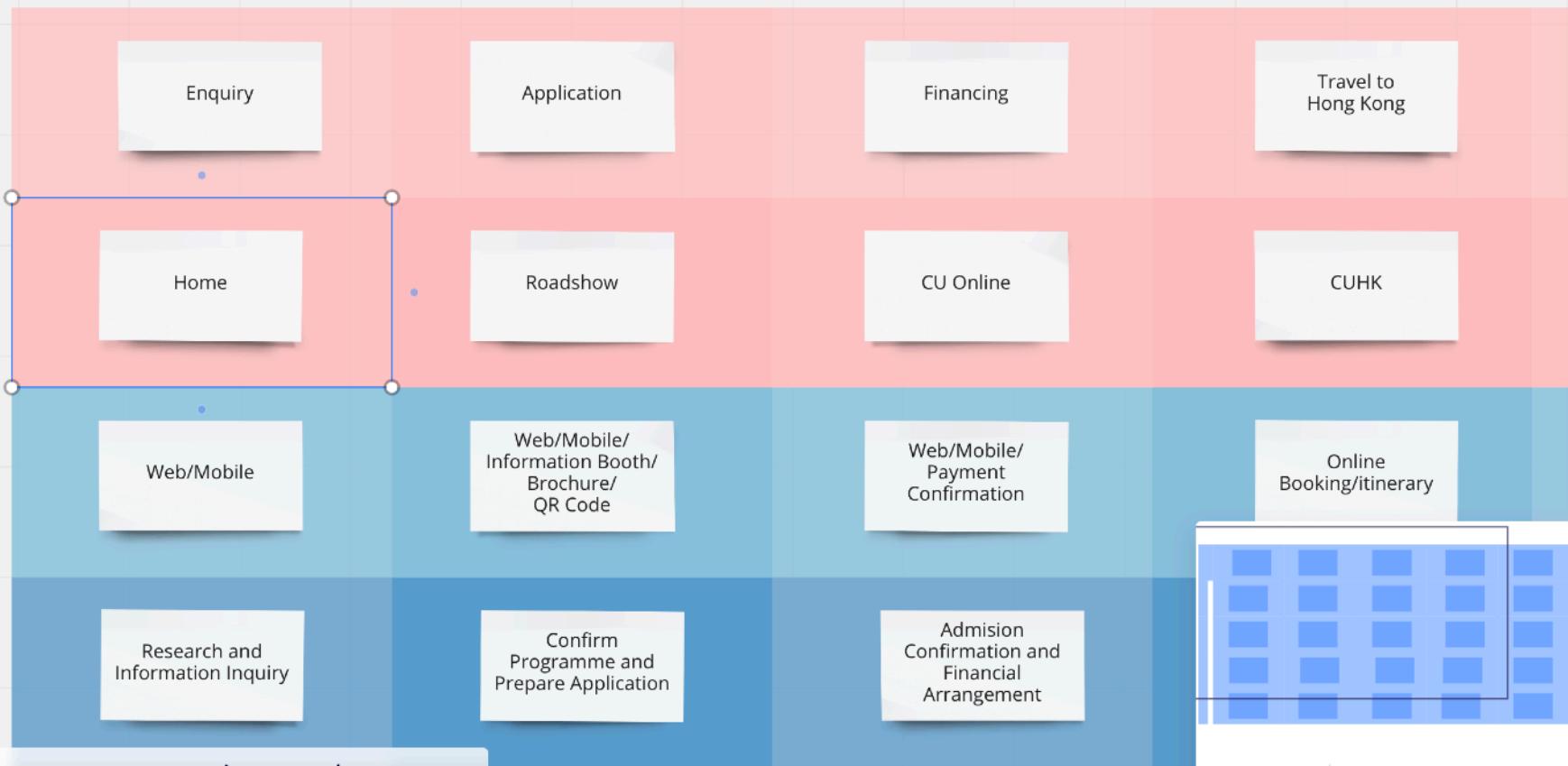
Miro is a collaborative online whiteboard platform designed for remote and distributed teams.

[Start a whiteboard →](#)

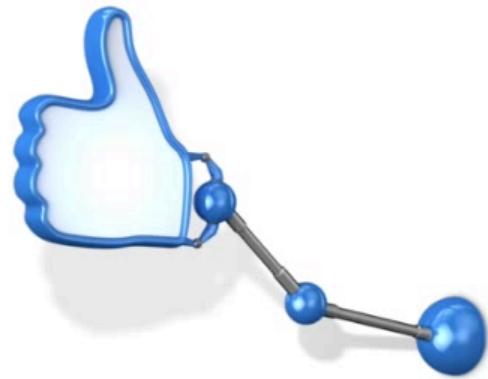
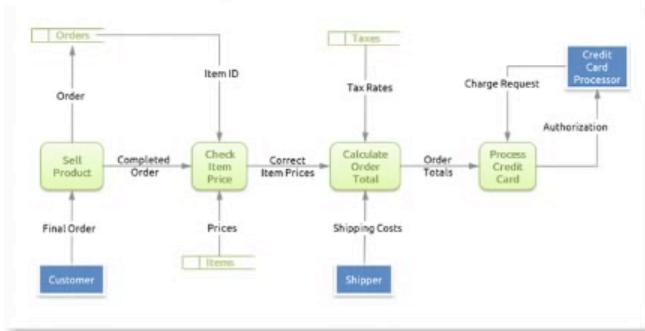
Anna

Elena

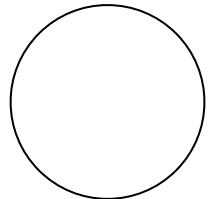
Free forever — no credit card required



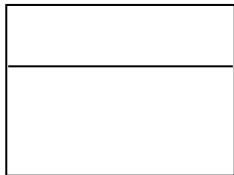
# **Data Understanding**



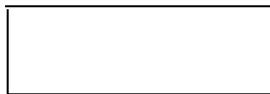
# *Is question relevant?*



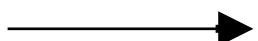
**Process (e.g. Process Application, Approve Admission)**



**External Entity (e.g. Department, Applicant)**



**Data Storage (e.g. Programme table, Applicant table)**



**Data Flow (e.g. Programme Info)**



dfd03.drawio

File Edit View Arrange Extras Help All changes saved

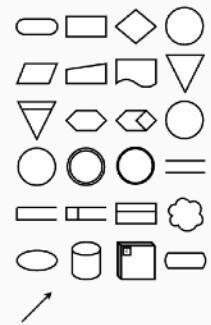


Flowchart

Android

Bootstrap

Data Flow Diagram



Entity Relation

iOS Icons

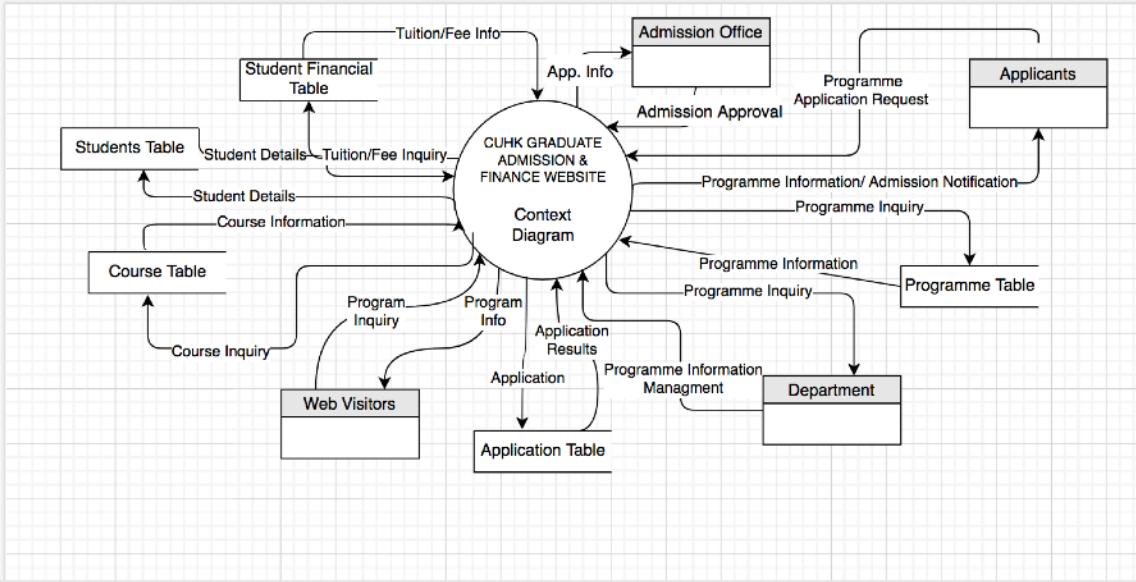
iOS UI

iOS6

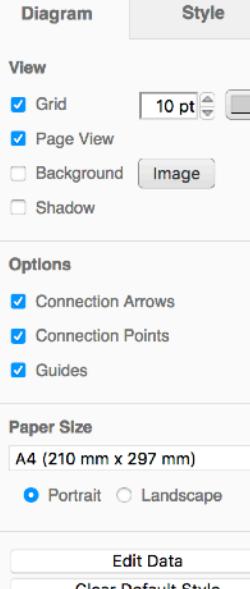
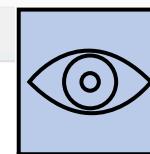
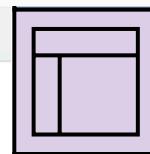
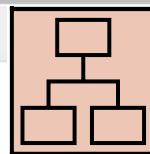
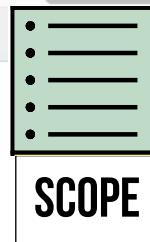
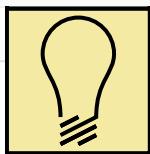
More Buttons

+ More Shapes...

# Dataflow Diagram: Context (Level 0)



Page-1





dfd04.drawio

File Edit View Arrange Extras Help A



100%



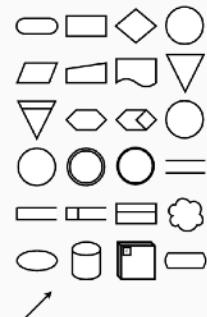
# Dataflow Diagram (Level 1)

Flowchart

Android

Bootstrap

## Data Flow Diagram



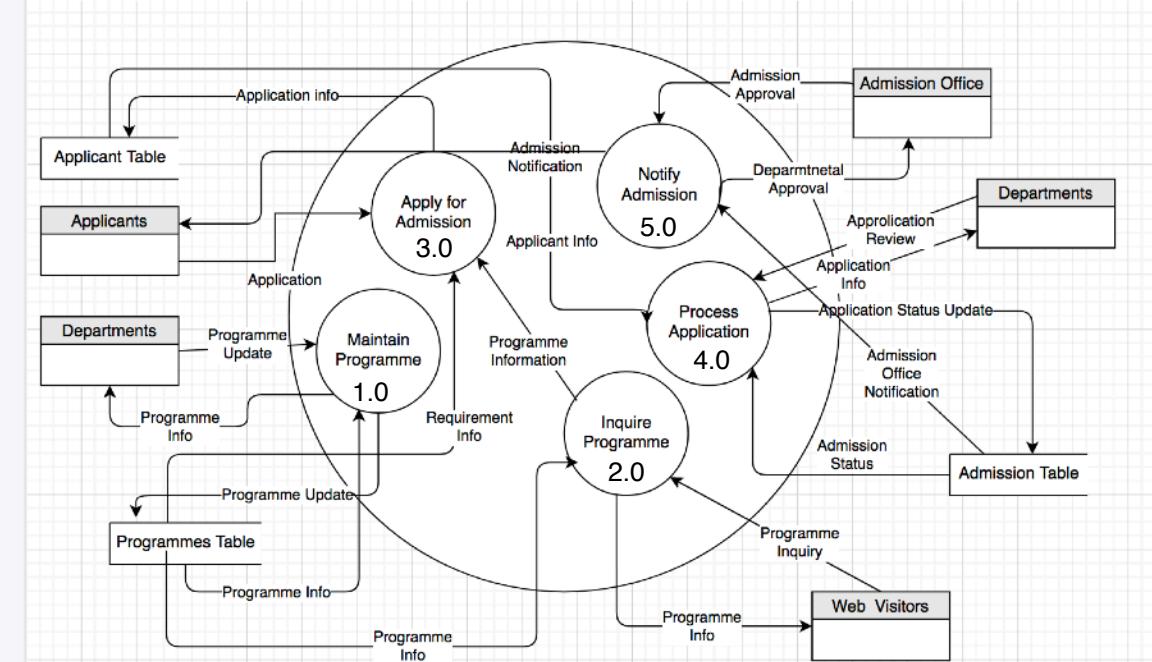
Entity Relation

iOS Icons

iOS UI

iOS6

+ More Shapes...



Diagram

Style

View

- Grid 10 pt  
 Page View  
 Background Image  
 Shadow

Options

- Connection Arrows  
 Connection Points  
 Guides

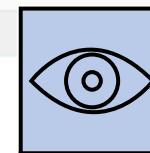
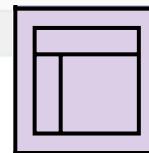
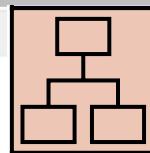
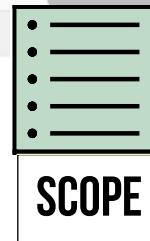
Paper Size

A4 (210 mm x 297 mm)  
 Portrait  Landscape

Edit Data

Clear Default Style

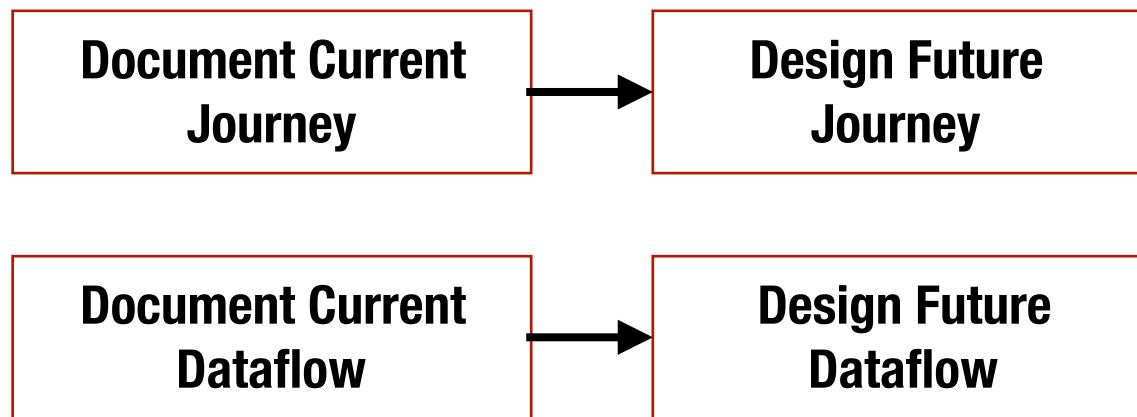
Page-1



## **Expand (Breakdown) the Processes for More Details**

- 1. Expand top level process to develop lower level subprocesses.**
- 2. Reach sufficient level of details to develop requirements for designing and producing algorithms and data structures to automate the entire data flow.**
- 3. Data stores will become the foundation for developing database, tables, and fields (i.e. columns)**

## **From Current Situation (Problem) to Future Design (Solution)**



- 1. Understand Product Management and Requirement Analysis Using the Elements of UX Framework.**
- 2. Understand the Relationship Among Information Architecture, SEO, and Web Analytics**
- 3. Master Content Management System and Its Use in Improving SEO Through Using WordPress**

**Empathise**  
身同感受

**Define**  
界定问题

**Ideate**  
創意發想

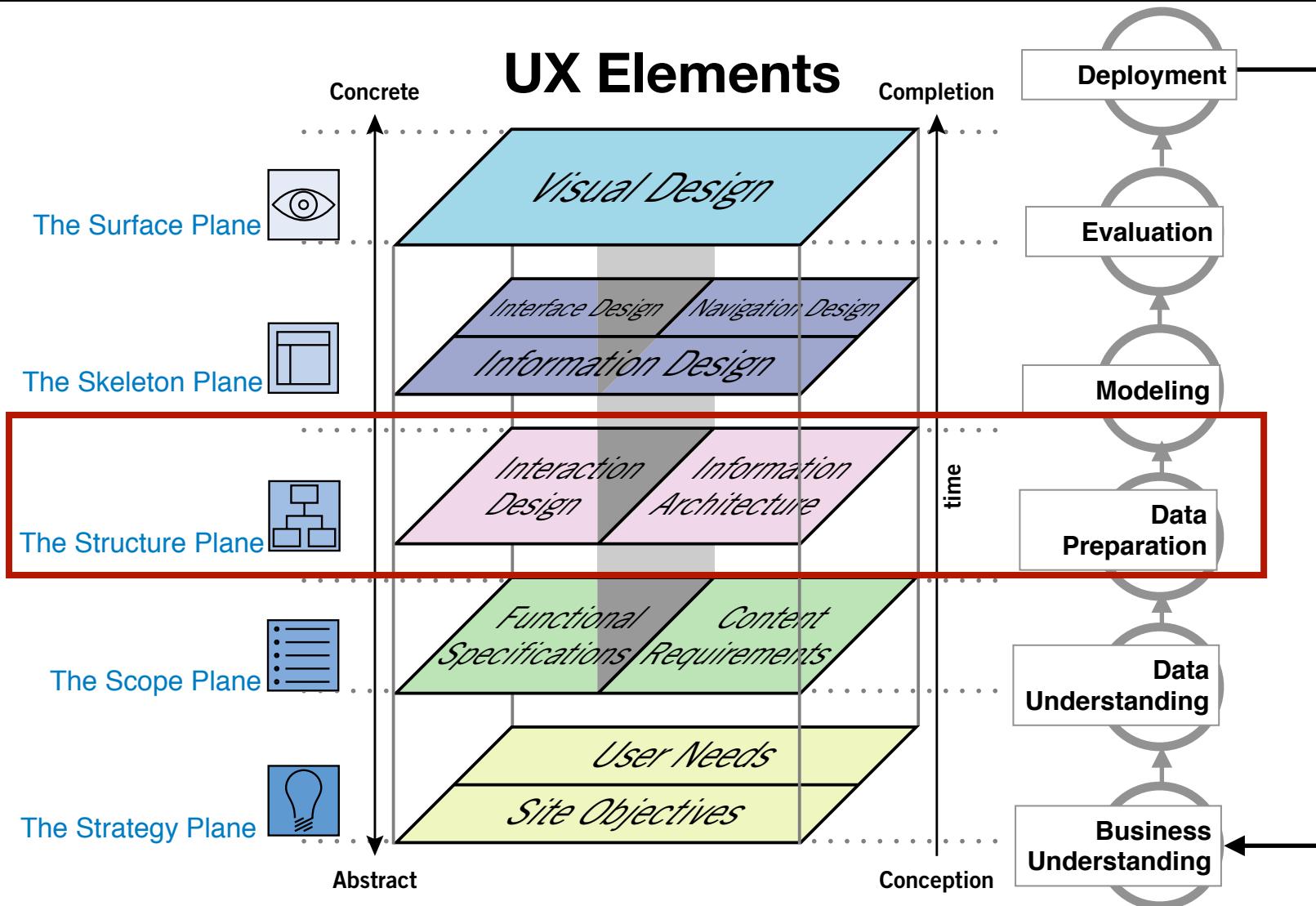
**Prototype**  
開展原型

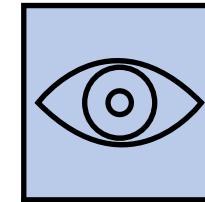
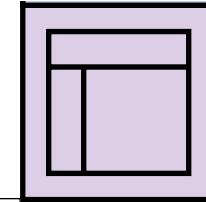
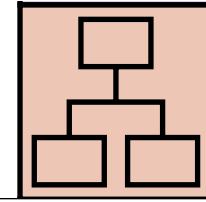
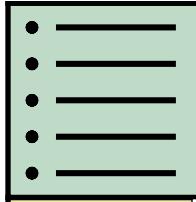
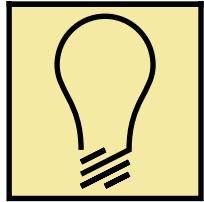
**Test &  
Implement**  
測試執行

