

**Aditya Silver Oak Institute of Technology
Computer Engineering Department**

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| Title of the event: Seminar on WordPress | | | |
| Coordinator: Prof. Juhi Gor | | | |
| Venue: | EA-204 | Date: | 02/09/2023 |

Abstract:

This hands-on session navigates through WordPress, an intuitive and powerful platform for creating dynamic websites. Participants delve into WordPress's user-friendly interface, learning to build and customize websites without extensive coding knowledge. The session was organized for the students of 5th semester. From setting up a domain to crafting engaging content and incorporating themes and plugins, this workshop demystifies the process. Practical exercises and case studies empower attendees to harness WordPress's versatility for personal or professional website development, offering a comprehensive understanding of this widely-used content management system.

Expert or Guest Profile (In Detail):

Mr. Akash Padiyar,
Founder and CEO, Akash Technolabs

No. of Participants: 30

Impact of that event in terms of POs & PSOs:

- 1. Introduction to WordPress:** A comprehensive overview of the WordPress platform, its history, functionalities, and the benefits of using it as a content management system (CMS).
- 2. Setting Up a WordPress Site:** Step-by-step guidance on setting up a domain, installing WordPress, and configuring essential settings to launch a functional website.
- 3. Understanding Themes and Plugins:** Exploring the vast library of themes and plugins available, showcasing how these elements customize website appearance, functionality, and user experience.
- 4. Content Creation and Management:** Hands-on sessions covering content creation, including posts, pages, media uploads, and organizing content effectively using categories and tags.
- 5. Customization and Design:** Demonstrations on customizing website appearance through theme customization, utilizing widgets, and creating a cohesive design for a unique online presence.
- 6. SEO and Site Optimization:** Insights into Search Engine Optimization (SEO) techniques within WordPress, optimizing content for better visibility and implementing performance optimization strategies.

7. **Security Measures:** Addressing website security essentials, best practices, and plugins for safeguarding against common security threats and ensuring a secure WordPress site.
8. **E-Commerce with WordPress:** Exploring plugins and tools available for setting up and managing e-commerce functionalities, enabling participants to understand and initiate online selling.
9. **Troubleshooting and Support:** Guidance on addressing common issues, accessing support forums, and leveraging resources to troubleshoot problems encountered during website development.
10. **Real-time Website Development:** Engaging participants in practical exercises to build a functional website, encouraging hands-on application of the learned concepts and tools.

These highlights offer participants a comprehensive understanding of WordPress, empowering them to create, manage, and customize websites efficiently using this popular and user-friendly CMS. PO1,PO3,PO5,PO6,PO11,PSO1 were covered during the session.

Photographs:



Student feedback:

“The session helped us to learn wordpress in a practical way too”

“Expert really taught us the concepts very nicely”