

Evaluation of Research Repository using Word Press

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Abstract having an online repository of research related activities is an important part of the university website to provide proper medium or facility for the students and faculty members in accomplishing their research proposals and projects. This study aimed to integrate a research webpage from the existing LPU-Battings Website to address the needs of the institution of making its research findings accessible to all interested researchers. Word Press is an open source content management system used in the study to develop the webpage for research. Results showed that the Word Press is truly beneficial to the Web Developers and to the Web Masters who manage the content of the page that will not necessarily require a graduate of Information technology or any computer related technical courses or degree programs. The webpage obtained high evaluation rating from the students and employees. It is considered highly functional, useful and reliable due to its user-friendly environment and contents that can be easily accessed from the page.

Keyword : *Research Webpage, Content Management System, Functionality, Reliability and Usability.*

I INTRODUCTION

Word Press is the most popular self-hosted website software in use today. It is available as an open source project, licensed under the GPL, and is built largely on top of the My SQL database and PHP programming language. Any server environment that supports that simple combination can run Word Press, making it remarkably portable as well as simple to install and operate. You don't need to be a systems administrator, developer, HTML expert, or design aesthete to use Word Press. On the other hand, because Word Press has been developed using a powerful set of Internet standard platforms, it can be extended and tailored for a wide variety of applications. Word Press is the publishing mechanism underneath thousands of individual blog voices and the engine that powers high-volume, high-profit le sites such as CNN's

websites and blogs. It was designed for anyone comfortable navigating a browser, but is accessible to web designers and developers as well. Given this range of applications and capabilities, it can prove hard to know

where to start if you want to make use of the power of Word Press for your specific c purposes. Should you if rest study the database models and relationships of content and metadata, or the presentation mechanics that generate the HTML output? This book was designed for readers to develop a knowledge of Word Press from the inside out, focusing on the internal structure and fl own of the core code as well as the data model on which that code operates. Knowing how something works often makes you more adept at working with it, extending it, or if Xing it when it breaks. Just as a race car driver benefit it's from a fundamental knowledge of combustion engines, aerodynamics, and the mechanics of automobile suspension, someone driving Word Press through its full dynamic range will be signify cantle more adept once acquainted with the underlying software physics.

II WHAT IS WORD PRESS ?

Word press, an open source stage is amongst the simplest, easiest, fastest, and economical tools available today to create, design, sustain, and mange a website or blog, A website or blog is imperative for every business to showcase its products/services far and wide, but also to remain connected with potential as well as existing customers.

2.1 Methodology

2.1.1 The first study of the paper would analyze the role of Word Press and its advantages.

2.1.2 The second study would highlight on the study of SEO plugging and its importance while using Word Press.

2.1.3 The third study would focus on Word Press Responsive themes which supports in handling the Requirements of all the 3 screens.

The above studies would be dealt using secondary research data like research papers, journals and websites.

III BASIC STEPS

Step 1: Install local server (WAMP or XAMPP).

Step 2: Start server.

Step 3: Download Word Press Package from

Step 4: Paste Word Press package and past in www (wimp Server) hotdog for amp Server directory.

Step 5: Open PHP my admin and Create database. Open Word Press package in Browser (local host/your Folder name) (configure According to your database Name and password).

Step 6: Run and install on this page you will see a Message, asking you to prepare the Necessary information for the installation. Since we already have this information, simply press the Go! Button.

Step 7: Login in admin panel with user name and password.

Step 8: Visit your site

IV WORD PRESS PLUGGING

4.1 Value of Plugging and its Importance

While Using Word Press for SEO, SEM & SMM A few Plugging that aid SEO plugging in Word Press are:

4.1.1 -Word Press SEO Plug-in by Yeast :

This plug-in is written from the ground up by Joust de Val and his team at Yeast to improve your site's SEO on all needed aspects. While this Word Press SEO plug-in goes the extra mile to take care of all the technical optimization, it first and foremost helps you write better content. Word Press SEO forces you to choose a focus keyword when you're writing your articles, and then makes sure you use that focus keyword everywhere. Using the snippet preview you can see a rendering of what your post or page will look like in the search results, whether your title is too long or too short and your Meta description makes sense in the context of a search result. This way the plug-in will help you not only increase rankings but also increase the click through for organic search results. In addition to the above plugging which actively help in SEO, there are a lot of plugging that enhance the funk Tonality of Word Press without affecting SEO. We have listed 10 such plugging that make using Word Press a great experience. Some of the plugging also help in search engine marketing and social media marketing.