## THE 5 STEP DESIGN THINKING JOURNEY

Source: Stanford D.School

# UX Elements





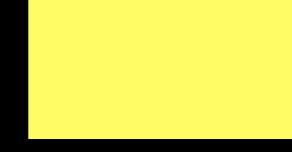
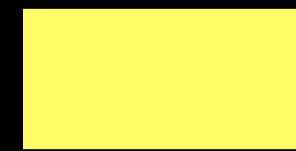
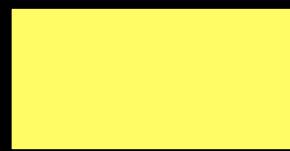
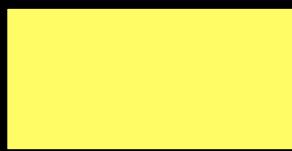
## STRUCTURE PLANE

Source: Elements of User Experience  
by Jesse James Garrett

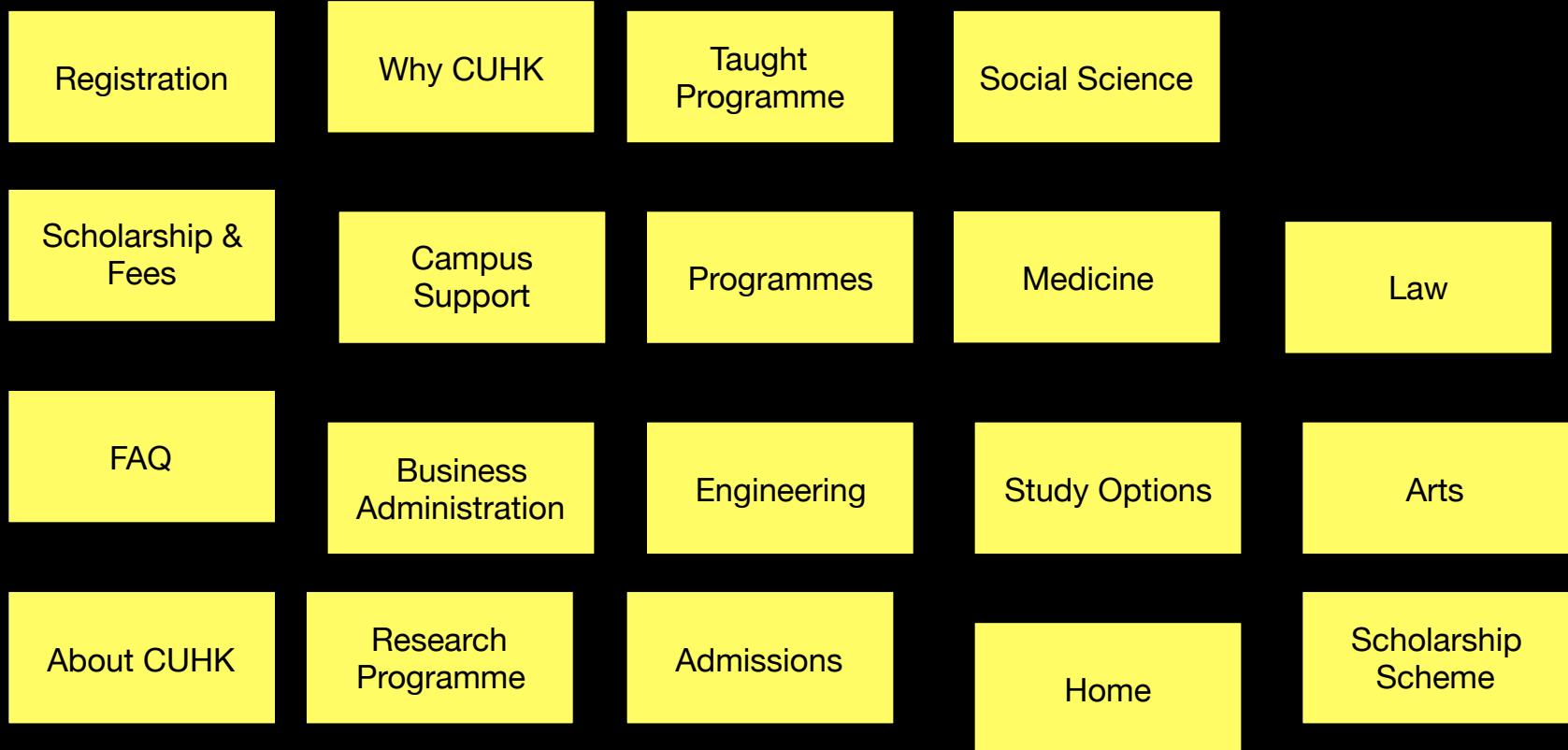
**Information architecture** combines the art and science of structuring, organizing, labeling, navigating, and searching information space.

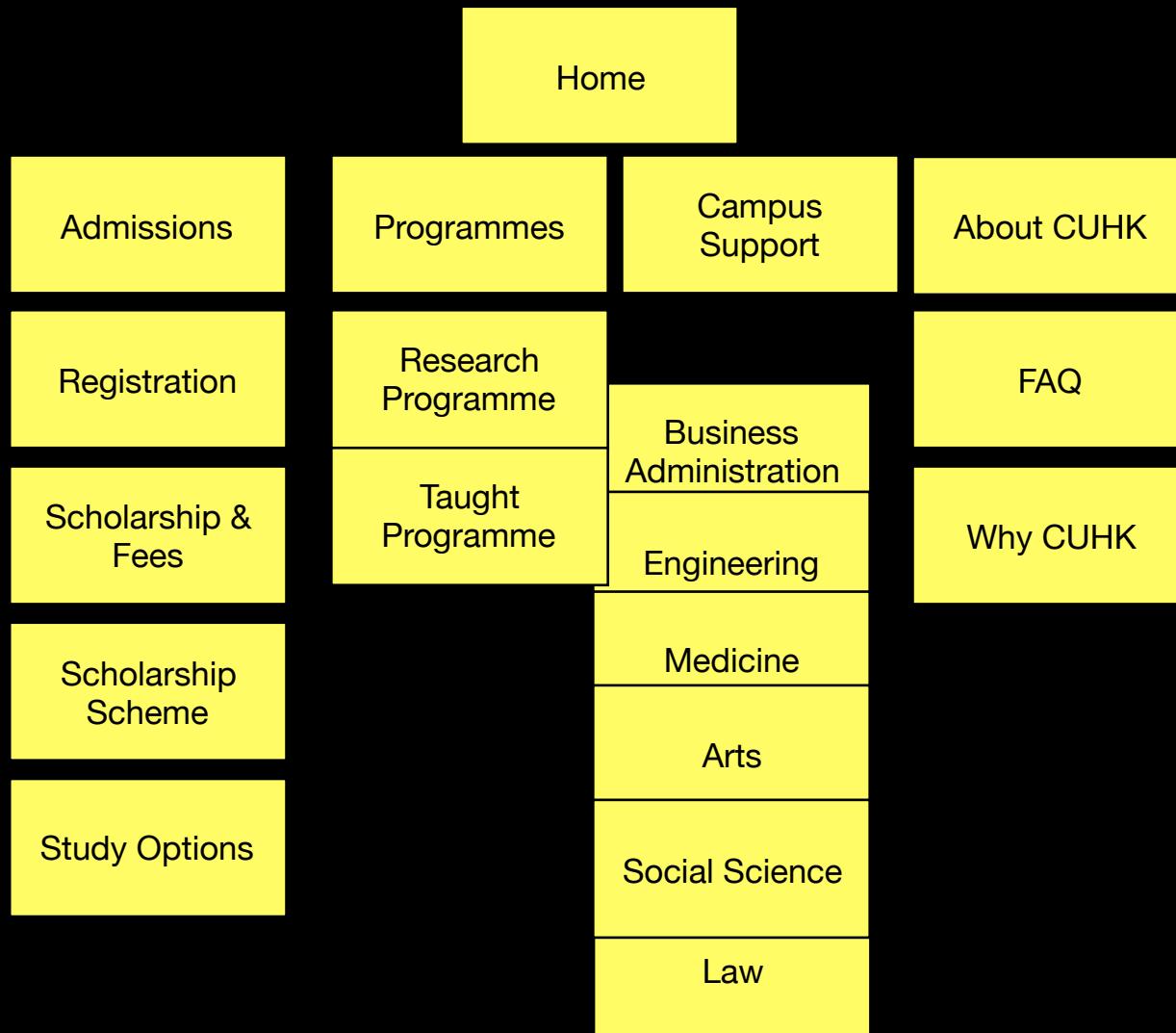


# What topics will interest you to apply for a programme in Hong Kong?



# How to Sort Out the Item in a Logical Order?





# Content Organization Scheme

## *Logical Grouping*

- **Alphabet** (e.g. Contact list)
- **Time** (e.g. Calendar)
- **Place** (e.g. Train route)
- **Hierarchy** (e.g. Organisation chart)
- **Category** (e.g. Product catalog)

Source: Richard Wurman, “Information Anxiety”

## *Visual Grouping*

- **Linear** (e.g. Carousel)
- **Parallel** (e.g. Timeline)
- **Web** (e.g. Airline route)
- **Matrix** (e.g. City map)
- **Hierarchical** (e.g. tournament )
- **Spatial Zoom** (e.g. Baidu Map)
- **Overlay** (e.g. Anatomy Overlay)

Source: Clement Mok, “Designing Business”

Getting  
started

Layout

Content

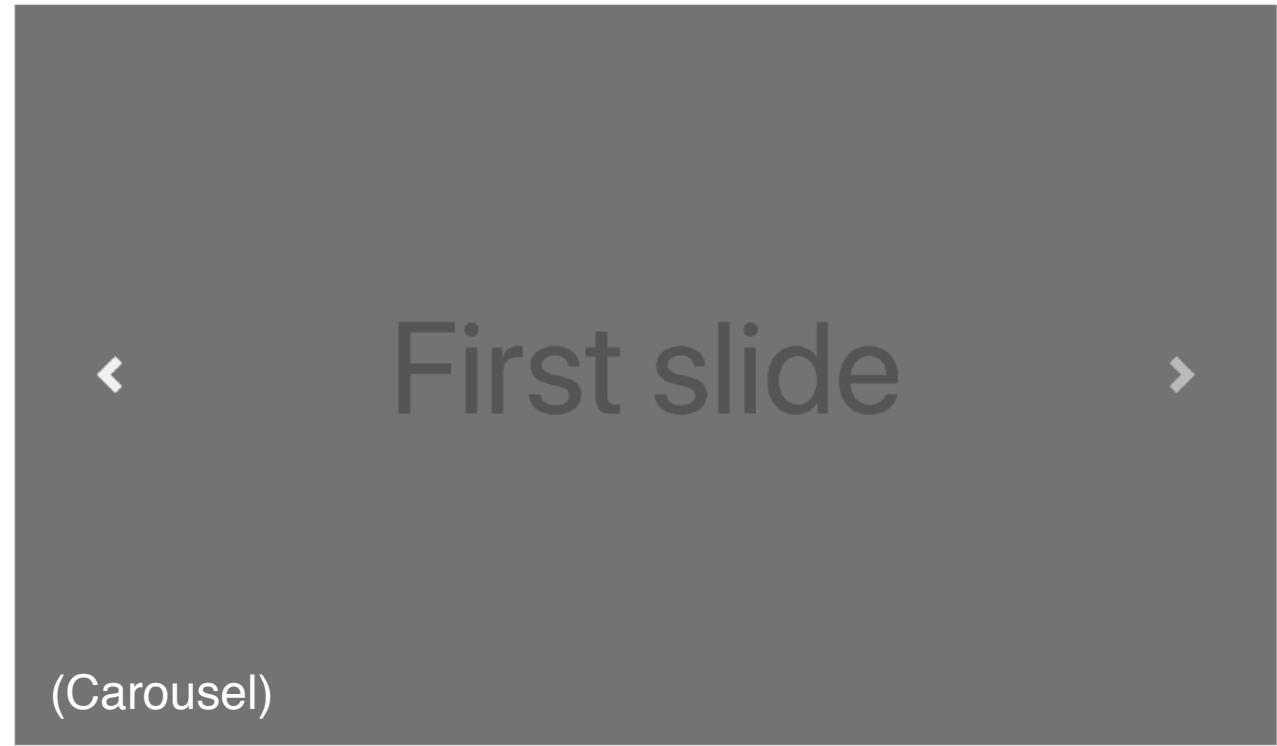
## Components

Alerts

Badge

Breadcrumb

Buttons



Source:<https://getbootstrap.com/docs/4.3/components/carousel/>



Arista Records

I'm Every Women as performed by Whitney Houston.

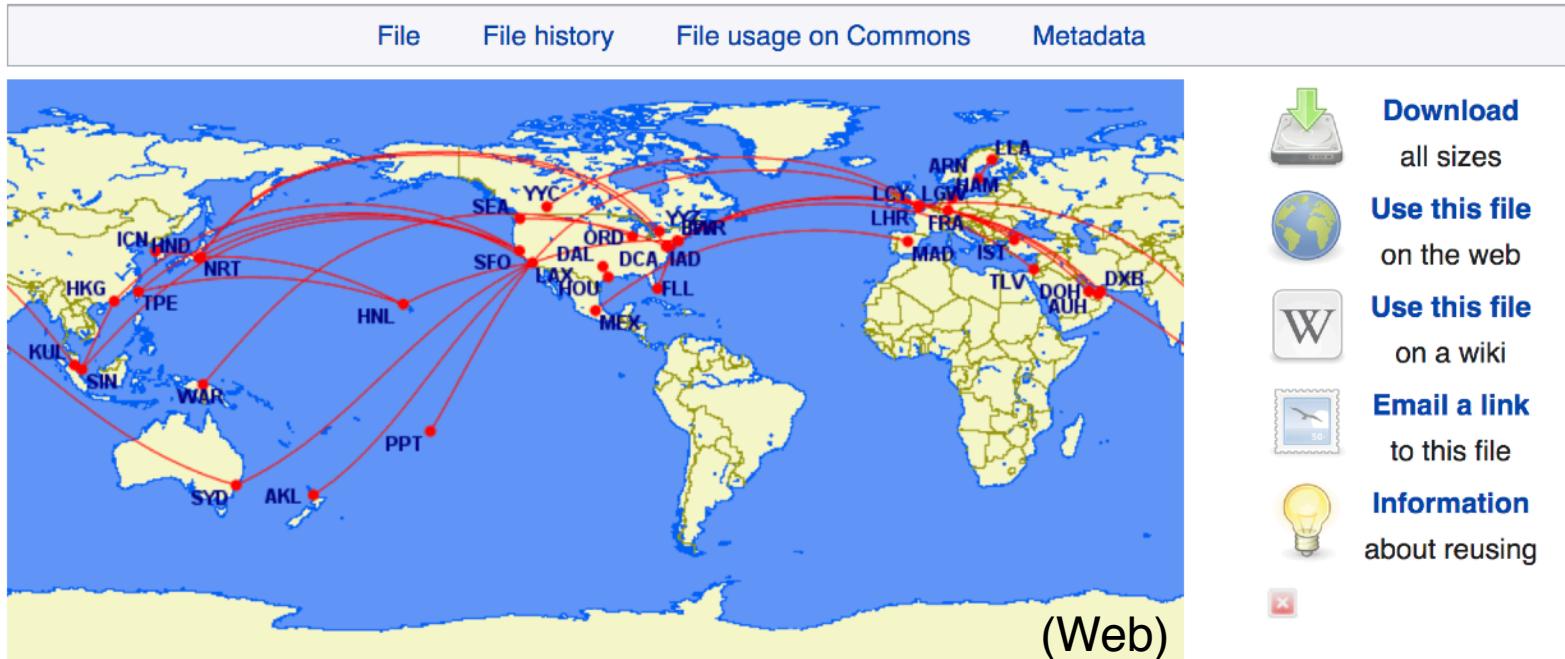
## (Timeline)



Source:<https://timeline.knightlab.com/examples/houston/index.html>

# File:Map of Route of Airlines' Flight No 1.gif

From Wikimedia Commons, the free media repository



No higher resolution available.

[Map\\_of\\_Route\\_of\\_Airlines'\\_Flight\\_No\\_1.gif](#) (720 × 360 pixels, file size: 26 KB, MIME type: image/gif)



Open in Media Viewer



Source:[https://commons.wikimedia.org/wiki/File:Map\\_of\\_Route\\_of\\_Airlines%27\\_Flight\\_No\\_1.gif](https://commons.wikimedia.org/wiki/File:Map_of_Route_of_Airlines%27_Flight_No_1.gif)

[Attractions](#)[Experiences](#)[Lodging](#)[Stories](#)[Guidebook](#)

## Top Attractions

**Central Park**

Upper West Side & Central Park  
*Park*

**Brooklyn Bridge Park**

Brooklyn: Brooklyn Heights,  
Downtown Brooklyn & Dumbo  
*Park*

**Ellis Island**

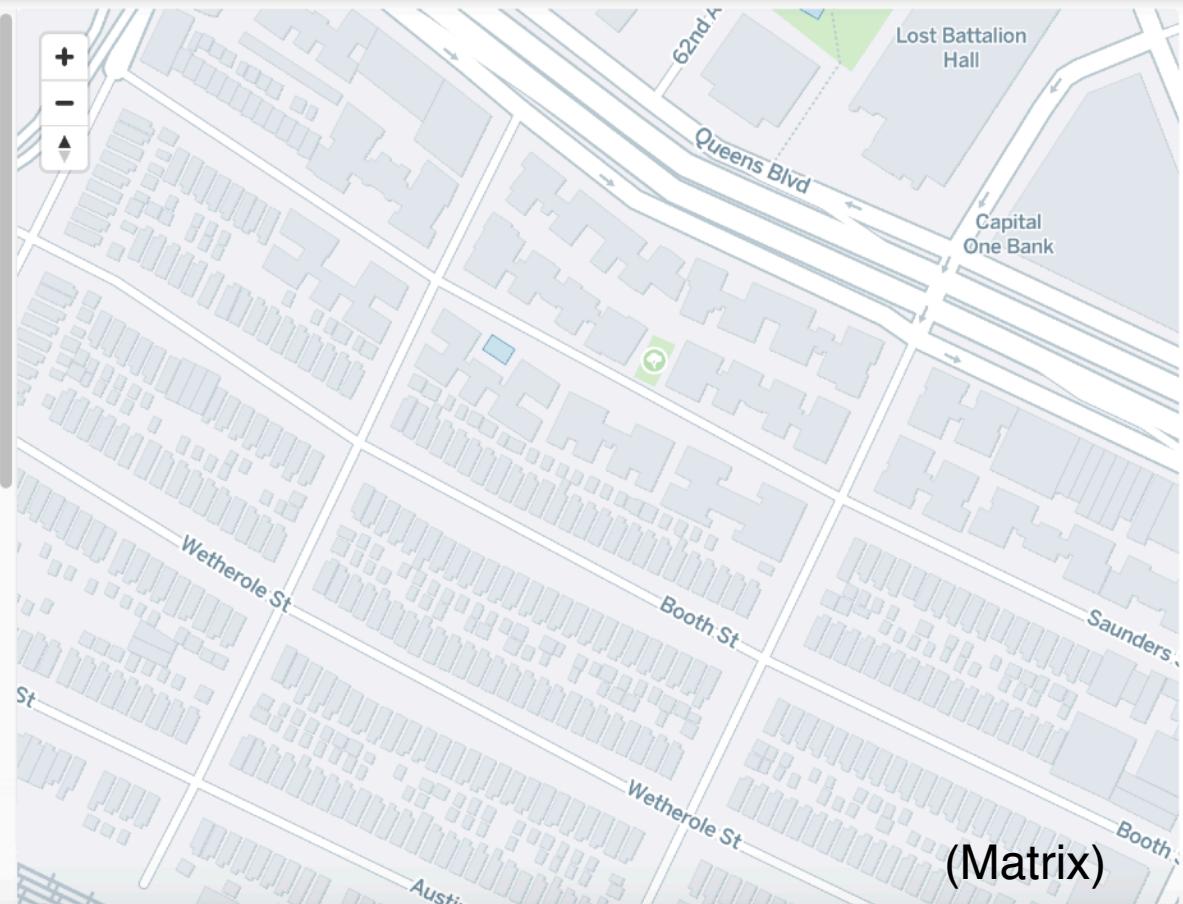
Financial District & Lower  
Manhattan  
*Landmark*

