

<b>COURSE TITLE</b>	<b>DESIGNING WEB PRESENCE</b>
<b>COURSE CODE</b>	<b>04DM0201</b>
<b>COURSE CREDITS</b>	<b>3</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 To understand the usefulness of wordpress for digital marketing campaigns.
- 2 To apply wordpress fundamentals for digital marketing campaigns.
- 3 To evaluate the usefulness of wordpress dashboards for improving digital marketing solutions.
- 4 To create SEO-friendly websites for supporting digital marketing strategies of business.

**Pre-requisite of course:**None

#### Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	<b>WordPress Basics and Setup WordPress Site</b> Introducing WordPress, Benefits of WordPress, Extending WordPress Capabilities, Selecting WordPress Platform, Hosted solution for WordPress.com, Self-hosting from WordPress.Org WordPress website types, WordPress Technologies, Archiving Publishing History, Comments on website, RSS Feed, Trackback Spam, WordPress website vs blog	12
2	<b>WordPress Dashboard</b> Logging WordPress Dashboard, Navigate the Dashboard, Site health, At a Glance, Activity, Quick Draft, Rearranging Dashboard, Inline Documentation and help, Setting Options, Configuring setting General, Writing, Reading, Discussion, Media, Permalinks, Privacy, Personal Profile, Setting site's format, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools	10
3	<b>Publishing Website</b> WordPress Category, subcategories, changing name of category, create a new category, delete a category, Permalinks, Customizing Permalinks, .htaccess, mod_rewrite, Create First Post, Use Block Editor, Discover available blocks, insert new blocks, configure block setting, image block setting, media & text block setting, refine post options, publishing web post, being your own editor, managing comments and trackbacks, moderating comments and trackbacks, tackling spam with Akismet	10

Contents : Unit	Topics	Contact Hours
4	<b>Developing SEO-Friendly Website</b> Making Your Site Accessible to Search Engines, Content That Can Be Indexed, Link Structures That Can Be Crawled, XML Sitemaps, what to include in a sitemap file, Uploading sitemap file, Managing and updating XML sitemaps, Creating an Optimal Information Architecture, Logical, Category-Based Flow, Usability and search friendliness, A site structure analogy, Site Architecture Design Principles, Site architecture protocol, Category structuring, Taxonomy and ontology, Flat Versus Deep Architecture, Pagination, Search-Friendly Site Navigation, Search engine–friendly navigation guidelines, Root Domains, Subdomains, and Microsites, Selecting a TLD, Optimization of Domain Names/URLs, Keyword Targeting, Title Tags, Meta Description Tags, Heading Tags, Document Text, Page segmentation, Synonyms, Cooccurrence, phrase-based indexing, and entity salience, Image Filenames and alt Attributes, Visual Search, Google Lens, High-resolution images, Google Discover, Boldface and Italicized Text, Keyword Cannibalization, Effective Keyword Targeting, Long-Tail Keyword Targeting, Content Optimization, Content Structure, Content length and word count, Keyword density, CSS and Semantic Markup, Impact of rich snippets, Duplicate Content Issues, Avoid Duplicate Content on Your Own Site, robots.txt, rel="canonical", Robots Meta Tag noindex or nofollow, Redirects, 301 or 302 redirect.	13
<b>Total Hours</b>		<b>45</b>

#### Textbook :

- 1 Design Your Website With WordPress, Narayan Kumar, Notion Press, 2023
- 2 WordPress All-in-One for Dummies, Lisa Sabin-Wilson, Wiley, 2020

#### Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

#### Instructional Method:

- 1 Theory