

Project Proposal

Title of Site

SimplyWP

Topic

WordPress for Beginners

Description

SimplyWP will be a place to learn about WordPress from the ground up. The content of this site will focus more on the overall principles of the WordPress application and code rather than posts about how to do one specific thing. It will approach WordPress principles from the vantage point of the very beginner.

Target Audience

This site/blog is aimed at people aged 16-65 that are completely new to WordPress.

Technology

The site will use the blogging platform WordPress as well as HTML, CSS, PHP, and JavaScript. It will also implement Google analytics to analyze the sites performance as well as use social marketing solutions to attract readers.

Description of Anticipated Content

SimplyWP will have posts on application's interface as well as on the code. There will be explanations of the different vocabulary used during development of a site. It will have information on creating themes as well as information on editing a purchased theme. It will also have round-ups and reviews of plugins, themes, hosting sites and more.

The site will include posts similar to:

- The Secret to adding SEO into Your WordPress Site
- What You Should Know About The WordPress Interface
- How to edit a WordPress Theme
- What Is "The Loop"?
- What Are WordPress Plugins and Why Do I Need Them?
- The Inside Scoop: What Are Custom Fields?
- What is a WordPress widget?
- How to use HTML5 with WordPress
- The Ultimate Guide to WordPress Tags?

- **101 Plugins to Make your Site Stand Apart From The Competition**
- **11 Amazing WordPress Themes**
- **What Makes a Premium WordPress Theme?**
- **Where to Find The Best WordPress Themes**
- **What Files Make Up a WordPress Theme and What Are They All For?**