**Grand Central Terminal**

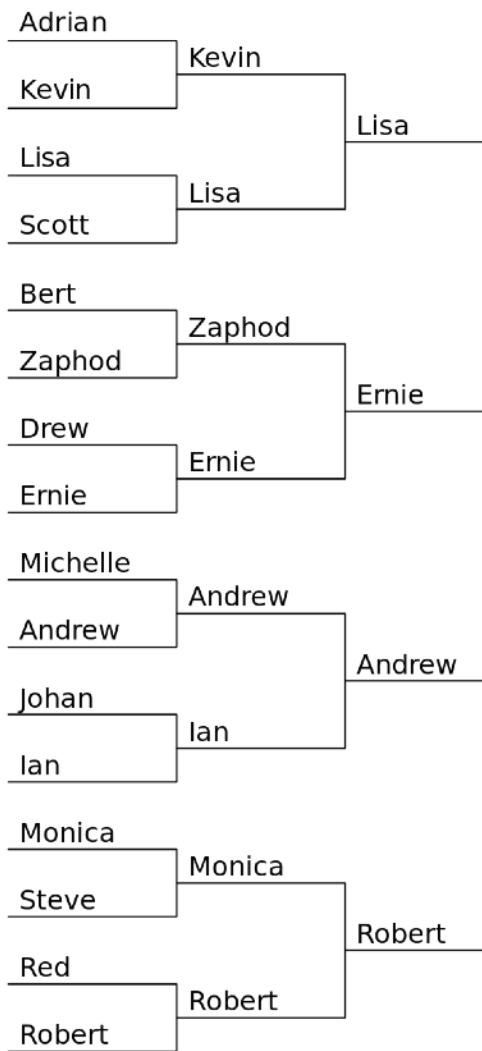
Midtown  
*Historic Building*

**Metropolitan Museum of  
Art**

Upper East Side  
*Museum*



Source:<https://www.lonelyplanet.com/usa/new-york-city#maps>



(Tournament Bracket)

Source: [https://en.wikipedia.org/wiki/Bracket\\_\(tournament\)](https://en.wikipedia.org/wiki/Bracket_(tournament))

[Attractions](#)[Experiences](#)[Lodging](#)[Stories](#)[Guidebook](#)

## Top Attractions

**Central Park**

Upper West Side & Central Park  
Park

**Brooklyn Bridge Park**

Brooklyn: Brooklyn Heights,  
Downtown Brooklyn & Dumbo  
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**Ellis Island**

Financial District & Lower  
Manhattan  
*Landmark*

**Grand Central Terminal**

Midtown  
*Historic Building*

**Metropolitan Museum of  
Art**

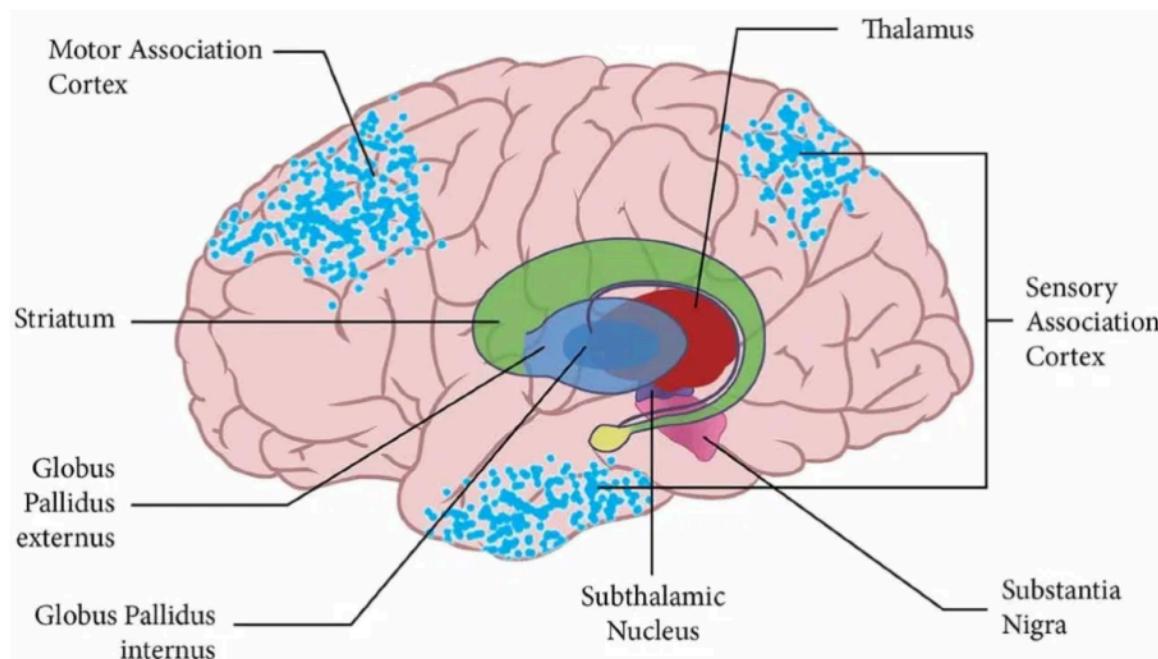
Upper East Side  
*Museum*



Source: <https://www.lonelyplanet.com/usa/new-york-city#maps>



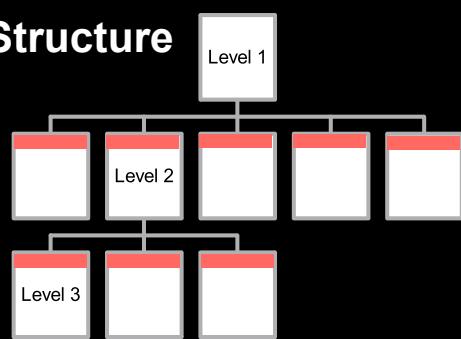
## Anatomy of the Thalamus



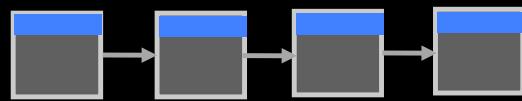
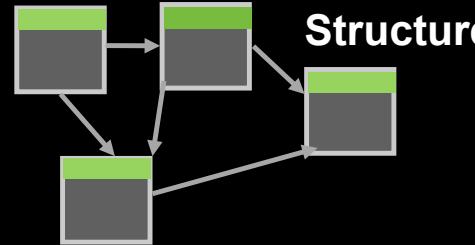
Source: <https://brainmadesimple.com/thalamus/>

# Information Architecture

Hierarchical  
Structure



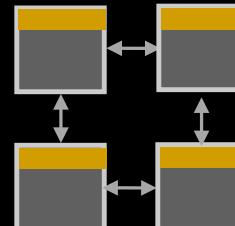
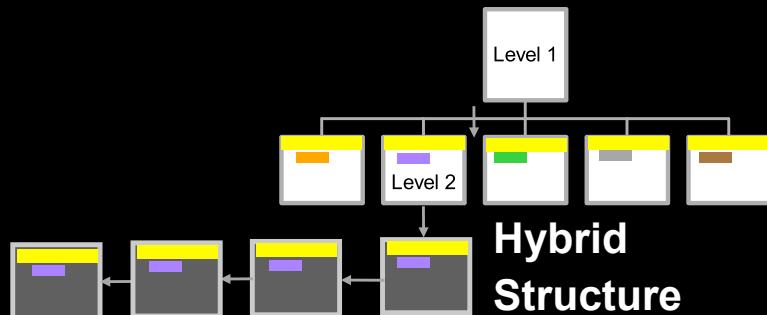
Organic  
Structure



Sequential  
Structure

Level 1

Hybrid  
Structure



Matrix  
Structure

# **Database Schema (Entity Relationship Diagram) for Supporting the Development of Information Architecture**



erd02.drawio

File Edit View Arrange Extras Help

Unsaved changes. Click here to save.



Search Shapes

100%

100%



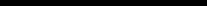
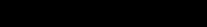
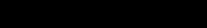
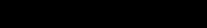
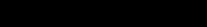
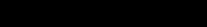
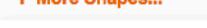
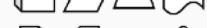
Search Shapes



Scratchpad

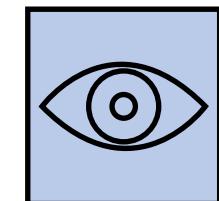
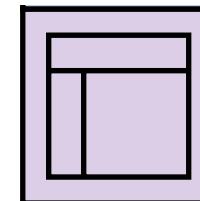
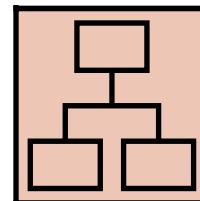
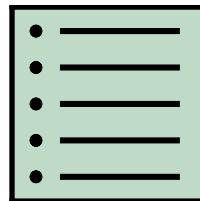
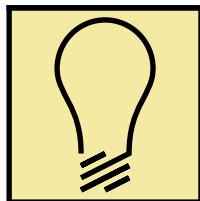
Drag elements here

General

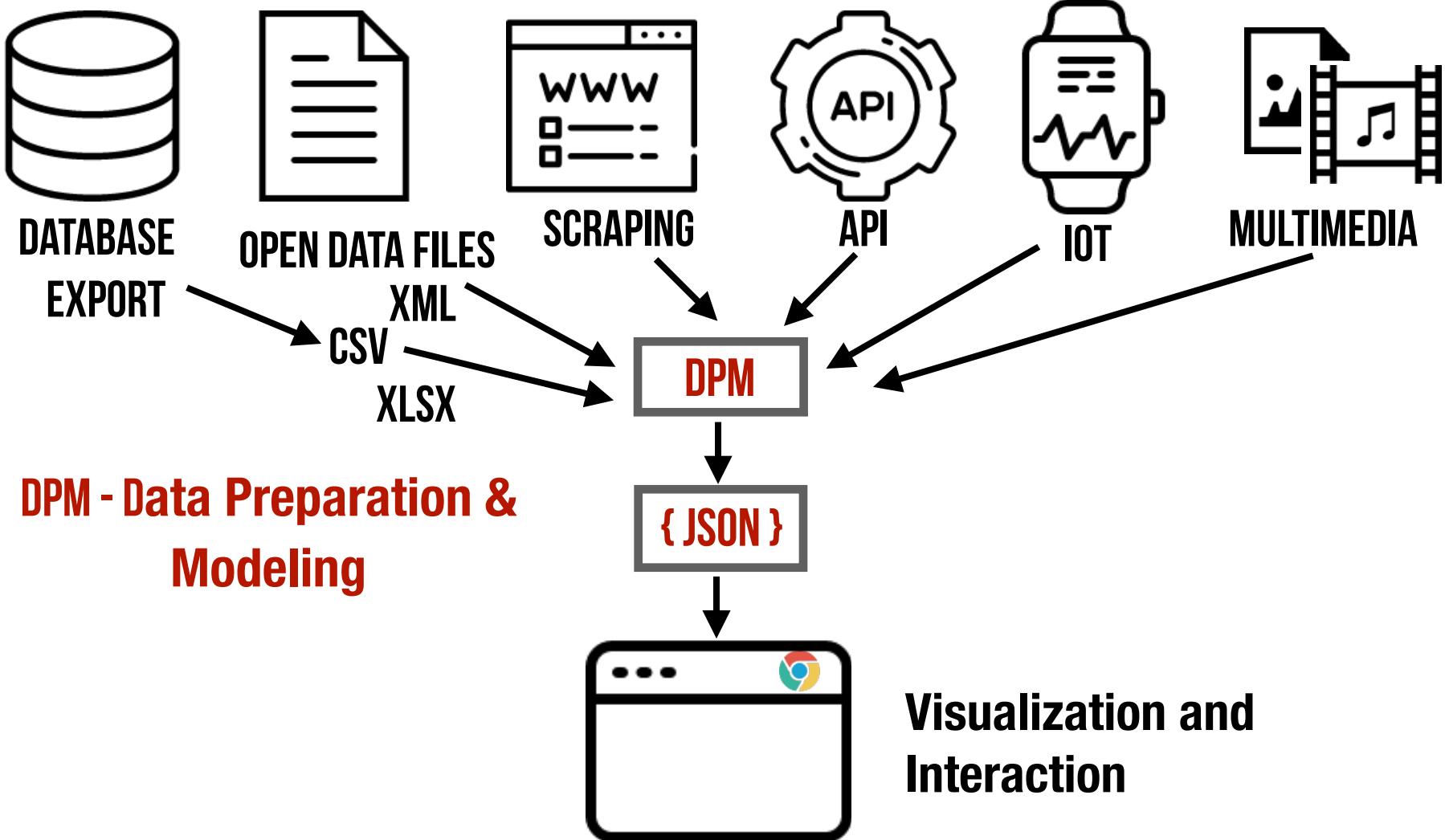


# Data Collection & Content Production Plan

Level	Section	Description	Status	Deadline	Assigned
1.0	About CUHK	An overview of the school	Done	NA	John
2.0	Admission & Financial Aid	General Admission and Financial Information	Final Review	1/9/2020	Peter
3.0	Programmes	Programme Description and Admission Req.	Collect Updates	1/9/2020	Mary
4.0	Contact Us	Contact info and location	Done	NA	Paul



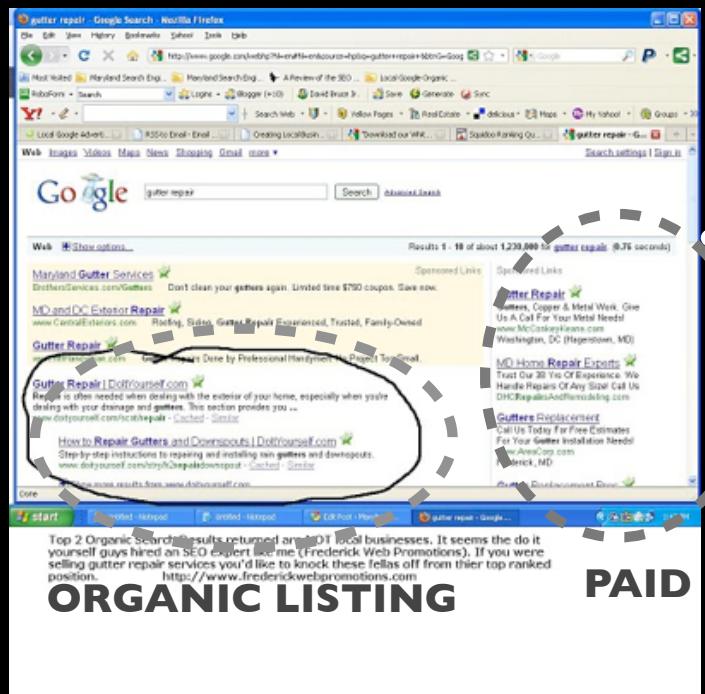
**STRUCTURE PLANE**



# **How Search Works?**

4

## SEARCH INTERFACE



CRAWLER/SPIDER/WEB BOT

1



QUERY  
ENGINE  
SEARCH  
INDEX

5

Meta-Data Defined



2

CRAW  
THE WEB

RESULT  
LISTINGS

6

INDEXER  
BUILD UP  
WEB PAGE  
INDEX  
DATABASE



**PAID LISTING**

# What is Web Analytics?

It's a tool used for analysing web traffic to the site for answering the following questions:

- What pages were visited? How many times?
- Where did the visitors come from? Who were they?
- When did they visit? How frequent?
- How long did they stay? What did they view and click?
- Where did they stop and leave? How frequent (e.g. bounce rate)?

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Google Ads

Search Console

Social

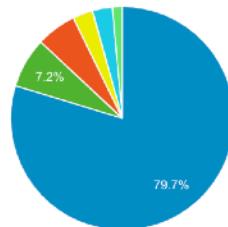
Campaigns

Behavior

Conversions

Attribution BETA

## Top Channels



## Users



## Conversions



## Acquisition

## Behavior

## Conversions

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 2 Conversion Rate	Goal 2 Completion	Goal 2 Value
1 Direct	69	41	157	36.31%	4.07	00:03:41	3.18%	5	\$5.00
2 Referral	55	24	72	39.42%	2.5	00:02:15	2.88%	1	\$1.00
3 Organic Search	5	5	10	21.43%	2.4	00:01:30	0.00%	0	\$0.00
4 (Other)	4	2	8	100.00%	1.0	00:00:30	0.00%	0	\$0.00
	2	2	10	0.00%	1.0	00:00:30	0.00%	0	\$0.00

# Organic and Paid Listings

## SEO

## SEM

- Organic (Natural) Listing (Content Driven - Page Rank Algorithm)
  - Tags (Meta, Title)
  - Body content
  - Links to you (negotiate partnership, build numerous websites, blogs linking to yourself)
- Paid Listing (Pay Per Click:view-->click-->transaction)
  - Sponsored ads
  - Conversion rates (browser->member->customer)



online coding class in Hong Kong



All



Images



News



Maps



Videos



More

Settings

Tools

About 27,700,000 results (0.64 seconds)

Ad · [www.protostaredu.com/hk](http://www.protostaredu.com/hk) ▾

### Online English Course - 真人即時互動小班英語授課

全港第一間真人在線的精品小班英語課程機構，聘用北美學校任職的真老師，對標美國小學CCSS。按照美國學校課程體系設計的標準自然拼音課程，為孩子的聽說和讀寫能力打下堅實的基礎。三階段核心課程。小班課堂優勢。固定同學。國際學校的英語教學質素。

Ad · [www.hoksi-edu.com/](http://www.hoksi-edu.com/) ▾

### 學斯教育 - 中學數學專科補習社 - 網上教學 1對1 度身設計課程

中學數學專科補習社 網上教學課程 專人跟進 度身設計課程 隨時發問 安坐家中成績進步。小組教學。緊貼個人程度。專人跟進。度身訂做。課程：中一至中六，數學及英文專科補習，小組教學 專人跟進。

[1對1 網上教學課程](#) · [1對4數學班](#) · [聯絡我們](#) · [免費試堂](#) · [1對4英文班](#)

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Online GCE/IGCSE intensive exam preparation **classes** for HK and UK students. Our...

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Private and small group lessons available from K2 through University Admissions Exams

www.firstcodeacademy.com ▾ traffic (us): 0/mo - keywords: 3

## First Code Academy

Online Coding First Code 1:1. Professional instructors, world **class curriculum**, flexible timing.

Book Your Trial Class today! Send me ...

Tinker Coding Program · Junior Coding Program · Creator Coding Program

www.creativecoding.hk ▾ traffic (us): 0/mo - keywords: 0

## Affordable Online Coding Kids Classes | Hong Kong | private ...

Offering creative **coding** and robotics **classes** & holiday camps for kids in **Hong Kong**. Try our STEAM based Robotics workshops using Makeblock, Edison and ...

