



Date: 26th April 2014

Day: Saturday

‘ONE DAY WORKSHOP ON WORDPRESS’

No. of participants: 58 (Participants are students of 2nd semester from Electronics and communication branch at Marwadi Education Foundation Group of Institutions)

Introduction

This is a Beginner Level workshop meant for those who want to enter into Blogosphere and have a complete hands-on experience on installing and configuring a Word-Press blog. Introductory sessions on Plugins and Theme's (designs) structures will be covered. Focus on traffic generation, social media and monetization of blogs will also be a part of the workshop.

Report

The work shop started at 9:00 a.m. In the morning on Saturday and the speaker was **Mr. Navjyotsinh Jadeja (Asst. prof. MEFGI Rajkot)**

The topics being covered include the following:

Right from blogging basics, the speaker imparted right techniques and tips for fresh bloggers. Smart bloggers know what Plugins to use and when.

We love less talking and more doing! Focusing on the niche he helped them to build their own awesome blogs over a weekend. It was an interactive workshop where you get to build amazing blogs on the top of Word-Press. Blogging is not all about content writing. A focus on the backend processes and hosting solutions for students and starters was included.

It also included designing and customization of Word-Press themes for startup. This also included a well-documented package of responsive layout framework and in-depth analysis and real-time working on the Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to optimize blog.

WORKSHOP TIME SLOTS

- 30 mins Introduction and Basic
- 30 mins Word Press - Basics and Core
- 30 mins designing
- 30 mins Content Creation and Publishing Insights
- 30 mins SEO Hacks and Keyword Filtering
- 30 mins Q&A Session
- 30 mins networking and Team Building



Speaker delivering the lecture



Participants during workshop

