



**Hope Foundation's
International Institute of Information Technology,
Hinjawadi, Pune – 411057**

**Activity Report
(WEBSITE CREATION WITH WORDPRESS)**

Academic Year: 2020-21

Name of Event: MAKING A WEBSITE WITH WORDPRESS IN 60 MINUTES

Topic: WEBSITE CREATION USING WORDPRESS

Date & Time of Conduction: 3rd October 2020

3.00pm to 4.00pm

Targeted Audience: All students of I2IT

Venue: Google Meet

Coordinator: Atharv Kulkarni TE COMP

Disha Gajbhiye TE COMP

Number of Participants:20

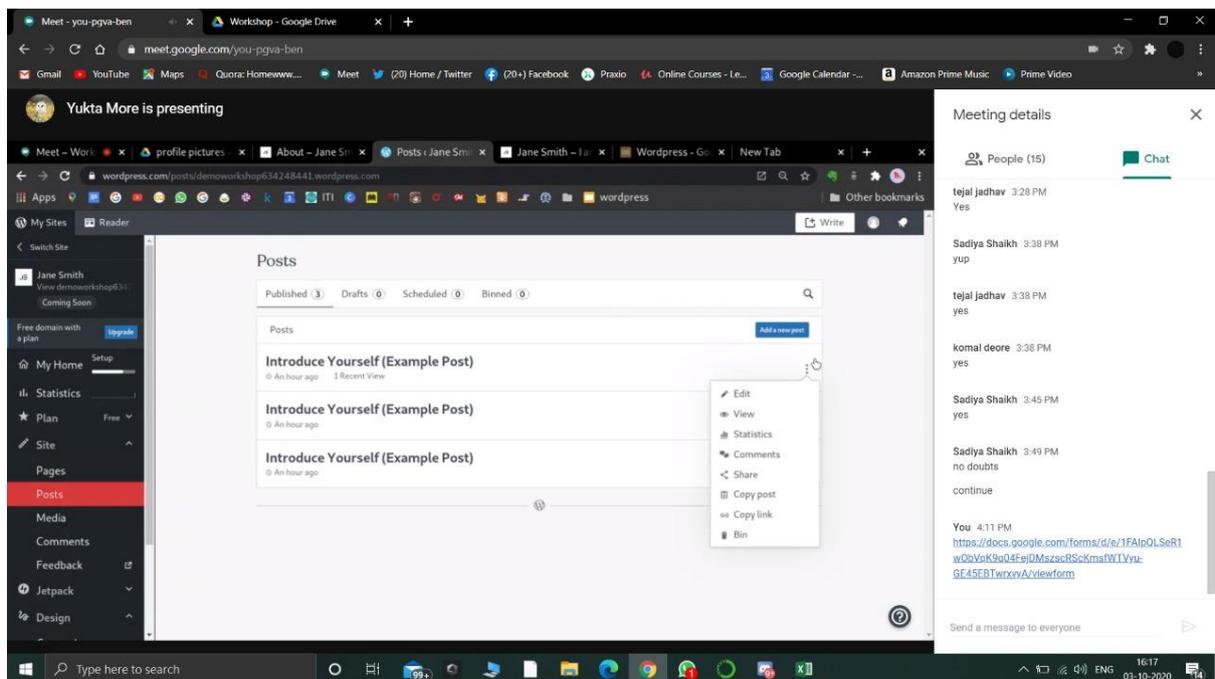
Activity Description in Nutshell:

The members of CESA I2IT conducted a workshop for website development using WordPress. It was conducted by the co-ordinators of CESA Ms. Yukta More

from TE COMP. WordPress is highly used to create a free website or build a blog with ease. The workshop included some basics concept for website development and then the complete demonstration of WordPress API for the creation of website.

Event Photos:

Demonstration of website and blog on Google Meet



Meet - you-pgva-ben

Workshop - Google Drive

meet.google.com/you-pgva-ben

Yukta More is presenting

WordPress Editor: Who I am My blog

Introduce Yourself (Example Post)

This is an example post, originally published as part of Blogging University. Enroll in one of our ten programs, and start your blog right. You're going to publish a post today. Don't worry about how your blog looks. Don't worry if you haven't given it a name yet, or you're feeling overwhelmed. Just click the Continue reading.

Meeting details

People (17)

Chat

yes

komal deore 3:27 PM
yes

tejal jadhav 3:28 PM
Yes

Sadiya Shaikh 3:38 PM
yup

tejal jadhav 3:38 PM
yes

komal deore 3:38 PM
yes

Sadiya Shaikh 3:45 PM
yes

Sadiya Shaikh 3:49 PM
no doubts

continue

Send a message to everyone

16:03 03-10-2020

Meet - you-pgva-ben

Workshop - Google Drive

meet.google.com/you-pgva-ben

Yukta More is presenting

WordPress Editor: SEO

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. SEO is performed because a website will receive more visitors from a search engine when websites rank higher in the search engine results page

SEO is not an appropriate strategy for every website, and other Internet marketing strategies can be more effective, such as paid advertising through pay per click (PPC) campaigns, depending on the site operator's goals. Search engine marketing (SEM) is the practice of designing, running and optimizing search engine ad campaigns. Its difference from SEO is that SEM targets paid results, while SEO targets unpaid organic results.

Meeting details

People (15)

Chat

tejal jadhav 3:28 PM
Yes

Sadiya Shaikh 3:38 PM
yup

tejal jadhav 3:38 PM
yes

komal deore 3:38 PM
yes

Sadiya Shaikh 3:45 PM
yes

Sadiya Shaikh 3:49 PM
no doubts

continue

You 4:11 PM
<https://docs.google.com/forms/d/e/1FAIpQLSeR1wDbVok9oU4EajDMszscRScKmsTWTVys-GE45ERTwrvvA/viewform>

Send a message to everyone

16:22 03-10-2020