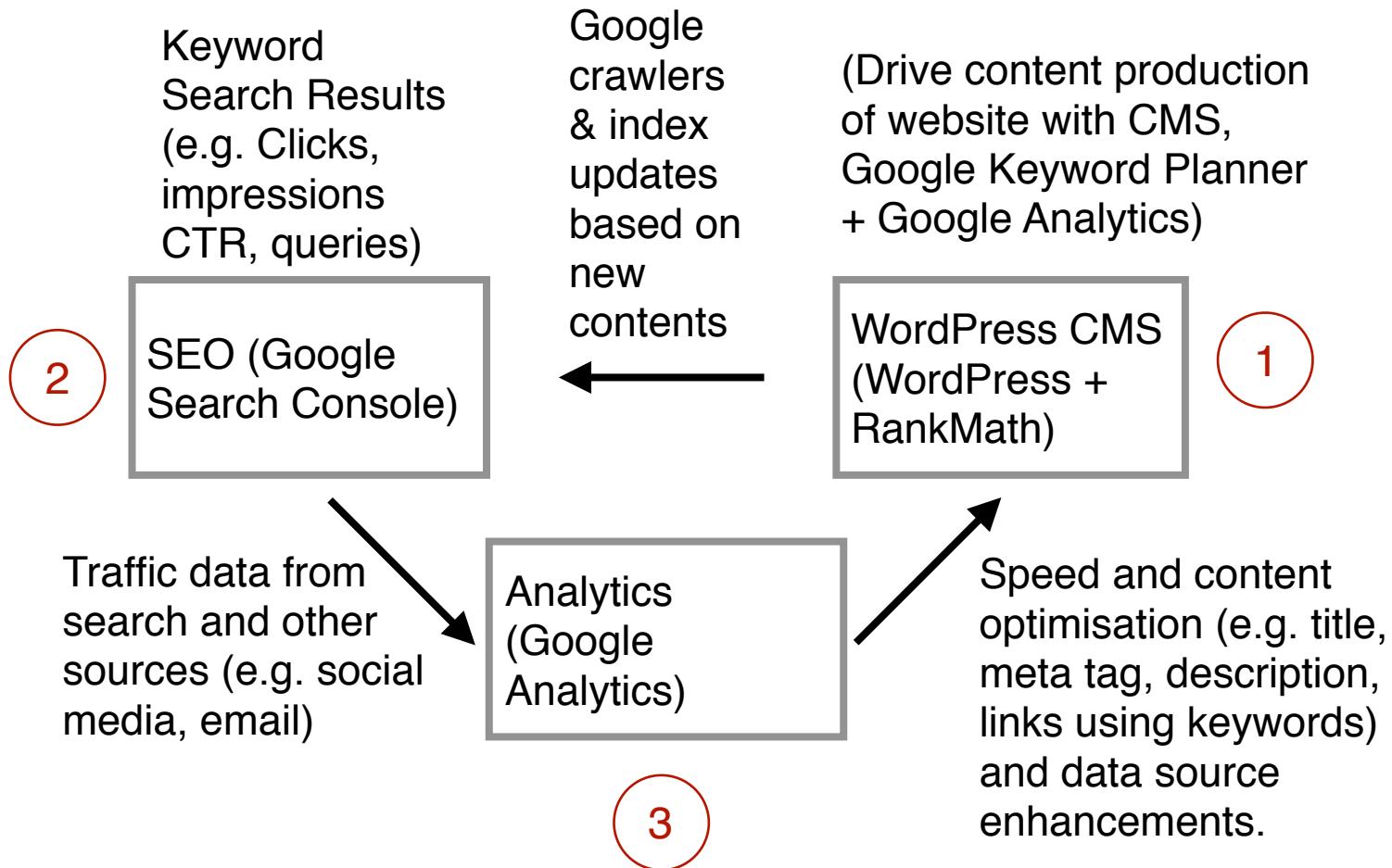
xccelerate.co › course-detail › PTCB ▾ traffic (us): 0/mo - keywords: 1

## Best Coding Course For Beginners | Xccelerate Hong Kong

Learn career enhancing skills with expert instructors and like minded peers. Now, Xccelerate enhances our popular on-campus experience with **online** features to ...

# Why Web Analytics?

- Feedback to improve web design
- Know whether the content is enticing
- Has the user experience been captured?
- Who are the real users?
- What do they really care?
- How to make them come back for more?
  - conversion ratio (visitor-->member-->customer)



# **SEO CASE STUDY**



# CREATIVITY LAB

Go Green ! Be Sunny!



Log in

Booking

COMMUNITY

IDEA

ACTION

EVENT

## 攝影基礎及實戰技巧工作坊

攝影文化與日常生活息息相關，專業的數碼單鏡反光相機(DSLR)逐漸普及，人人也可充當記者、攝影師，從記錄社會事件甚至把身邊一切由瞬間變成永恆。clab將帶你解構攝影的迷人之處，認識數碼相機的運作原理並一同於中大校園內進行風景拍攝，發掘及訓練自己的「攝影眼」。



攝影基礎及實戰技巧工作坊

clab is organizing a photography workshop for college students who are looking to better understand...

more

<https://clab.wys.cuhk.edu.hk/>

# Analytics

All accounts > Creativity Lab of WYS C...

## All Web Site Data ▾



Try searching “Top countries by users”



Home

Customization

REPORTS

Realtime

Audience

Acquisition

### Overview

All Traffic

Google Ads

Search Console

Social

Campaigns

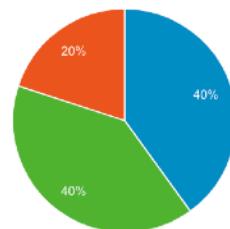
Behavior

Conversions

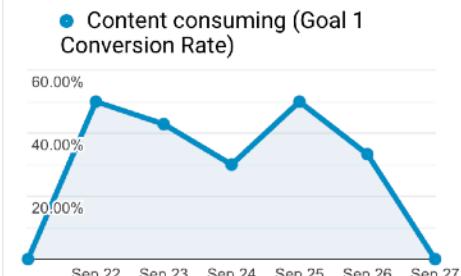
Attribution BETA

Discover

Admin



Direct  
Organic Search  
Social



### Acquisition

### Behavior

### Conversions

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
1 ■ Direct	30	26	36	41.67%	6.78	00:02:24	38.89%	14	\$0.00
2 ■ Organic Search	12	12	12	28.57%	6.78	00:02:24	50.00%	26	
3 ■ Social	6	6	6	73.33%	6.78	00:02:24	13.33%	2	
				0.00%			71.43%		

To see all 3 Channels click [here](#).

This report was generated on 9/28/20 at 1:50:59 AM - Refresh Report



Try searching “Top countries by users”



- [Home](#)
- [Customization](#)
- REPORTS**
- [Realtime](#)
- [Audience](#)
- Acquisition**
  - [Overview](#)
  - [All Traffic](#)
  - [Google Ads](#)
- Search Console**
  - Landing Pages**
  - [Countries](#)
  - [Devices](#)
  - [Queries](#)
- [Social](#)
- [Campaigns](#)
- Behavior**
- [Attribution BETA](#)

Landing Page <small>?</small>	Acquisition					Behavior		Conversions		Goal 1: Content consuming <small>?</small>
	Impressions <small>?</small>	Clicks <small>?</small>	CTR <small>?</small>	Average Position <small>?</small>	Sessions <small>?</small>	Bounce Rate <small>?</small>	Pages / Session <small>?</small>	Content consuming (Goal 1 Completions) <small>?</small>	Content consuming (Goal 1 Value) <small>?</small>	
	118 % of Total: 100.00% (118)	8 % of Total: 100.00% (8)	6.78% Avg for View: 6.78% (0.00%)	9.8 Avg for View: 9.8 (0.00%)	15 % of Total: 41.67% (36)	73.33% Avg for View: 41.67% (76.00%)	5.27 Avg for View: 6.78 (-22.30%)	2 % of Total: 14.29% (14)	\$0.00 % of Total: 0.00% (\$0.00)	13.33% Avg for View: 38.89% (-65.71%)
1. <a href="#">/</a>	21 (17.80%)	2 (25.00%)	9.52%	4.4	3 (20.00%)	33.33%	22.00	2 (100.00%)	\$0.00 (0.00%)	66.67%
2. <a href="#">/idea/yue-jiang-yue-yan-key</a>	11 (9.32%)	1 (12.50%)	9.09%	3.7	1 (6.67%)	100.00%	1.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
3. <a href="#">/idea/cu-bus-see-your-busyi-ge-neng-kan-dao-xiao-ba-de-app</a>	7 (5.93%)	1 (12.50%)	14.29%	4.6	1 (6.67%)	100.00%	1.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
4. <a href="#">/photo/ted-x-cuhk</a>	6 (5.08%)	0 (0.00%)	0.00%	8.5	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
5. <a href="#">/idea/organising-messy-wires</a>	5 (4.24%)	0 (0.00%)	0.00%	2.0	1 (6.67%)	100.00%	1.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
6. <a href="#">/idea/weleap-she-hui-chuang-ye-ji-ao-liu</a>	5 (4.24%)	1 (12.50%)	20.00%	14	1 (6.67%)	0.00%	2.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
7. <a href="#">/action/3d-paper-and-digital-mode-l-workshop</a>	4 (3.39%)	0 (0.00%)	0.00%	6.5	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
8. <a href="#">/action/dian-ying-xin-shang-hui-trainspotting-12</a>	4 (3.39%)	0 (0.00%)	0.00%	25	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
9. <a href="#">/idea/wellness-hub-you-xue-sheng-zhu-dao-de-qing-nian-xin-li-fa-zhan-wang-luo</a>	4 (3.39%)	2 (25.00%)	50.00%	2.0	4 (26.67%)	75.00%	1.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
10. <a href="#">/idea-list-cat/83</a>	3 (2.54%)	1 (12.50%)	33.33%	11	1 (6.67%)	100.00%	1.00	0 (0.00%)	\$0.00 (0.00%)	0.00%



Try searching “Top countries by users”



Home  
Customization

## REPORTS

Realtime

Audience

## Acquisition

Overview

All Traffic

Google Ads

## Search Console

Landing Pages

Countries

Devices

Queries

Social

Campaigns

Behavior

Attribution BETA

Primary Dimension: Country

Secondary dimension ▾

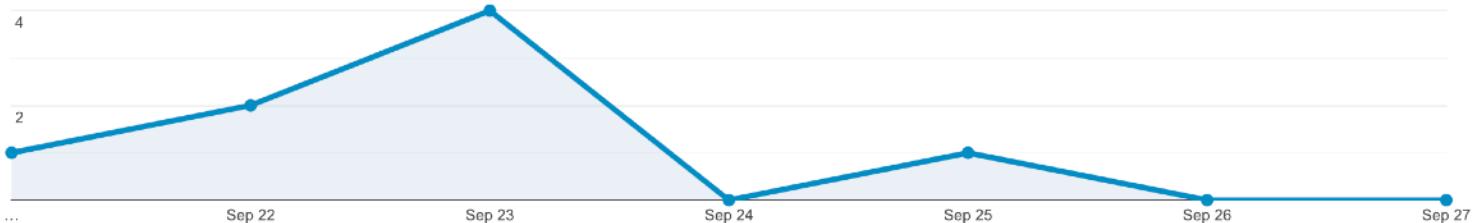
advanced

Country ?	Acquisition					Behavior		Conversions		
	Impressions ?	Clicks ?	CTR ?	Average Position ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Content consuming (Goal 1 Completions) ?	Content consuming (Goal 1 Value) ?	Content consuming (Goal 1 Conversion Rate) ?
	118 % of Total: 100.00% (118)	8 % of Total: 100.00% (8)	6.78% Avg for View: 6.78% (0.00%)	9.8 Avg for View: 9.8 (0.00%)	15 % of Total: 41.67% (36)	73.33% Avg for View: 41.67% (76.00%) (-22.30%)	5.27 Avg for View: 6.78 (-22.30%)	2 % of Total: 14.29% (14)	\$0.00 % of Total: 0.00% (\$0.00)	13.33% Avg for View: 38.89% (-65.71%)
1.  Hong Kong	83 (70.34%)	8 (100.00%)	9.64%	6.0	12 (80.00%)	66.67%	6.33	2 (100.00%)	\$0.00 (0.00%)	16.67%
2.  United States	4 (3.39%)	0 (0.00%)	0.00%	21	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
3.  China	3 (2.54%)	0 (0.00%)	0.00%	4.3	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
4.  Spain	3 (2.54%)	0 (0.00%)	0.00%	53	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
5.  United Kingdom	3 (2.54%)	0 (0.00%)	0.00%	2.7	1 (6.67%)	100.00%	1.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
6.  India	2 (1.69%)	0 (0.00%)	0.00%	8.0	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
7.  Malaysia	2 (1.69%)	0 (0.00%)	0.00%	8.0	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
8.  Philippines	2 (1.69%)	0 (0.00%)	0.00%	11	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
9.  Taiwan	2 (1.69%)	0 (0.00%)	0.00%	35	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%
10.  Argentina	1 (0.85%)	0 (0.00%)	0.00%	32	0 (0.00%)	0.00%	0.00	0 (0.00%)	\$0.00 (0.00%)	0.00%

Show rows: 10 ▾ Go to: 1 1 - 10 of 24



Try searching “Top countries by users”



Secondary dimension  advanced

Device Category	Acquisition					Behavior		Conversions		
	Impressions	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Content consuming (Goal 1 Completions)	Content consuming (Goal 1 Value)	Content consuming (Goal 1 Conversion Rate)
	118 % of Total: 100.00% (118)	8 % of Total: 100.00% (8)	6.78% Avg for View: 6.78% (0.00%)	9.8 Avg for View: 9.8 (0.00%)	15 % of Total: 41.67% (36)	73.33% Avg for View: 41.67% (76.00%)	5.27 Avg for View: 6.78 (-22.30%)	2 % of Total: 14.29% (14)	\$0.00 % of Total: 0.00% (\$0.00)	13.33% Avg for View: 38.89% (-65.71%)
1. desktop	70 (59.32%)	5 (62.50%)	7.14%	13	10 (66.67%)	80.00%	7.30	2 (100.00%)	\$0.00 (0.00%)	20.00%
2. mobile	48 (40.68%)	3 (37.50%)	6.25%	5.5	5 (33.33%)	60.00%	1.20	0 (0.00%)	\$0.00 (0.00%)	0.00%

Show rows: 10 Go to: 1 1 - 2 of 2 &lt; &gt;

This report was generated on 9/28/20 at 1:52:23 AM - Refresh Report



Try searching "Top countries by users"

[Home](#)[Customization](#)

## REPORTS

[Realtime](#)[Audience](#)

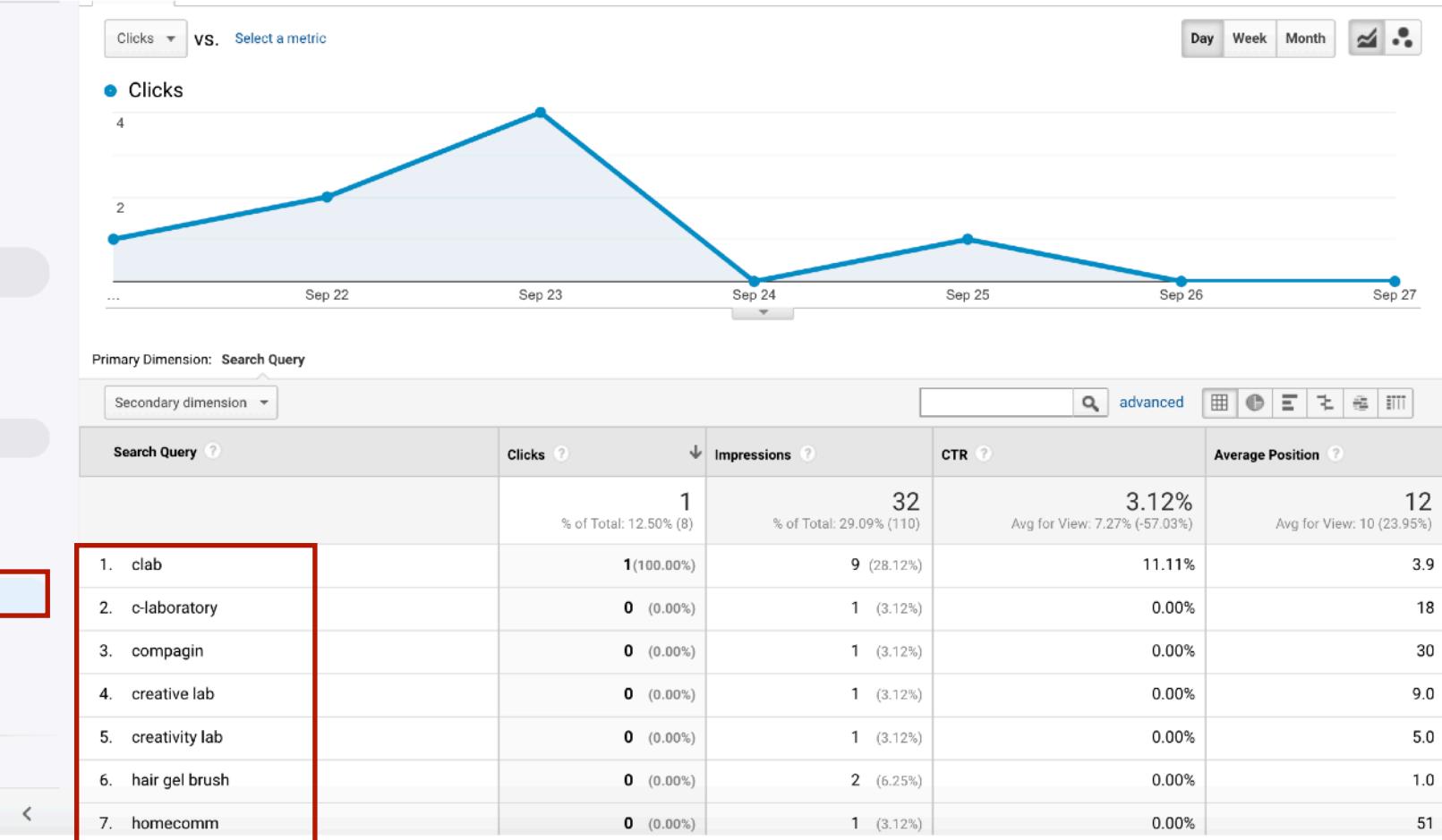
## Acquisition

[Overview](#)[All Traffic](#)[Google Ads](#)

## Search Console

[Landing Pages](#)[Countries](#)[Devices](#)[Queries](#)[Social](#)[Campaigns](#)

## Behavior

[Attribution BETA](#)

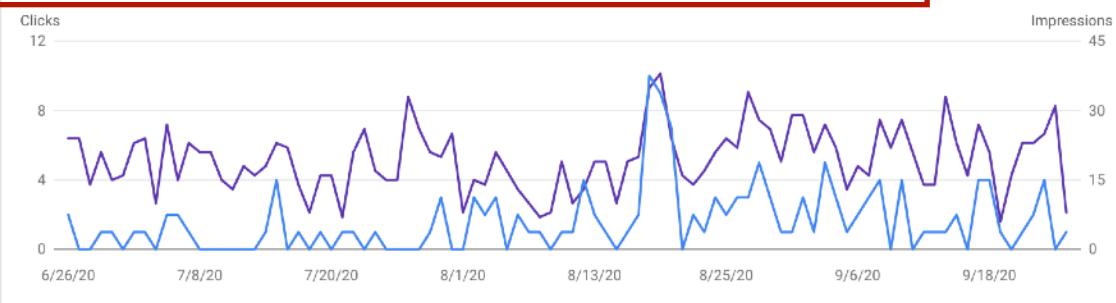
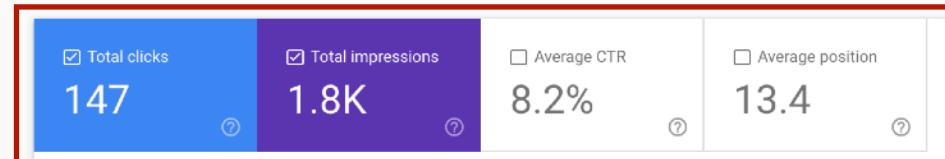
# **GOOGLE SEARCH CONSOLE**

