

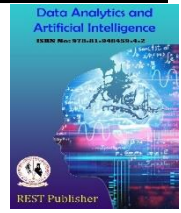


Data Analytics and Artificial Intelligence

Vol: 2(6), 2022

REST Publisher; ISBN: 978-81-948459-4-2

Website: <http://restpublisher.com/book-series/daai/>



Introduction to wordpress

Renuka Sanjay Brahmanje, *C Kalpana

S.S.T College of Arts & Commerce, Maharashtra, India

*Corresponding Author's Email: rkalpz@gmail.com

Abstract: WordPress is a free and open-source content management system. Creating a website through WordPress Is an easy way for managing and creating a website. The main part is the template system and the plugin architecture. In short, we can say that the user can give different design and functionality to the website without knowing any coding language.

1. INTRODUCTION

Templates and plugins: A WordPress template is a structure that defines a particular page on your WordPress website. WordPress website come with a theme. If you have chosen a theme for your website, the theme will most likely include some templates. A plugin is a piece of software that adds new features or extends functionality on an application. If you are a WordPress author, you have an amazing opportunity to create a plugin that will be installed. *All you need to is turn your great idea into code* A user can pick up a theme and can create design for their business also it helps user to change the look and feel of the website. For example: Let us say you blog about food, but you also have an online store. The right theme can display your blog post in a certain way while offering a completely different layout for your store's pages. Are you a freelancer? Do you have a jewelry shop, flower or a cake shop worry not WordPress have different kinds of themes useful for every kind of business. These are the main categories of sites that you can build with WordPress. Which comes with plenty of opportunities for your personal and professional endeavors. WordPress has the back with endless functionalities and unlimited growth opportunities

2. THE TWO TYPES OF WORDPRESS

Is there different type of WordPress? Yes, there are mainly two types of WordPress WordPress.org and Wordpress.com WordPress.org often called as self-hosted WordPress. Do not worry it is also a free open-source WordPress software. You can install it on your own web host to create a website that is 100% yours. WordPress.com is for profit, paid service. Its simple to use, but you loose much of the flexibility of the self-hosted website. The easiest way to tell the difference between WordPress.org and Wordpress.com is to remember .com gives users a quick and easy way to get started for free and can expand to more custom paid options and they grow. WordPress.org provides advanced customization options.



3. FEATURES OF WORDPRESS

As a website building platform and CMS, WordPress comes with impressive features. Here are just a few of many features of WordPress.

SEO: Search Engine Optimization begins at a technical level and WordPress delivers an exceptional code base for SEO. SEO allows your website content to be found via common search engines such as Google or Bing.

Speed: WordPress is a framework that is constantly striving to remove code that slows down the loading speed of the website.

Mobile -friendly: Most WordPress themes are mobile-friendly or responsive out-of-the-box.

Media file library: WordPress includes a built-in media library where you can upload and embedded media files such as images or videos into your pages or post. You can also perform basic edits to your images within WordPress.

Custom menus: WordPress makes it easy to create navigation menus with links to your pages or custom links.



4. CONCLUSION

WordPress is an open-source Content Management System (CMS), which allows the users to build dynamic websites and blog. WordPress is the most popular blogging system on the web and allows updating, customizing, and managing the website from its back-end CMS and components. This tutorial will teach you the basics of WordPress using which you can create websites with ease. The tutorial is divided into various sections for convenience. Each of these sections contain related topics with screenshots explaining the WordPress admin screens.

REFERENCE

- [1]. Williams, Brad, David Damstra, and Hal Stern. Professional WordPress: design and development. John Wiley & Sons, 2015.
- [2]. Cabot, Jordi. "WordPress: A content management system to democratize publishing." IEEE Software 35, no. 3 (2018): 89-92.
- [3]. Patel, Savan K., V. R. Rathod, and Jigna B. Prajapati. "Performance analysis of content management systems- joomla, drupal and wordpress." International Journal of Computer Applications 21, no. 4 (2011): 39-43.
- [4]. Patel, Savan K., V. R. Rathod, and Satyen Parikh. "Joomla, Drupal and WordPress-a statistical comparison of open source CMS." In 3rd International Conference on Trendz in Information Sciences & Computing (TISC2011), pp. 182-187. IEEE, 2011.
- [5]. Koskinen, Teemu, Petri Ihantola, and Ville Karavirta. "Quality of WordPress plug-ins: an overview of security and user ratings." In 2012 International Conference on Privacy, Security, Risk and Trust and 2012 International Conferenece on Social Computing, pp. 834-837. IEEE, 2012.