4.1.2 -Neaten Gallery and Light box Plus

Neaten is a plug-in for image gallery management. You can define lots of things such as the image's title and alt tags, which solves any SEO image problems. The two plugging have been combined into one entry because they work hand-in-hand. Light box Plus uses Color box – a lightweight query image gallery script that is the friendliest for performance and doesn't hinder on-page SEO. Light box Plus offers a lot more options for the appearance and behavior of Light box's execution.

4.1.3 -Meta Slider

Meta Slider is the most popular slideshow plug-in for Word Press. Creating slideshows with Meta Slider is fast and easy Meta Slider enables creation of SEO optimized responsive slideshows with Novo Slider, Flex Slider, Coin Slider and Responsive Slides.

4.1.4 -Simple Page Sidebars

This plug-in gives Word Press users, designers, and developers the ability to assign custom sidebars to individual pages--without making any template changes. Existing

sidebars can also be assigned in quick edit and bulk edit modes, saving time. Simple Page Sidebars aims for basic, core-like functionality and integration that is easy to use - it utilizes built-in Word Press caching, so your site won't be bogged down with additional queries. Simple Page Sidebars also ships with a "Widget Area" widget for pulling all the widgets from one sidebar into another.

4.1.5 -Contact

This plug-in can manage multiple contact forms. One can easily customize the form and the mail contents flexibly with simple mark-up. The form supports Ajax powered submitting, CAPTCHA, Kismet spam filtering and so on. Moreover this plug-in has add-ons like Skins plug-in which makes it easy for the Poser to customize the look & feel of the contact form. By using Flamingo – another plug-in, the user can track the user's details when they comment on a page.

4.2 Plugging for SEM in Digital Marketing

The process of SEO to be really effective takes considerable time and effort. In the meanwhile, the website publisher has an option of projecting his website by incurring some expenses in promoting his site by advertising on various sites including search results page on a Cost Per Mille (CPM) or Cost Per Click (CPC) basis. It then necessitates creation of landing page. While WP has the capability, there are several plugging that can make the task easier and 'professional.

4.2.1 -Word Press Landing Pages/Word Press Calls to Action/Word Press Leads

While Landing pages plug-in is a stand alone, combined with the other two enhances the capabilities and effectiveness of the landing page and thus conversion.

4.3 SMM in Digital Marketing

With the explosion of Social media with over 3000 Regis treed social media sites, peer group interaction has started dominating the decision making process of the individual customer. The move from WOM to "Word of Keyboard" is pretty apparent. There are quite a number of social media plugging and also plugging that can display your twitter feed, face book like box, Google+ reference and social media icons.

4.3.1 -Word Press Social Media Feather

This plug-in is a super lightweight free social media Word Press plug-in that allows WP user to quickly add social sharing and following features to all pages. The differentiating feature of this plug-in is its focus on simplicity, performance and unobtrusive impact.

4.3.2 -Face book Like Box Widget

This plug-in enables Face book Page owners to attract and gain Likes & Recommendation Comments from their own website. The Like Box enables users to: see how many users already like this page, and which of their friends like it too, read recent posts from the page and like the page with one click, without needing to visit the page.

4.3.3 -Google+ Plug-in

This plug-in allows WP user to post directly from G+ to your Word Press website. The Google+ plug-in supports post formats so a hash tag system can be used to decide on the post format.

V CONCLUSION

Word Press soon understands it. They are used to create web sites word press is fun, interesting, and can help you create an amazing site. Conclusion The development of a webpage is easier nowadays through the use of open-source content management system specifically the Word Press that was used in this study compared to the previously introduced web development programs. Word Press is truly beneficial to the Web Developers and to the Web Masters who manage the content of the page that will not necessarily require a graduate of Information technology or any computer related technical course or degree programs. Anyone who has a simple knowledge on Word processing and Internet could be a Webmaster who can maintain and update the content of the page. The Institutional Research. Webpage was just integrated in the website of the Lyceum of the Philippines University-Battings and it consists the bulk of the content of the University Website. Every now and then, the webpage is being updated whenever there is completed research project for its production, presentation and publication for students and employees. It is a good medium or repository for making the findings of university researches accessible in one webpage so that any information disseminated could be utilized in a timely manner. The webpage obtained high evaluation rating from students and employees. It is considered highly functional, useful and reliable due to its user-friendly environment and contents that can be easily accessed from the page. There is no significant difference in the evaluation of students and employees in terms of the functionality, usability and reliability of the institutional research repository.

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