<https://clab.wys.cuhk.edu.hk/>

## Performance

[EXPORT](#)[Overview](#)[Search type: Web](#) [Date: Last 3 months](#) [+ NEW](#)

Last updated: 10 hours ago

[Performance](#)[URL inspection](#)[Index](#)[Coverage](#)[Sitemaps](#)[Removals](#)[Enhancements](#)[Core Web Vitals](#)[Mobile Usability](#)[Security & Manual Actions](#)[Legacy tools and reports](#)[Links](#)[Settings](#)[Submit feedback](#)[QUERIES](#)[PAGES](#)[COUNTRIES](#)[DEVICES](#)[SEARCH APPEARANCE](#)[DATES](#)

Query	Clicks	Impressions
喵key	4	75

[↓ Clicks](#)

Impressions

<https://clab.wys.cuhk.edu.hk/>

## Performance

[EXPORT](#)[Overview](#)[Performance](#)[URL inspection](#)

Index

Coverage

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Mobile Usability

Security &amp; Manual Actions

Legacy tools and reports

Links

Settings

Submit feedback

Search type: Web Date: Last 3 months [+ NEW](#)Last updated: 10 hours ago 

Query	↓ Clicks	Impressions
啫key	4	75
clab	1	69
weleap	1	17
戴耳塞 開鐘	1	2
cu bus	0	22
hair gel brush	0	21
bokeh filter	0	19
nothiny	0	18
hair brush with hair remover	0	16
semhh0n19la -site:youtube.com	0	14

<https://clab.wys.cuhk.edu.hk/>

## Performance

[EXPORT](#)[Overview](#)[Performance](#)[URL inspection](#)

Index

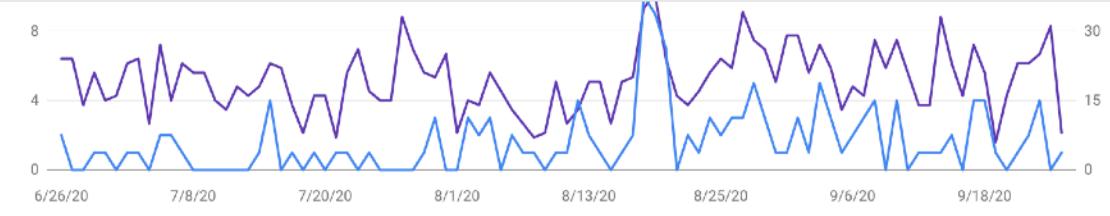
[Coverage](#)[Sitemaps](#)[Removals](#)

Enhancements

[Core Web Vitals](#)[Mobile Usability](#)

Security &amp; Manual Actions

Legacy tools and reports

[Links](#)[Settings](#)[Submit feedback](#)Search type: Web Date: Last 3 months [+ NEW](#)Last updated: 10 hours ago 

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
		<b>COUNTRIES</b>			
		Country			
		Hong Kong			
		Taiwan			
		United States			
		Japan			
		Unknown Region			
				↓ Clicks	Impressions
				137	1,154
				5	94
				2	71
				2	16
				1	9

<https://clab.wys.cuhk.edu.hk/>

## Performance

[EXPORT](#)[Overview](#)[Performance](#)[URL inspection](#)

Index

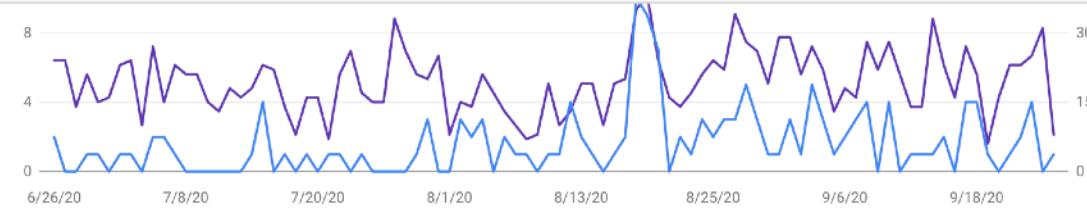
[Coverage](#)[Sitemaps](#)[Removals](#)

Enhancements

[Core Web Vitals](#)[Mobile Usability](#)

Security &amp; Manual Actions

Legacy tools and reports

[Links](#)[Settings](#)[Submit feedback](#)Search type: Web Date: Last 3 months [+ NEW](#)Last updated: 10 hours ago 

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
<a href="#"></a>					
Device			<a href="#">DEVICES</a>	<a href="#">SEARCH APPEARANCE</a>	<a href="#">DATES</a>
Desktop				<a href="#"></a> Clicks	Impressions
Mobile				96	1,080
Tablet				49	696
				2	21
Rows per page: 10 <a href="#"></a> 1-3 of 3 <a href="#"></a> <a href="#"></a>					

Desktop

96

1,080

Mobile

49

696

Tablet

2

21

- 1. Understand Product Management and Requirement Analysis Using the Elements of UX Framework.**
- 2. Understand the Relationship Among Information Architecture, SEO, and Web Analytics**
- 3. Master Content Management System and Its Use in Improving SEO Through Using WordPress**

# **Content Management System (CMS) for Web Content, SEO and Analytics Integration**

**Setup WordPress on patheon.io**

[Solutions](#)[Products](#)[Services](#)[Plans](#)**PANTHEON®**[Resources](#)[LOG IN](#)[Get Started](#)

# Superpower Your Team With WebOps

*Embrace Agility, Iterate Faster,  
& Drive Results*

[Watch the Demo](#)[Start a Free Trial](#)

## Login

 [Log in with Google](#)

or

 bsysin@gmail.com

 .....

[Don't remember your password?](#)

 [Log In](#)

 **Bernard Suen** Sites Organizations Support Account

## Welcome to Pantheon

This is your User Dashboard, where you'll see your Pantheon sites. Create a free site to start from scratch or migrate an existing site.

 + Create New Site Migrate Existing Site

## Create Your Pantheon Site

New Pantheon Site

Your Pantheon Development Site URL

Continue

## Choose Your CMS

Start with a vanilla CMS installation.



### WordPress

Level up your WordPress workflow with version control and our Dev/Test/Live environments, so you can develop without fear of breaking your live site.

Deploy



### Drupal 8

Use our professional workflow hooks for modern web development with the #1 enterprise open-source CMS.

Deploy



### Drupal 7

Maintaining Drupal 7 sites can be a pain - our 1-click core updates and multiple development environments make it safe and easy.

Deploy

## Deploying WordPress

Deploying CMS



## Deploying WordPress

Complete!

[Visit your Pantheon Site Dashboard](#)

W demo5961

[Upgrade](#)[Multidev ▾](#)[Dev](#)[Test](#)[Live](#)[Workflows ▾](#)[Team](#)[Settings](#)[Support](#)[Visit Development Site](#)[Site Admin](#)[Public](#)[Connection Info](#)[Clear Caches](#)

## </> Code

[Status](#)[Database / Files](#)[Errors](#)[Domains / HTTPS](#)[Backups](#)[Security](#)[New Relic](#)

Dev



Test



Live

Use the isolated Development environment to safely work on your project without fear of breaking the live site.

Install the CMS and then use the Dev environment to develop your site. Or skip this and [install later](#).

[Install WordPress](#)

The screenshot shows a language selection dropdown menu. The menu is titled "English (United States)" and contains a list of various languages. A red box highlights the "Continue" button at the bottom right of the menu.

- Afrikaans
- العربية
- العربية المغربية
- অসমীয়া
- Azerbaycan dili
- گۈزى ئۇرپاجان
- Беларуская мова
- Български
- বাংলা
- ଶର୍ଦ୍ଧାଶ୍ରମ
- Bosanski
- Català
- Cebuano
- Čeština
- Cymraeg
- Dansk
- Deutsch
- Deutsch (Schweiz, Du)
- Deutsch (Schweiz)
- Deutsch (Sie)
- Հայերէն
- Ελληνικά

Continue



## Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

### Information needed

Please provide the following information. Don't worry, you can always change these settings later.

**Site Title**

Demo 5961

**Username**

admin

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

**Password**

\*\*\*\*\*

Strong



**Important:** You will need this password to log in. Please store it in a secure location.

**Your Email**

bsysin@gmail.com

Double-check your email address before continuing.

**Search Engine Visibility**

Discourage search engines from indexing this site

It is up to search engines to honor this request.

**Install WordPress**



## Success!

WordPress has been installed. Thank you, and enjoy!

**Username** admin

**Password** *Your chosen password.*



Login to your WordPress Site [Return to Pantheon](#)

Username or Email Address

Password

Remember Me

[Lost your password?](#)

[← Back to Demo 5940](#)

# **The WordPress Admin Menu**

Dashboard

Welcome to WordPress!

We've assembled some links to get you started:

**Get Started**

[Customize Your Site](#)

or, [change your theme completely](#)

**Next Steps**

- [Write your first blog post](#)
- [Add an About page](#)
- [View your site](#)

**More Actions**

- [Manage widgets or menus](#)
- [Turn comments on or off](#)
- [Learn more about getting started](#)

**At a Glance**

1 Post      1 Page

1 Comment

WordPress 5.0.2 running [Twenty Nineteen](#) theme.  
[Search Engines Discouraged](#)

**Activity**

Recently Published

Today, 7:07 am      Hello world!

Recent Comments

 From [A WordPress Commenter](#) on [Hello world!](#)  
Hi, this is a comment. To get started with moderating, editing, and deleting comments, please visit the Comments screen in...

All (1) | Pending (0) | Approved (1) | Spam (0) | Trash (0)

**Quick Draft**

Title

What's on your mind?

[Save Draft](#)

**WordPress Events and News**

Attend an upcoming event near you.

 [WordPress Meetup #26: 升級 WordPress 前的準備 及 如何加強保護你的 WordPress 網站 \(廣東話 Cantonese\)](#) Thursday, Jan 10, 2019 7:00 pm  
Hong Kong, Hong Kong

**WordPress 5.0.2 Maintenance Release**

[WPTavern: Beaver Builder Doubles Down on Serving Power Users in Response to Gutenberg](#)

Drag boxes here

# **The WordPress Appearance**

## **(Additional Looks)**

The screenshot shows the WordPress theme selection interface. On the left, a sidebar menu lists various site sections: Dashboard, Posts, Media, Pages, Comments, Appearance (which is highlighted with a red box), Plugins (with a red notification badge showing '2'), Users, Tools, Settings, and a 'Collapse menu' option.

The main area displays a grid of nine theme preview cards, each featuring a 'New version available. [Update now](#)' message. The themes shown are:

- Twenty Twenty**: A clean, modern theme for the Swedish Museum of Modern Art.
- Twenty Eleven**: A classic theme with a focus on readability and a 'Featured Posts in Twenty Eleven' section.
- Twenty Fifteen**: A nautical-themed design featuring a pier over water.
- Twenty Fourteen**: A photography-oriented theme with a large image slider and a 'FEATURED IMAGES REALLY' section.
- Twenty Nineteen**: A dark, minimalist theme for digital strategy for small businesses.
- Twenty Seventeen**: A modern theme featuring a large potted plant on a wooden surface.

At the top center, there's a search bar labeled 'Search installed themes...'. The top navigation bar includes 'Themes' (with a count of 10), 'Add New', and a user profile icon.



Search

UNCATEGORIZED

# Hello world!

 By bsuen

 September 23, 2020

 1 Comment

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

# **The WordPress Pages (Static Content)**

Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages **Pages** Add New Screen Options Help

All (2) | Published (1) | Draft (1)

Bulk actions Apply All dates Filter 2 items

<input type="checkbox"/> Title	Author		Date	Title tag	Meta Desc.	Score
<a href="#">Privacy Policy — Draft, Privacy Policy Page</a>	bsuen	—	Last Modified 2020/09/23 at 1:45 pm			
<a href="#">Sample Page</a>	bsuen	—	Published 2020/09/23 at 1:45 pm			
<input type="checkbox"/> Title	Author		Date	Title tag	Meta Desc.	Score
						2 items

Bulk actions Apply

https://dev-demo5961.pantheonsite.io/wp-admin/edit.php?post\_type=page Version 5.5.1

- Dashboard
- Posts
- Media
- Pages
- All Pages
- Add New
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Shortcodes
- SEO
- Airpress

## Add New Page

### About the Website

Permalink: <https://dev-demo5961.pantheonsite.io/about-the-website/> Edit

Add Media Insert shortcode

Visual Text

b i link b-quote del ins img ul ol li code more close tags

Welcome to our website, which is designed for 21st century digital talents. We now live in an age filled with all sorts of digital products and services. Let's learn to become wise consumers of such offerings to keep our environment more sustainable and our lives more meaningful.

Word count: 47

Draft saved at 9:11:23 am.

### SEO

Titles settings Advanced Social Redirection

#### Title ?

To get your Google snippet preview, publish your post!

76%

433 / 568 pixels - 54 / 60 (maximum recommended limit)

#### Google Snippet Preview ?

This is what your page will look like in Google search results. You have to publish your post to get the Google Snippet Preview.

**Publish**

Save Draft Preview

Status: Draft Edit

Visibility: Public Edit

Publish immediately Edit

Move to Trash

Publish

**Page Attributes**

Parent: (no parent) ▼

Template: Default template ▼

Order: 0

Need help? Use the Help tab above the screen title.

**Featured image**

Set featured image

Dashboard

Posts

Media

Pages

All Pages

Add New

Comments

Appearance

Plugins

Users

Tools

Settings

Shortcodes

SEO

Airpress

Collapse menu

## Add New Page

### About the Website

Permalink: <https://dev-demo5961.pantheonsite.io/about-the-website/> [Edit](#)

[Add Media](#) [Insert shortcode](#)

Visual Text

[b](#) [i](#) [link](#) [b-quote](#) [del](#) [ins](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#) [close tags](#)

Welcome to our website, which is designed for 21st century digital talents. We now live in an age filled with all sorts of digital products and services. Let's learn to become wise consumers of such offerings to keep our environment more sustainable and our lives more meaningful.

Word count: 47

Draft saved at 9:11:23 am.

### SEO

[Titles settings](#) [Advanced](#) [Social](#) [Redirection](#)

#### Title

To get your Google snippet preview, publish your post!

76%

433 / 568 pixels - 54 / 60 (maximum recommended limit)

#### Google Snippet Preview

This is what your page will look like in Google search results. You have to publish your post to get the Google Snippet Preview.

### Publish

[Save Draft](#)

[Preview](#)

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

[Publish immediately](#) [Edit](#)

[Move to Trash](#)

[Publish](#)

### Page Attributes

#### Parent

(no parent) [▼](#)

#### Template

Default template [▼](#)

#### Order

0

Need help? Use the Help tab above the screen title.

### Featured image

[Set featured image](#)

## Featured image

Upload files Media Library

Drop files to upload

Select Files

Maximum upload file size: 100 MB.

Set featured image

56%

post to get the Google Snippet Preview.



## Featured image

Upload files Media Library

Filter media

Images

All dates

Search



### ATTACHMENT DETAILS



dna-5591477\_1280.png

September 28, 2020

428 KB

1280 by 896 pixels

[Edit Image](#)

[Delete permanently](#)

Alt Text

Describe the purpose of  
the image. Leave empty if  
the image is purely  
decorative.

Title

Caption

Description

File URL:

[Set featured image](#)

Coding Everywhere 7 0 + New View Page SEO Toggle Airpress Debugger

Permalink: <https://dev-demo5961.pantheonsite.io/about-the-website> Edit

Howdy, bsuen

Preview Changes

Dashboard

Posts

Media

Pages

All Pages

Add New

Comments

Appearance

Plugins

Users

Tools

Settings

Shortcodes

SEO

Airpress

Collapse menu

Word count: 47 Last edited by bsuen on September 28, 2020 at 9:17 am

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Sep 28, 2020 at 09:11 [Edit](#)

[Move to Trash](#) [Update](#)

Page Attributes

Parent: (no parent)

Template: Default template

Order: 0

Need help? Use the Help tab above the screen title.

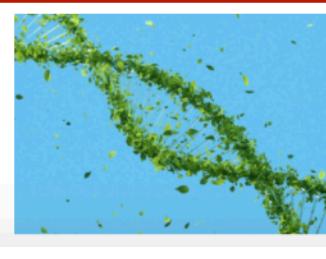
SEO

Titles settings Advanced Social Redirection

Title About the Website | Coding Everywhere 56% 319 / 568 pixels - 37 / 60 (maximum recommended limit) + Post Title + Site Title + Separator

Google Snippet Preview This is what your page will look like in Google search results. You have to publish your post to get the Google Snippet Preview. Mobile Preview

Meta description https://dev-demo5961.pantheonsite.io/about-the-website/ About the Website | Coding Everywhere

Featured image 

Waiting for dev-demo5961.pantheonsite.io...



Coding Everywhere

Customize

7

0

+ New

Edit Page

SEO

Toggle Airpress Debugger

Howdy, bsuen



# Coding Everywhere

[Home](#) [About Us](#) [Gallery](#) [Contact Us](#)

## About the Website

Welcome to our website, which is designed for 21st century digital talents. We now live in an age filled with all sorts of digital products and services. Let's learn to become wise consumers of such offerings to keep our environment more sustainable and our lives more meaningful.

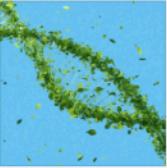
Search

# The WordPress Media

WP Coding Everywhere SEO Toggle Airpress Debugger Howdy, bsuen Help

## Media Library [Add New](#)

All media items All dates Bulk select Search



Library Add New

Pages Comments Appearance Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

Thank you for creating with [WordPress](#). Version 5.5.1

# The WordPress Menu

Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen

Screen Options ▾ Help ▾

## Menus [Manage with Live Preview](#)

[Edit Menus](#)

Create your first menu below.

### Add menu items

Pages

Most Recent [View All](#) [Search](#)

- About the Website
- Sample Page

Select All [Add to Menu](#)

Posts

Custom Links

Categories

### Menu structure

Menu Name

Create Menu

Give your menu a name, then click Create Menu.

### Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Display location

Primary  
 Footer Menu  
 Social Menu

Create Menu

Thank you for creating with [WordPress](#).

Version 5.5.1

W Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Header Background Theme Editor Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

## Menus [Manage with Live Preview](#)

[Edit Menus](#)

Create your first menu below.

### Add menu items

Pages

Most Recent [View All](#) Search

About the Website  
Sample Page

Select All [Add to Menu](#)

Posts

Custom Links

Categories

### Menu structure

Menu Name

Give your menu a name, then click Create Menu.

**Menu Settings**

Auto add pages  Automatically add new top-level pages to this menu

Display location

Primary  
 Footer Menu  
 Social Menu

[Create Menu](#)

[Create Menu](#)

Thank you for creating with [WordPress](#).

Version 5.5.1

Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Header Background Theme Editor Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

Menus Manage with Live Preview Screen Options Help

Edit Menus

Create your first menu below.

Add menu items

Pages

Most Recent View All Search

About the Website Sample Page

Select All Add to Menu

Posts

Custom Links

Categories

Menu structure

Menu Name Primary Menu Create Menu

Give your menu a name, then click Create Menu.

Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Display location  Primary  Footer Menu  Social Menu

Create Menu

Thank you for creating with [WordPress](#).

Version 5.5.1

Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Header Background Theme Editor Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

## Menus Manage with Live Preview

Primary Menu has been updated.

Edit Menus Manage Locations

Edit your menu below, or [create a new menu](#). Don't forget to save your changes!

### Add menu items

Pages ▾

Most Recent View All Search

About the Website  Sample Page

Select All **Add to Menu**

Posts ▾

Custom Links ▾

Categories ▾

### Menu structure

Menu Name Primary Menu **Save Menu**

Add menu items from the column on the left.

### Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Display location  Primary  Footer Menu  Social Menu

**Delete Menu** **Save Menu**

Thank you for creating with [WordPress](#).

Version 5.5.1

Coding Everywhere SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Header Background Theme Editor Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

Menus Manage with Live Preview

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Add menu items

Pages

Most Recent View All Search

About the Website  
 Sample Page

Select All Add to Menu

Posts

Custom Links

Categories

Menu structure

Menu Name Primary Menu Save Menu

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

About the Website Page

Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Display location  Primary  
 Footer Menu  
 Social Menu

Delete Menu Save Menu

Thank you for creating with [WordPress](#).

Version 5.5.1

Coding Everywhere

About the Website

# Doody

My first theme maked with WordPress



# **The WordPress Posts (Dynamic Content)**

Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Posts All (2) | Published (2) Screen Options Help

Bulk actions Apply All dates All Categories Filter 2 items

<input type="checkbox"/> Title	Author	Categories	Tags		Date	Title tag	Meta Desc.	Score
<input type="checkbox"/> The Universe in a Grain of Sand	bsuen	Uncategorized	—		Published 2020/09/23 at 4:12 pm			
<input type="checkbox"/> Hello world!	bsuen	Uncategorized	—		Published 2020/09/23 at 1:45 pm			

Bulk actions Apply 2 items

Thank you for creating with [WordPress](#). Version 5.5.1

Coding Everywhere 7 0 + New View Post SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Screen Options Help

## Edit Post [Add New](#)

Hello world!

Permalink: <https://dev-demo5961.pantheonsite.io/2020/09/23/hello-world/> [Edit](#)

[Add Media](#) [Insert shortcode](#) Visual Text

```
<!-- wp:paragraph -->
<p>Welcome to WordPress. This is your first post. Edit or delete it, then start writing!</p>
<!-- /wp:paragraph -->
```

Word count: 0 Last edited on September 23, 2020 at 1:45 pm

### SEO

- [Titles settings](#)
- [Advanced](#)
- [Social](#)
- [Redirection](#)

Title [?](#) Google Snippet Preview [?](#)

**Publish**

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Sep 23, 2020 at 13:45 [Edit](#)

[Move to Trash](#) [Update](#)

**Categories**

All Categories Most Used

Uncategorized

[+ Add New Category](#)

**Tags**

Add Separate tags with commas

[Choose from the most used tags](#)

**Featured image**

Set featured image

Howdy, bsuen

Coding Everywhere    7    0    + New    View Post    SEO    Toggle Airpress Debugger

Permalink: <https://dev-demo5961.pantheonsite.io/2020/09/23/hello-world/> Edit

Add Media    Insert shortcode

Visual    Text

b i link b-quote del ins img ul ol li code more close tags

```
<!-- wp:paragraph -->
<p>Welcome to WordPress. This is your first post. Edit or delete it, then start writing!</p>
<!-- /wp:paragraph -->
```

Word count: 15    Last edited on September 23, 2020 at 1:45 pm

SEO

Titles settings    Advanced    Social    Redirection

Title    Google Snippet Preview

Hello world! | Coding Everywhere  
47%  
266 / 568 pixels - 32 / 60 (maximum recommended limit)  
+ Post Title    + Site Title    + Separator

This is what your page will look like in Google search results. You have to publish your post to get the Google Snippet Preview.

Mobile Preview

https://dev-demo5961.pantheonsite.io/2020/09/23/hello-world/  
Hello world! | Coding Everywhere

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Sep 23, 2020 at 13:45 [Edit](#)

[Move to Trash](#)    Update

Categories

All Categories    Most Used

Uncategorized

+ Add New Category

Weekly Posts

— Parent Category —

Add New Category

Tags

Separate tags with commas

Choose from the most used tags

Featured image

Howdy, bsuen

Coding Everywhere 7 0 + New View Post SEO Toggle Airpress Debugger

Dashboard Posts All Posts Add New Categories Tags Media Pages Comments Appearance Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

Add Media Insert shortcode Visual Text

b i link b-quote del ins img ul ol li code more close tags

```
<!-- wp:paragraph -->
<p>Welcome to WordPress. This is your first post. Edit or delete it, then start writing!</p>
<!-- /wp:paragraph -->
```

Word count: 15 Last edited on September 23, 2020 at 1:45 pm

SEO

Titles settings Advanced Social Redirection

Title **47%** 266 / 568 pixels - 32 / 60 (maximum recommended limit)

+ Post Title + Site Title + Separator

Google Snippet Preview

This is what your page will look like in Google search results. You have to publish your post to get the Google Snippet Preview.

Mobile Preview

<https://dev-demo5961.pantheonsite.io/2020/09/23/hello-world/>

Hello world! | Coding Everywhere

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Sep 23, 2020 at 13:45 [Edit](#)

[Move to Trash](#) [Update](#)

Categories

All Categories Most Used

Weekly Posts  
 Uncategorized

+ Add New Category

Parent Category

Add New Category

Tags

Add

Separate tags with commas

Choose from the most used tags

Featured image

Coding Everywhere 7 0 New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Header Background Theme Editor Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

## Menus [Manage with Live Preview](#)

[Edit Menus](#)

Create your first menu below.

### Add menu items

Pages

Most Recent [View All](#) Search

- About the Website
- Sample Page

Select All [Add to Menu](#)

Posts

Custom Links

Categories

### Menu structure

Menu Name  [Create Menu](#)

Give your menu a name, then click Create Menu.

#### Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Display location

Primary  
 Footer Menu  
 Social Menu

[Create Menu](#)

Thank you for creating with [WordPress](#).

Version 5.5.1

Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Header Background Theme Editor Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

## Menus [Manage with Live Preview](#)

[Edit Menus](#) [Manage Locations](#) [Screen Options ▾](#) [Help ▾](#)

Edit your menu below, or [create a new menu](#). Don't forget to save your changes!

### Add menu items

Pages

Most Recent [View All](#) [Search](#)

About the Website  
 Sample Page

Select All [Add to Menu](#)

Posts

Custom Links

Categories

### Menu structure

Menu Name Primary Menu [Save Menu](#)

Add menu items from the column on the left.

### Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Display location  Primary  
 Footer Menu  
 Social Menu

[Delete Menu](#) [Save Menu](#)

Thank you for creating with [WordPress](#).

Version 5.5.1

Howdy, bsuen

Coding Everywhere 7 0 + New View Post SEO Toggle Airpress Debugger

Dashboard Posts All Posts Add New Categories Tags

Edit Post Add New Post updated. [View post](#)

The Universe in a Grain of Sand

Permalink: <https://dev-demo5961.pantheonsite.io/2020/09/23/the-universe-in-a-grain-of-sand/> Edit

Add Media Insert shortcode

b i link b-quote del ins img ul ol li code more close tags

[apr field="body"]

Visual Text

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Revisions: 8 [Browse](#)

Published on: Sep 23, 2020 at 16:12 [Edit](#)

[Move to Trash](#) [Update](#)

Categories

All Categories [Most Used](#)

Weekly Posts  
 Uncategorized

+ Add New Category

Word count: 0 Last edited by bsuen on September 28, 2020 at 9:42 am

SEO

Titles settings Advanced Social Redirection

Title Google Snippet Preview

Tags

Add

Separate tags with commas

Coding Everywhere SEO New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Header Background Theme Editor Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

## Menus [Manage with Live Preview](#)

[Edit Menus](#) [Manage Locations](#)

Edit your menu below, or [create a new menu](#). Don't forget to save your changes!

### Add menu items

Pages Posts Custom Links Categories

Most Used View All Search

Weekly Posts

Select All [Add to Menu](#)

### Menu structure

Menu Name Primary Menu [Save Menu](#)

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

About the Website Page ▾

### Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Display location  Primary  Footer Menu  Social Menu

[Delete Menu](#) [Save Menu](#)

Thank you for creating with [WordPress](#). Version 5.5.1

Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Themes Customize Widgets Menus Header Background Theme Editor Plugins Users Tools Settings Shortcodes SEO Airpress Collapse menu

## Menus [Manage with Live Preview](#)

[Edit Menus](#) [Manage Locations](#) [Screen Options](#) [Help](#)

Edit your menu below, or [create a new menu](#). Don't forget to save your changes!

### Add menu items

Pages Posts Custom Links Categories

Most Used View All Search

Weekly Posts  Select All [Add to Menu](#)

### Menu structure

Menu Name Primary Menu [Save Menu](#)

Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

About the Website Page ▾

Weekly Posts Category ▾

### Menu Settings

Auto add pages  Automatically add new top-level pages to this menu

Display location  Primary  Footer Menu  Social Menu

[Delete Menu](#) [Save Menu](#)

Category: Weekly Posts

## The Universe in a Grain of Sand

⌚ September 23, 2020 | 🚩 bsuen | 💬 Leave a Comment

| [Edit](#)

### Hello world!

⌚ September 23, 2020 | 🚩 bsuen | 💬 1 Comment

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

| [Edit](#)

Search ...

#### Recent Posts

[The Universe in a Grain of Sand](#)  
[Hello world!](#)

#### Recent Comments

[A WordPress Commenter](#) on [Hello world!](#)

#### Archives

[September 2020](#)

# **The WordPress Plugins (Additional Functionalities)**

demo5961 12 0 + New Howdy, bsuen

Dashboard Posts Media Pages Comments Appearance Plugins 2

Plugins Add New

All (2) | Inactive (2) | Update Available (2) | Must-Use (1) | Auto-updates Disabled (2)

Search installed plugins...

Bulk actions ▾ Apply 2 items

<input type="checkbox"/>	Plugin	Description	Automatic Updates
<input type="checkbox"/>	Akismet	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. It keeps your site protected even while you sleep. To get started: 1) Click the "Activate" link to the left of this description, 2) <a href="#">Sign up for an Akismet plan</a> to get an API key, and 3) Go to your Akismet configuration page, and save your API key.  Version 3.1.5   By <a href="#">Automattic</a>   <a href="#">View details</a>	<a href="#">Enable auto-updates</a>
<div style="background-color: #ffffcc; padding: 5px;"><p>⟳ There is a new version of Akismet available. <a href="#">View version 4.1.6 details</a> or <a href="#">update now</a>.</p></div>			
<input type="checkbox"/>	Hello Dolly	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page.  Version 1.6   By <a href="#">Matt Mullenweg</a>   <a href="#">View details</a>	<a href="#">Enable auto-updates</a>
<div style="background-color: #ffffcc; padding: 5px;"><p>⟳ There is a new version of Hello Dolly available. <a href="#">View version 1.7.2 details</a> or <a href="#">update now</a>.</p></div>			
<input type="checkbox"/>	Plugin	Description	Automatic Updates

Bulk actions ▾ Apply 2 items

Howdy, bsuen 

Help ▾

## Add Plugins [Upload Plugin](#)

Featured Popular Recommended Favorites Keyword ▾ Search plugins...

Plugins extend and expand the functionality of WordPress. You may automatically install plugins from the [WordPress Plugin Directory](#) or upload a plugin in .zip format by clicking the button at the top of this page.



### Classic Editor

Enables the previous "classic" editor and the old-style Edit Post screen with TinyMCE, Meta Boxes, etc. Supports all plugins that extend thi ...

By [WordPress Contributors](#)

5+ Million Active Installations    Compatible with your version of WordPress

★★★★★ (889)   Last Updated: 1 month ago

[Install Now](#) [More Details](#)



### Akismet Anti-Spam

Akismet checks your comments and contact form submissions against our global database of spam to protect you and your site from malicious content.

By [Automattic](#)

5+ Million Active Installations    Compatible with your version of WordPress

★★★★★ (906)   Last Updated: 1 month ago

 [Update Now](#) [More Details](#)



### Jetpack by WordPress.com

The ideal plugin for stats, related posts, search engine optimization, social sharing, protection, backups, security

By [The Jetpack Contributors](#)

[Install Now](#) [More Details](#)



### bbPress

bbPress is forum software for WordPress.

By [The bbPress Contributors](#)

[Install Now](#) [More Details](#)

Howdy, bsuen

## Add Plugins [Upload Plugin](#)

Search Results Featured Popular Recommended Favorites Keyword  [X](#)

28 items

 <h3>SEOPress</h3> <p>Boost your SEO with SEOPress, a simple, fast and powerful SEO plugin for WordPress. No...</p> <p>By <a href="#">SEOPress</a></p> <p>Active <a href="#">More Details</a></p> <p>★★★★★ (642) Last Updated: 2 days ago 100,000+ Active Installations <span>✓ Compatible with your version of WordPress</span></p>	 <h3>Rank Math – SEO Plugin for WordPress</h3> <p>Rank Math is a revolutionary SEO plugin that combines the features of many SEO tools in a single package &amp; helps you multiply your traffic.</p> <p>By <a href="#">Rank Math</a></p> <p><a href="#">Activate</a> <a href="#">More Details</a></p> <p>★★★★★ (1,859) Last Updated: 1 day ago 500,000+ Active Installations <span>✓ Compatible with your version of WordPress</span></p>
 <h3>WP Last Modified Info</h3> <p>🔥 Ultimate Last Modified Solution for WordPress. Adds last modified date and time automatically on pages and posts very easily.</p> <p>By <a href="#">Sayan Datta</a></p> <p><a href="#">Install Now</a> <a href="#">More Details</a></p> <p>★★★★★ (412) Last Updated: 7 hours ago 20,000+ Active Installations <span>✓ Compatible with your version of WordPress</span></p>	 <h3>AMP for WP – Accelerated Mobile Pages</h3> <p>AMP for WP is the most recommended AMP plugin by the community. Automatically add Accelerated Mobile Pages (Google AMP Project) functionality on your ...</p> <p>By <a href="#">Ahmed Kaludi, Mohammed Kaludi</a></p> <p><a href="#">Install Now</a> <a href="#">More Details</a></p> <p>★★★★★ (978) Last Updated: 2 days ago 100,000+ Active Installations <span>✓ Compatible with your version of WordPress</span></p>
 <h3>WP Subtitle</h3> <p>Install Now</p>	 <h3>SEO Booster</h3> <p>Install Now</p>

Coding Everywhere 7 0 + New SEO Toggle Airpress Debugger Howdy, bsuen Help

Dashboard Posts Media Pages Comments Appearance Plugins Installed Plugins Add New Plugin Editor Users Tools Settings Shortcodes SEO Airpress Collapse menu

## Add Plugins [Upload Plugin](#)

Search Results Featured Popular Recommended Favorites Keyword  201 items 1 of 6

 <h3>Google XML Sitemaps</h3> <p>This plugin will improve SEO by helping search engines better index your site using sitemaps.</p> <p>By Auctollo</p> <p>Active <a href="#">More Details</a></p> <p>★★★★★ (2,114) Last Updated: 2 months ago 2+ Million Active Installations <a href="#">Compatible with your version of WordPress</a></p>	 <h3>Google XML Sitemap Generator</h3> <p>Improve your websites SEO with a comprehensive, easy to use RSS and XML sitemap plugin. Compatible with Google, Bing, Baidu, Yandex and more.</p> <p>By XmSitemapGenerator.org</p> <p>★★★★★ (20) Last Updated: 2 months ago 30,000+ Active Installations Untested with your version of WordPress</p>
 <h3>All in One SEO Pack</h3> <p>The original WordPress SEO plugin, downloaded over 65,000,000 times since 2007.</p> <p>By All in One SEO Team</p> <p><a href="#">Install Now</a> More Details</p> <p>★★★★★ (1,103) Last Updated: 4 days ago 2+ Million Active Installations <a href="#">Compatible with your version of WordPress</a></p>	 <h3>Yoast SEO</h3> <p>Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.</p> <p>By Team Yoast</p> <p><a href="#">Install Now</a> More Details</p> <p>★★★★★ (27,244) Last Updated: 4 weeks ago 5+ Million Active Installations <a href="#">Compatible with your version of WordPress</a></p>
 <h3>XML Sitemap &amp; Google News</h3> <p>XML and Google News Sitemaps to feed the hungry</p> <p><a href="#">Install Now</a> More Details</p>	 <h3>Rank Math – SEO Plugin for WordPress</h3> <p>Rank Math is a revolutionary SEO plugin that combines</p> <p><a href="#">Activate</a> More Details</p>

Howdy, bsuen 

demo5961 12 0 + New

Dashboard Posts Media Pages Comments Appearance Plugins  Plugins

Installed Plugins Add New Plugin Editor

Users Tools Settings Collapse menu

## Add Plugins [Upload Plugin](#)

Search Results Featured Popular Recommended Favorites Keyword  [X](#)

1 item

 **Airpress** [Install Now](#) [More Details](#)

Airpress allows you to use your Airtable data inside WordPress as custom fields, virtual posts,...

By [Chester McLaughlin](#)

 (12) **Last Updated:** 6 months ago  
1,000+ Active Installations **Untested with your version of WordPress**

1 item

Thank you for creating with [WordPress](#).

Version 5.5.1

# **Displaying Airtable Data and Views in WordPress**

Home

What's New?

Submit/Manage Articles

Latest Posts

Top Rated

Article Search



Search

Subscriptions

Manage Ezines

FREE WEB CONTENT

## CATEGORIES

- Article Archive
- Advertising (133410)
- Advice (161116)
- Affiliate Programs (34751)
- Art and Culture (73741)
- Automotive (145672)
- Blogs (75171)
- Boating (9843)
- Books (17221)
- Buddhism (4127)
- Business (1328990)
- Business News (426362)
- Business Opportunities (366329)
- Camping (10967)
- Career (72752)
- Christianity (15846)
- Collecting (11638)
- Communication (115067)
- Computers (241949)
- Construction (38941)
- Consumer (49683)
- Cooking (17066)
- Copywriting (66231)

Ads by Google

Publish Articles Online

Goodreads Publishing

Outskirt Publishing



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**Put Free Articles on your Website in under Five Minutes!**

**ADD FRESH AND RELEVANT CONTENT TO YOUR SITE USING OUR ARTICLE FEED!**

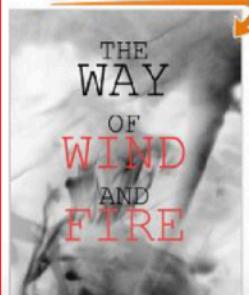
You can quickly and easily add our content to your website for free using our **Javascript Article Feed**. We automatically generate one line of code that you insert into any of your web pages. That code will keep your web site fresh with new articles and content on any category you choose. Click [here](#) for more information.

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**Register for Author Account**

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90 Days-1.5 Million Views

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- [Construction](#) (38941)
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- [Copywriting](#) (6623)
- [Crafts](#) (18205)
- [Cuisine](#) (7543)
- [Current Affairs](#) (20415)
- [Dating](#) (45881)
- [EBooks](#) (19690)
- [E-Commerce](#) (48220)
- [Education](#) (185287)
- [Electronics](#) (83507)
- [Email](#) (6407)
- [Entertainment](#) (159838)
- [Environment](#) (28936)
- [Ezine](#) (3039)
- [Ezine Publishing](#) (5449)
- [Ezine Sites](#) (1550)
- [Family & Parenting](#) (110922)
- [Fashion & Cosmetics](#) (196418)
- [Female Entrepreneurs](#) (11844)
- [Feng Shui](#) (131)
- [Finance & Investment](#) (310456)
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Allow Customers To Book Appointments For Services Without Leaving Your Site.

(i)
(X)

[Shop Now >](#)

### 1. The Universe in a Grain of Sand

April 12, 2020

[Copy this article](#) [Email Me](#)

People all over the world are advised to stay at home to stop the spread of the Corona virus. Most people will pass the time by watching TV, listening to music or playing a game. They can also keep them busy by browsing the internet on their laptop or smart phone, keeping in contact with family and friends on social media like Facebook and Twitter. Others spend there time well by studying or doing indoor exercises to keep them fit. Another way to keep your mind occupied and keep informed is to read an eBook online, as most libraries are closed during this time of quarantine. eBo... [\(read more\)](#)

Author: **Adrian Joele**

### 2. Nepal | The Ultimate Destinations For Tours

April 10, 2020

[Copy this article](#) [Email Me](#)

Vacations are meant to be the most enjoyable times individuals have in their own lives. But with the number of distinct places that parents can go together with their kids to have a good time, it is difficult to shortlist, which would be the best family vacation destinations. Let us be real. The travel and tourism industry has improved leaps and bounds over the last few decades and today, you will discover the most comfortable Tours in Nepal which every people dream of. Nepal is amazing destinations for vacation, especially for a family. Especially where children are concerned, family hol... [\(read more\)](#)

Select page (1)



Select article



Extract title

Extract url

Relative date



Relative author



Relative content



Select next

Click each next item

and go to main\_template

Get Data

## Selection Node:

1st body

Books Articles from AMAZINE [https://www.amazines.com/Books/article\\_category.cfm?catid=40](https://www.amazines.com/Books/article_category.cfm?catid=40)

Showing 1 to 25 of 560 Articles Books

**Select Mode**

Pages: 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | Next >>

## The 5 Most Influential Data Visualizations of All Time

**1. The Universe in a Grain of Sand**  
April 12, 2020

Copy this article Email Me

People all over the world are advised to stay at home to stop the spread of the Corona virus. Most people will pass the time by watching TV, listening to music or playing a game. They can also keep them busy by browsing the internet on their laptop or smart phone, keeping in contact with family and friends on social media like Facebook and Twitter. Others spend there time well by studying or doing indoor exercises to keep them fit. Another way to keep your mind

CSV/Excel	JSON	CSV/Excel Wide (beta)			
article_title	article_url	article_date	article_author	article_author_url	article_content
The Universe in a Grain of Sand	https://www.ama... /Books /article_detail.cfm /6258819?articlei...	April 12, 2020	Adrian Joele	https://www.ama... /view_author.cfm... Author=Adrian%2...	1. The Universe in a Grain of Sand April 12, 2020 People all over the

This a live preview. When you are ready to run your project, click Get Data.

 Show more data Visuals enabled (advanced)

# Amazines ▾

HELP ? 🔔 🚙

S APPS

Articles

Authors

grid

...

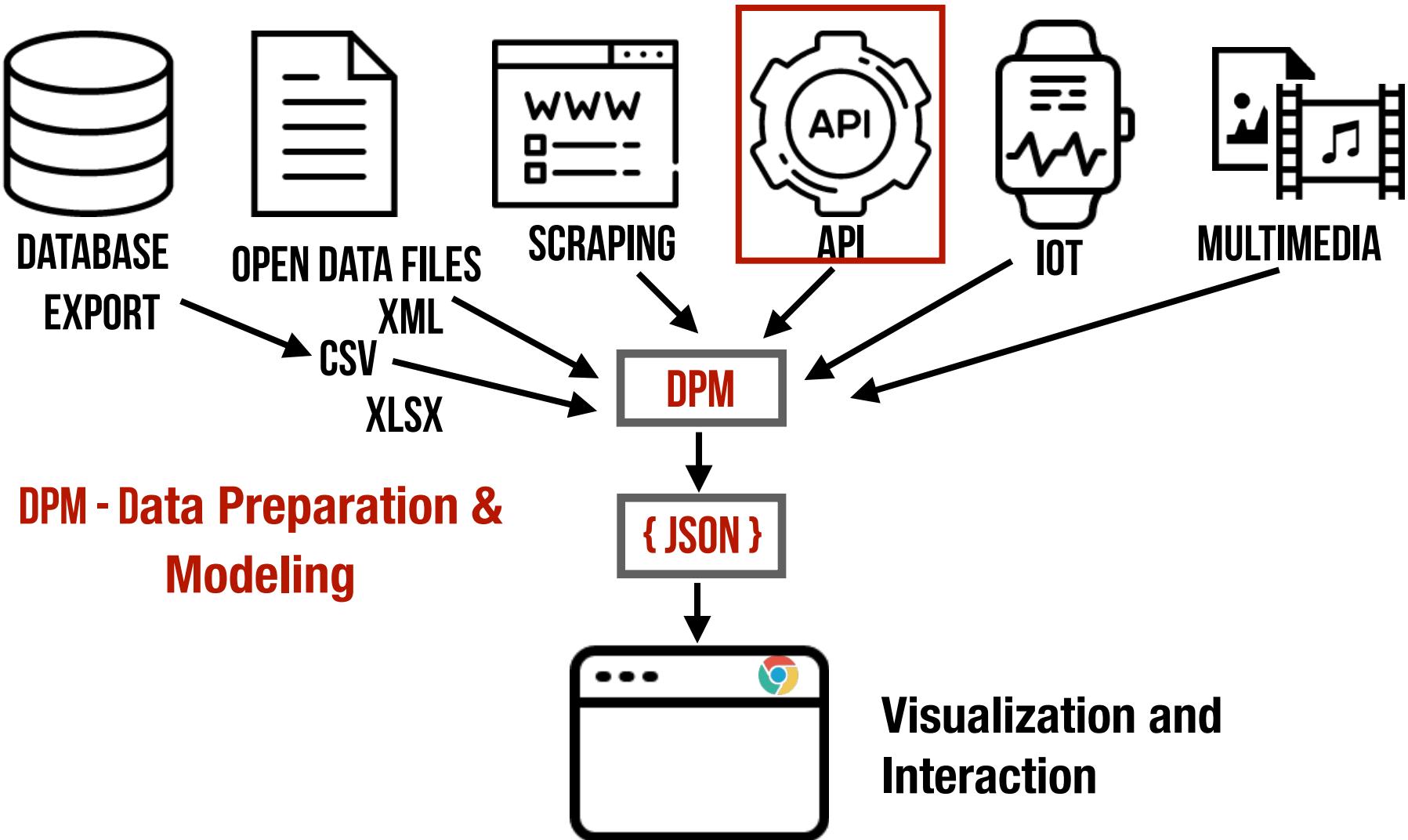
...

	A title	A article_date	A article_author	A body	Author
1	The Universe in a Grain o...	April 12, 2020	Adrian Joele	People all over the world ...	Adrian Joele
2	Nepal   The Ultimate Dest...	April 10, 2020	Anish Sah	2. Nepal   The Ultimate D...	Anish Sah
3	Complete Guide For Stud...	February 25, 2020	Anish Sah	3. Complete Guide For St...	Anish Sah
4	How to Get Your Wife Ba...	November 19, 2019	maxwell jiang	4. How to Get Your Wife ...	maxwell jiang
5	Thinking About How to G...	November 19, 2019	maxwell jiang	5. Thinking About How to...	maxwell jiang
6	How to Get Your Husban...	November 19, 2019	maxwell jiang	6. How to Get Your Husb...	maxwell jiang
7	How to Get Your Girlfrien...	November 19, 2019	maxwell jiang	7. How to Get Your Girlfri...	maxwell jiang
8	How to Get Your Ex Back ...	November 19, 2019	maxwell jiang	8. How to Get Your Ex Ba...	maxwell jiang
9	How to Get Your Man Bac...	November 19, 2019	maxwell jiang	9. How to Get Your Man B...	maxwell jiang
10	How to Get Your Ex Back ...	November 18, 2019	maxwell jiang	10. How to Get Your Ex B...	maxwell jiang
11	How to Get Your Ex Back ...	November 18, 2019	maxwell jiang	11. How to Get Your Ex Ba...	maxwell jiang
12	How to Get Your Ex Back ...	November 18, 2019	maxwell jiang	12. How to Get Your Ex B...	maxwell jiang
13	Fastest Way on How to G...	November 18, 2019	maxwell jiang	13. Fastest Way on How t...	maxwell jiang

50 records

- Help center
- Show onboarding tips
- Keyboard shortcuts
- API documentation
- Pricing
- What's new
- Webinars
- Ask the community
- Contact us

# **Obtaining *Airtable* API Data and Bring it into *WordPress***





## HKDC 7+1

[Free plan](#)[UPGRADE](#)

### WORKSPACES

- HKDC 7+1
- Bases shared with me
- HKDC DT Program
- EDB Rsearch
- MEL Programme
- Backup Space
- com5940
- WYS GEYS1010
- comt5961
- Add a workspace
- Trash

### LEARNING AND RESOURCES

<https://airtable.com/account>

- Event Marketing
- User Studies
- Product Planning
- Digital Video Production
- Applicant Tracking
- Office Inventory
- Business Contract Management
- Creative Agency Proposal Planning
- Digital Content
- Product Launch
- Content Market
- Digital Asset Management
- Purchase Process
- Employee Scheduling
- 7+1 Demonstration
- Imported Base

bernard@intchnigence.com

[Account](#)[Notification preferences >](#)[Upgrade](#)[Tell a friend](#)[Connected accounts](#)[Log out](#)

https://airtable.com/account

Most Visited Getting Started 思潮 AVANT-GARDE... Create Interactive c... hkdc\_dt\_event phot...

You've been awarded credit for inviting 7 users

# Airtable

ACCOUNT

- Overview
- ★ Referrals and credits
- ⌚ Recent activity

WORKSPACES

- HKDC 7+1 FREE PLAN
- HKDC DT Program FREE PLAN
- EDB Research FREE PLAN
- MEL Programme FREE PLAN
- Backup Space FREE PLAN
- com5940 FREE PLAN
- WYS GEYS1010

✓ You received \$2 in credit for installing the mobile app.

Referrals and credits →

↳ API

This is your personal API key. It's required in order to use the Airtable API.

..... ⚡ Regenerate API key ✖ Delete key

↳ GOOGLE CONTACTS INTEGRATION

Allow Airtable to import your Google Contacts. ⓘ Make it easy to invite your contacts to collaborate in Airtable.

↳ GOOGLE DRIVE INTEGRATION

Link your Airtable account to Google Drive. You'll be able to create and open Airtable bases from Google Drive

✖ Delete your Airtable user account



INTRODUCTION

RATE LIMITS

AUTHENTICATION

ARTICLES TABLE

AUTHORS TABLE

ERRORS

## AUTHENTICATION

Airtable uses simple token-based authentication. To generate or manage your API key, visit your [account](#) page. **Your API key carries the same privileges as your user account, so be sure to keep it secret!**

You can authenticate to the API by providing your API key in the HTTP authorization bearer token header. Alternatively, a slightly lower-security approach is to provide your API key with the [api\\_key](#) query parameter.

All API requests must be authenticated and made over **https://**.

**123chu5586**

## ARTICLES TABLE

### Fields

Each record in the [Articles](#) table contains the following fields:

FIELD NAME	TYPE	DESCRIPTION
------------	------	-------------

curl

JavaScript

 show API key

### EXAMPLE USING BEARER TOKEN (RECOMMENDED)

```
$ curl https://api.airtable.com/v0/app/[REDACTED]/Articles '  
-H "Authorization: Bearer keyc[REDACTED]"'
```

### EXAMPLE USING QUERY PARAMETER

```
$ curl https://api.airtable.com/v0/app/[REDACTED]/Articles?api_key=keyc[REDACTED]
```

demo5961 7 0 + New Toggle Airpress Debugger Howdy, bsuen [S]

Dashboard Posts Media Pages Comments Appearance Plugins Users Tools Settings Shortcodes Airpress

Amazines +

### Airtable API Connections

Configuration Name Amazines

Airtable API Key keyc [REDACTED]

Airtable APP ID app [REDACTED]

Airtable API URL <https://api.airtable.com>

Refresh 300

Expire 86400

Query var to force refresh cache for this request fresh

Enable Debugging Disabled

Debug Logfile /code/wp-content/uploads

Delete Configuration? [Yes, delete this configuration](#)

Save Changes

demo5961 7 0 + New Toggle Airpress Debugger Howdy, bsuen

## Airpress Virtual Fields

Managing custom fields for hundreds or thousands of posts can be tedious and daunting! Airpress Virtual Fields allow you to automatically retrieve Airtable records for each post/page/etc by specifying a Wordpress field (such as ID or post\_name) and an Airtable table and field.

default +

Configuration Name	default
Select Connection	Amazines
Select Post Type	post
Airtable Table Name	Articles
Airtable Column	title
Wordpress Field (ID or post_name)	post_title

Enable only for single posts (not archive, search, etc)  single

Delete Configuration? [Yes, delete this configuration](#)

**Save Changes**

All changes saved

# Amazines

Articles Authors +

VIEWS grid ... Filter Group Sort Color Share view

Find a view

grid

Create a view

Grid Form Calendar Gallery Kanban

	A title	_date	A article_auth...	body	Author
1	The Universe in a Grain of Sand	2020	Adrian Joele	People all over the world ...	Adrian Joele
2	Nepal   The Ultimate Destinations For ...	2020	Anish Sah	2. Nepal   The Ultimate D...	Anish Sah
3	Complete Guide For Students To Stud...	25, 2020	Anish Sah	3. Complete Guide For St...	Anish Sah
4	How to Get Your Wife Back After an A...	Mar 19, 2019	maxwell jiang	4. How to Get Your Wife ...	maxwell jiang
5	Thinking About How to Get Your Girlfr...	Mar 19, 2019	maxwell jiang	5. Thinking About How to...	maxwell jiang
6	How to Get Your Husband Back - Mak...	Mar 19, 2019	maxwell jiang	6. How to Get Your Husb...	maxwell jiang
7	How to Get Your Girlfriend Back Even ...	Mar 19, 2019	maxwell jiang	7. How to Get Your Girlfri...	maxwell jiang
8	How to Get Your Ex Back - The Good ...	Mar 19, 2019	maxwell jiang	8. How to Get Your Ex Ba...	maxwell jiang
9	How to Get Your Man Back From Anot...	Mar 19, 2019	maxwell jiang	9. How to Get Your Man B...	maxwell jiang
10	How to Get Your Ex Back Before You ...	Mar 18, 2019	maxwell jiang	10. How to Get Your Ex B...	maxwell jiang
11	How to Get Your Ex Back From Anoth...	Mar 18, 2019	maxwell jiang	11. How to Get Your Ex Ba...	maxwell jiang
12	How to Get Your Ex Back in Seven Da...	Mar 18, 2019	maxwell jiang	12. How to Get Your Ex B...	maxwell jiang
13	Fastest Way on How to Get Your Girl ...	Mar 18, 2019	maxwell jiang	13. Fastest Way on How t...	maxwell jiang

50 records

demo5961 8 0 + New Rank Math SEO Toggle Airpress Debugger Howdy, bsuen

Dashboard Posts All Posts Add New Categories Tags Media Pages Comments Appearance Plugins 1 Users Tools Settings Shortcodes Rank Math Airpress Collapse menu

Posts Add New

Please keep only one Sitemap plugin active, otherwise, you might lose your rankings and traffic. [Click here to Deactivate.](#)

All (2) | Published (2) | Pillar Content (0)

Bulk actions  All dates  All Categories  SEO Details

<input type="checkbox"/> Title	Author	Categories	Tags	<input type="checkbox"/>	Date	SEO Details
<input type="checkbox"/> The Universe in a Grain of Sand	bsuen	Uncategorized	—	<input type="checkbox"/>	Published 2020/09/23 at 4:12 pm	<input type="button" value="—/—"/> Keyword: Not Set Schema: Article Links: 0   0   0
<input type="checkbox"/> Hello world!	bsuen	Uncategorized	—	<input type="checkbox"/> 1	Published 2020/09/23 at 1:45 pm	<input type="button" value="—/—"/> Keyword: Not Set Schema: Article Links: 0   0   0
<input type="checkbox"/> Title	Author	Categories	Tags	<input type="checkbox"/>	Date	SEO Details

Bulk actions  SEO Details

2 items

Thank you for creating with [WordPress](#). Version 5.5.1

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

Shortcodes

Rank Math

Airpress

Collapse menu

Edit Post [Add New](#)

## The Universe in a Grain of Sand

Permalink: <https://dev-demo5961.pantheonsite.io/2020/09/23/the-universe-in-a-grain-of-sand/> [Edit](#)

[Add Media](#) [Insert shortcode](#)

Visual Text

[apr field="body"]

Word count: 0

Last edited by bsuen on September 24, 2020 at 10:27 am

### Rank Math SEO

[General](#) [Schema](#) [Social](#)

Publish

[Preview Changes](#)

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Rewrites: 8 [Browse](#)

Published on: Sep 23, 2020 at 16:12 [Edit](#)

[Move to Trash](#)

[Update](#)

Categories

All Categories [Most Used](#)

Uncategorized

[+ Add New Category](#)

Tags

[Add](#)

Separate tags with commas

[Choose from the most used tags](#)

# The Universe in a Grain of Sand

⌚ September 23, 2020 | 🚩 bsuen

People all over the world are advised to stay at home to stop the spread of the Corona virus. Most people will pass the time by watching TV, listening to music or playing a game. They can also keep them busy by browsing the internet on their laptop or smart phone, keeping in contact with family and friends on social media like Facebook and Twitter. Others spend their time well by studying or doing indoor exercises to keep them fit. Another way to keep your mind occupied and keep informed is to read an eBook online, as most libraries are closed during this time of quarantine.

| [Edit](#)

← [Hello world!](#)

Leave a Reply

Search ...

Search

## Recent Posts

[The Universe in a Grain of Sand](#)  
[Hello world!](#)

## Recent Comments

A WordPress Commenter on [Hello world!](#)

## Archives

[September 2020](#)

# **Performing SEO in Wordpress**

# **KEYWORD RESEARCH (Google Keyword Planner)**

COVID-19: Resources to help your business manage through uncertainty.

[Learn more](#)

Google Ads

[Contact us](#)

[Sign in](#)

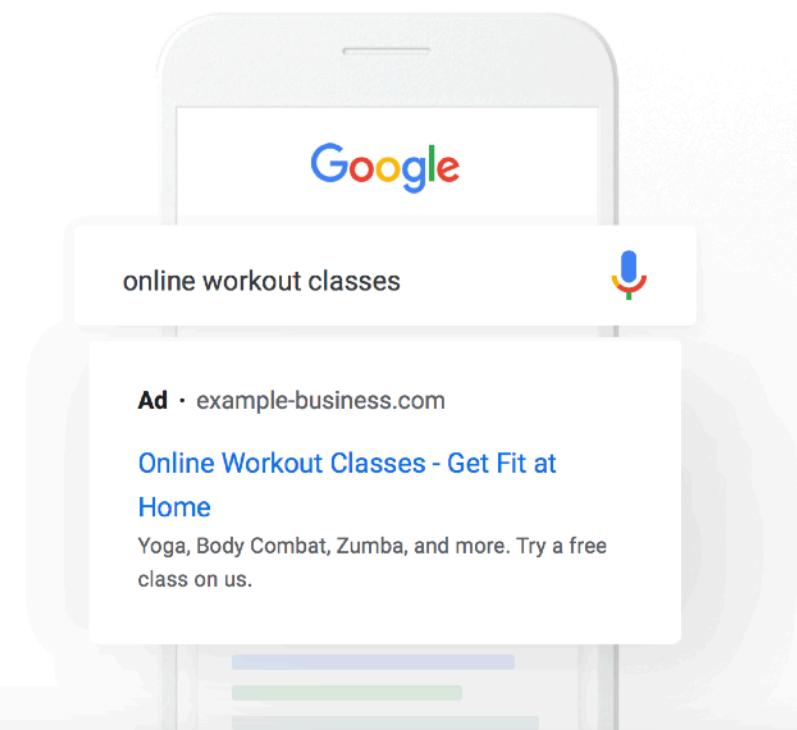
[Get started](#)

# Grow your business with Google Ads

Be seen by customers at the very moment they're searching on Google for the things you offer. Plus, get your spend matched up to HK\$400 in ad credit when you advertise on Google Ads.\*

[Start and get HK\\$ 400 in ad credit\\*](#)

Your email





Get more calls



Get more website sales or sign-ups



Get more visits to your physical location



NEXT

Are you a professional marketer? [Switch to Expert Mode](#)



Select the goal that would make this campaign successful for you [?](#)



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a  
goal's guidance

[Create an account without a campaign](#)

[BACK](#)

[CONTINUE](#)



Congrats! You're all done.

[EXPLORE YOUR ACCOUNT](#)



#### Resources

 **Download the mobile app**

Manage ads while you're on the go  
[Android app](#) | [iOS app](#)

 **Learn more**

Get answers to your questions  
[Visit the help centre](#)

 **Contact us**

Monday-Friday: 9 AM to 9 PM  
1-866-246-6453

 Campaign status: All; Ad group status: All ADD FILTER

## Let's start by creating a new campaign and ad groups for your business.

A campaign is a set of related ad groups used to organise categories of products or services that you offer. [Learn more](#)

[+ NEW CAMPAIGN](#)

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+08:00) Hong Kong Standard Time. [Learn more](#)

Some inventory may be provided through third-party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

© Google, 2020.



All time 25 Sep 2020 ▾ &lt; &gt;

Campaign status: All; Ad group status: All ADD FILTER

Billing &amp; payments

Access and security

Preferences

Switch to Expert Mode



## Let's start by creating a new campaign and ad groups for your business.

A campaign is a set of related ad groups used to organise categories of products or services that you offer. [Learn more](#)

[+ NEW CAMPAIGN](#)

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+08:00) Hong Kong Standard Time. [Learn more](#)

Some inventory may be provided through third-party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

[https://ads.google.com/aw/overview?ocid=571853889&euid=300184019&\\_u=9660027131&uscid=571853889&\\_c=8558096761&authuser=1&sourceid=emp](https://ads.google.com/aw/overview?ocid=571853889&euid=300184019&_u=9660027131&uscid=571853889&_c=8558096761&authuser=1&sourceid=emp)



## All campaigns

SEARCH

REPORTS

SETTINGS &  
BILLING580-518-4933  
support@intchnigence.com

Overview



Campaigns



Settings

2

1

0

No data



Campaign status: All but removed

ADD FILTER



Campaign

Budget

Status

Campaign type

You don't have any enabled campaigns



Total: Account

HK\$0.00/day

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+08:00) Hong Kong Standard Time. [Learn more](#)  
Some inventory may be provided through third-party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

© Google, 2020.

Overview



Campaigns



Settings

Less

Locations

Change history

Performance targets

Campaign groups



Campaign status: All but removed

ADD FILTER



Campaign

Total: Account

HK\$0.00/day

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+08:00) Hong Kong Standard Time. [Learn more](#)  
Some inventory may be provided through third-party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

MORE TOOLS

MEASUREMENT

BULK ACTIONS

SHARED LIBRARY

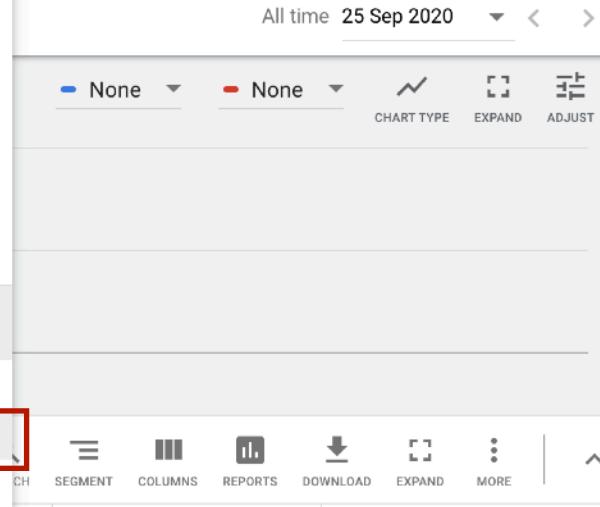
PLANNING

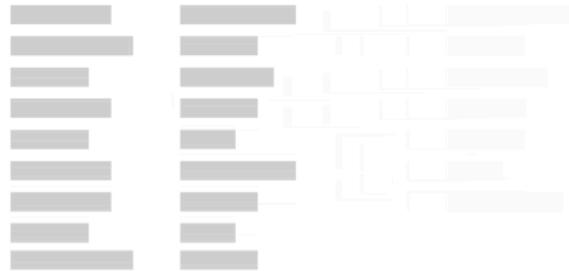
Performance Planner

Keyword Planner

Reach Planner

Ad Preview and Diagnosis





## Refine your Keywords

This guide shows you how to refine your keywords in just a few steps.

TRY IT NOW

PLANS CREATED



ADD FILTER



Plan



COLUMNS

How to use Keyword Planner

New feature announcements

**Discover new keywords**

Get keyword ideas that can help you reach people interested in your product or service

→

**Get search volume and forecasts**

Let's go

Click the **Discover new keywords** card to begin.

1/5 ▾

X →

PLANS CREATED BY YOU		PLANS SHARED WITH YOU	
<input type="button" value="ADD FILTER"/>		<input type="button" value="COLUMNS"/>	
<input type="checkbox"/> Plan	Status	Last modified ↓	Forecast period
Find new keyword ideas, get search volumes and create a plan			

< 1 / 2 > ! None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

LEARN MORE



## Keyword ideas

Grouped ideas

Plan overview

Ad Groups

Keywords

Locations

Locations: Hong Kong Language: Chinese (traditional) Search networks: Google Last 12 months Sep 2019 - Aug 2020



START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business



coding X

design and coding X

+ Add another keyword

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Enter a domain to use as a filter

https://

Using your site will filter out services, products or brands that you don't offer

GET RESULTS



Exclude adult ideas

ADD FILTER

Showing 66 of

"Top of page bid (low range)" shows the lower range of what advertisers have historically paid for a keyword's top of page bid, based on your location and Search Network settings. The average CPC of your keywords may vary.

[Learn more](#)



Refine keywords BETA

[EXPAND ALL](#)



< 1 / 2 > ! None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

[LEARN MORE](#)

## Keyword ideas

## Grouped ideas

## Plan overview

## Ad Groups

## Keywords

## Locations

Locations: Hong Kong

Language: Chinese (traditional)

Search networks: Google

Last 12 months Sep 2019 - Aug 2020

 code, design, design and code[DOWNLOAD KEYWORD IDEAS](#)

Broaden your search: + design code

[REFINE KEYWORDS](#)

3 selected

[Plan](#)[New ad group](#)[Exact match](#)[Add keywords](#)[COPY](#) [MORE](#) [X](#)

Broad match

Phrase match

Exact match

[-](#) Keyword (by relevance) [↓](#)

Avg. monthly search

Ad impression share

Top of page bid (low range)

Top of page bid (high range)

Account Status

## Keywords that you provided

 code

1K – 10K

Low

–

HK\$1.78

HK\$6.00

 design

1K – 10K

Low

–

HK\$4.64

HK\$20.00

 design and code

10 – 100

Low

–

–

–

## Keyword ideas

 logo

10K – 100K

Low

–

HK\$1.45

HK\$6.24

 visual studio code

1K – 10K

Low

–

HK\$6.67

HK\$18.52

# Google Ads | Keyword plan



580-518-4933  
support@intchnigence.com



LEARN MORE

< 1 / 2 > ! None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Keyword ideas

Grouped ideas

Plan overview

Ad Groups

Keywords

Locations

Locations: Hong Kong Language: Chinese (traditional) Search networks: Google Last 12 months Sep 2019 - Aug 2020

code, design, design and code

DOWNLOAD KEYWORD IDEAS

Broaden your search: + design code

REFINE KEYWORDS

3 selected

Plan

New ad group

Exact match

Add keywords



Plan

avg. monthly searches

Competition

Ad impression share

Top of page bid (low range)

Top of page bid (high range)

Account Status

Existing campaign

Keywords that you provided



code

1K – 10K

Low

–

HK\$1.78

HK\$6.00



design

1K – 10K

Low

–

HK\$4.64

HK\$20.00



design and code

10 – 100

Low

–

–

–

Keyword ideas



logo

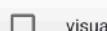
10K – 100K

Low

–

HK\$1.45

HK\$6.24



visual studio code

1K – 10K

Low

–

HK\$6.67

HK\$18.52

&lt; 1 / 2 &gt; None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

[LEARN MORE](#)

⋮

## Keyword ideas

## Grouped ideas

## Plan overview

## Ad Groups

## Keywords

## Locations

Locations: Hong Kong Language: Chinese (traditional) Search networks: Google Last 12 months Sep 2019 - Aug 2020

code, design, design and code Just saved [DOWNLOAD KEYWORD IDEAS](#)

Broaden your search: + design code

[REFINE KEYWORDS](#)

3 selected Plan Ad group 1 Exact match Add keywords

COPY MORE X

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
------------------------	-----------------------	-------------	---------------------	-----------------------------	------------------------------	----------------

## Keywords that you provided

<input checked="" type="checkbox"/> code	1K – 10K	Low	–	HK\$1.78	HK\$6.00	In Plan
<input checked="" type="checkbox"/> design	1K – 10K	Low	–	HK\$4.64	HK\$20.00	In Plan
<input checked="" type="checkbox"/> design and code	10 – 100	Low	–	–	–	In Plan

## Keyword ideas

<input type="checkbox"/> logo	10K – 100K	Low	–	HK\$1.45	HK\$6.24	
<input type="checkbox"/> visual studio code					HK\$18.52	

3 keywords added to your plan [VIEW FORECAST](#) [DISMISS](#)



## Keyword plan

SEARCH

REPORTS

TOOLS

SETTINGS &amp; BILLING

580-518-4933  
support@intechnigence.com

&lt; 1 / 2 &gt; ! None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

LEARN MORE



## Keyword ideas

## Grouped ideas

Locations: Hong Kong Language: Chinese (traditional) Search networks: Google Last 12 months Sep 2019 - Aug 2020

Just saved

DOWNLOAD KEYWORD IDEAS

## Plan overview

## Ad Groups

## Keywords

## Locations

Broaden your search: + design code

REFINE KEYWORDS



Exclude adult ideas ADD FILTER 517 keyword ideas available

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
---	-----------------------	-------------	---------------------	-----------------------------	------------------------------	----------------

## Keywords that you provided

<input type="checkbox"/> code	1K – 10K	Low	–	HK\$1.78	HK\$6.00	In Plan
<input type="checkbox"/> design	1K – 10K	Low	–	HK\$4.64	HK\$20.00	In Plan
<input type="checkbox"/> design and code	10 – 100	Low	–	–	–	In Plan

## Keyword ideas

<input type="checkbox"/> logo	10K – 100K	Low	–	HK\$1.45	HK\$6.24	
<input type="checkbox"/> visual studio code					HK\$18.52	

3 keywords added to your plan

VIEW FORECAST

DISMISS

< 1 / 2 > ! None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

LEARN MORE



Keyword ideas

Grouped ideas

Plan overview

Ad Groups

Keywords

Locations

Plan settings ⓘ Plan name: Plan from Sep 28, 2...

Locations: Hong Kong

Language: All languages

Search networks: Google

Next month 1 - 31 Oct 2020



## Plan overview

Saved 1 hour ago

CREATE CAMPAIGN



Your plan can get **45** clicks for **HK\$680** and a **HK\$80** max. CPC ⓘ

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position
<b>45</b>	<b>2.8K</b>	<b>HK\$680</b>	<b>1.6%</b>	<b>HK\$15</b>	<b>0.99</b>

+ Add conversion metrics

## Keywords

	Cost	Clicks	Impressions
--	------	--------	-------------

design	HK\$669.48	44	2,792
code	HK\$13.26	2	29

## Forecasts over the next year

Clicks ▾



&lt; 1 / 2 &gt; ! None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

[LEARN MORE](#)

:

## Keyword ideas

## Grouped ideas

## Plan overview

## Ad Groups

## Keywords

## Locations

Plan settings ⓘ		Plan name: Plan from Sep 28, 2...	Locations: Hong Kong	Language: All languages	Search networks: Google	Next month 1 - 31 Oct 2020
		FORECASTS	NEGATIVE KEYWORDS	HISTORICAL METRICS	Saved 1 minute ago	<a href="#">CREATE CAMPAIGN</a>
Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position	
45	2.8K	HK\$680	1.6%	HK\$15	0.99	<a href="#">+ Add conversion metrics</a>



<input type="checkbox"/> Keyword ↑	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
<input type="checkbox"/> [code]	Ad group 1	HK\$79.50	1.61	29.00	HK\$13.26	5.6%	HK\$8.24
<input type="checkbox"/> [design]	Ad group 1	HK\$79.50	43.72	2,791.95	HK\$669.48	1.6%	HK\$15.31
<input type="checkbox"/> [design and code]	Ad group 1	HK\$79.50	0.00	0.00	HK\$0.00	—	—

1 - 3 of 3

## **OTHER KEYWORD RESEARCH TRENDS**

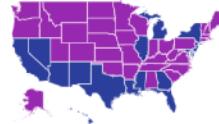


# Explore what the world is searching

 Enter a search term or a topic

Or start with an example

HIDE

● Taylor Swift   ● Kim Kardashian

Interest by subregion, Past 7 days, United States

● World Cup

Interest by region, Past 7 days, Worldwide

● Football   ● American football

Interest by subregion, 2004 - present, United States

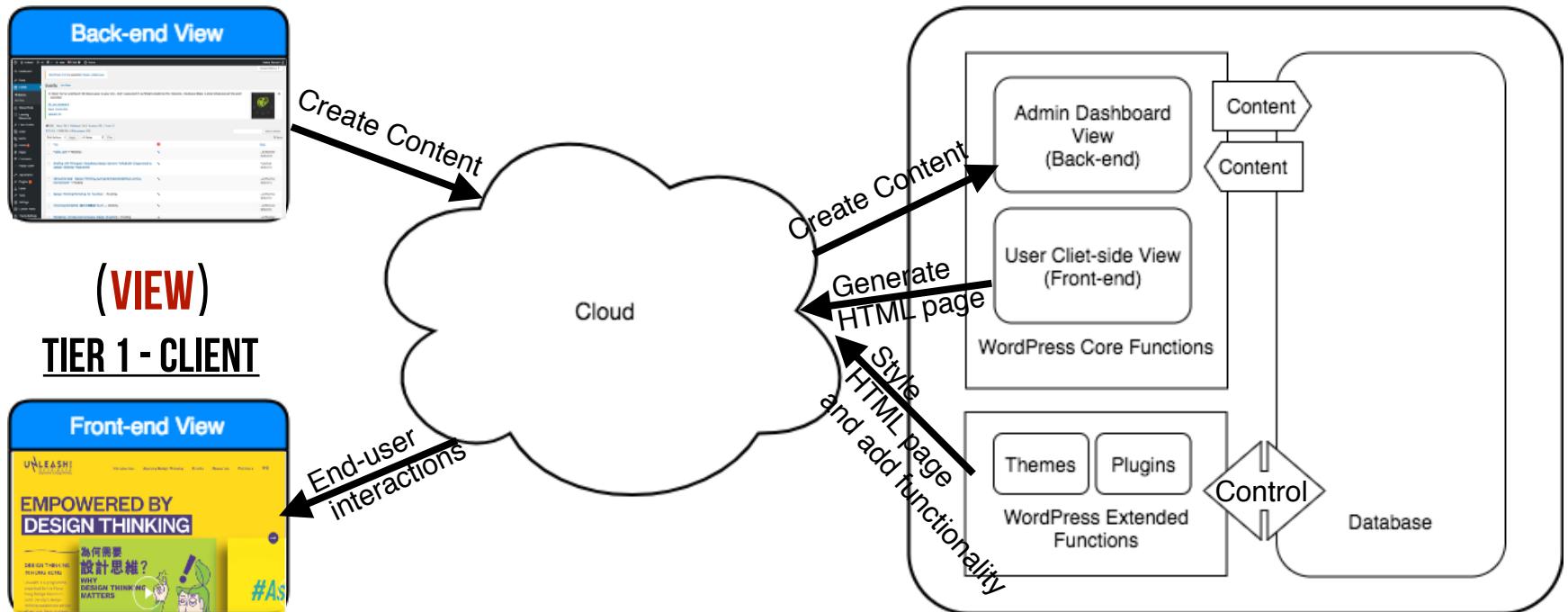
# **WHY DO WE NEED CONTENT MANAGEMENT SYSTEM?**

**Data entities and taxonomy help build the information architecture of the website while the menu items, buttons, and links set the structure for navigation and interaction.**

**SEO relies on the architecture to build the right content (with proper keywords found in the content Title, Body, Links, etc) to increase web traffic and user engagement!**

**Web analytics provides the feedback to track the results to see if the content and design is working or not.**

# **MVC Framework Revisited as Seen in WordPress CMS**



Source: TECH LIMINAL

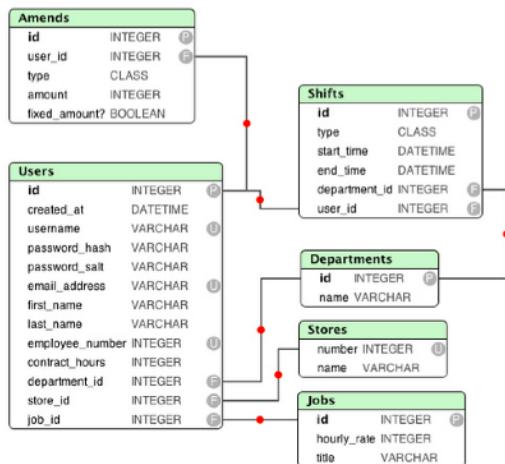
**(CONTROLLER)**  
**TIER 2 - APP SERVER**

MySQL or  
ProgreSQL  
**(MODEL)**  
**TIER 3 - DB SERVER**

Source: [commons.wikimedia.org](https://commons.wikimedia.org)



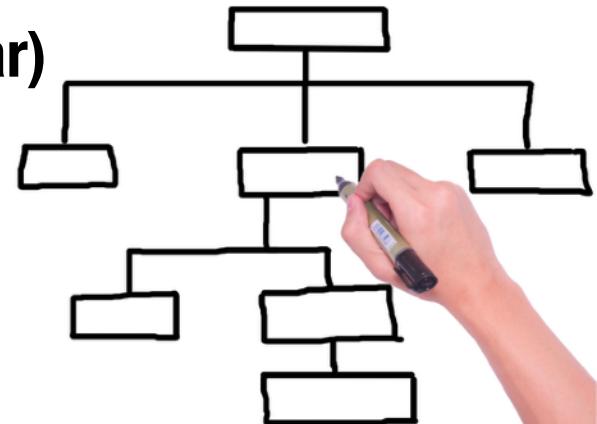
Source: [Caius Durling \(Flickr\)](https://flic.kr)



**M(odel)**  
(e.g. table, relations, and formulas)

## V(iew) (e.g. Kanban, Calendar)

Source: [pexels.com](https://pexels.com)



**C(ontroller)**  
(e.g. Sitemap,menu, navbar)

## **Final Project Proposal (Requirement Document)**

- Pick a topic of interest to you (KPop, Mystery and Suspense Novel, Museums, Pets, Tea Shops, Restaurants, etc.) and write a one page proposal of a problem (including **problem statement** and **pain points**) to be addressed by building a web application.
- Support your write-up with a customer **journey map**, a **data flow diagram**, key **data views** and an **entity-relationship diagram** which can support the display of the views and development of the **site structure** (i.e. information architecture).
- Due on Oct 12th (extended from Oct 5th).
- The proposal will take up **10% of the total project points**.

## Problem Set #3

1. Maintain research content related to chosen topic in Airtable (Sources can be derived from original creation or scraped data).
2. Install WordPress on pantheon.io.
3. Install a theme of your choice for establishing a consistent visual style for your views.
4. Install Airpress plugin to integrate Airtable data into WordPress.
5. Perform keyword research and optimise (e.g. title, H2 tag, meta tag) content using for improving SEO.

**THANK YOU FOR YOUR TIME!**