

Digital Marketing Project Portfolio

Project Title: Josh Champions Academy – WordPress Website Development & SEO Integration Project

Project Overview

This project focuses on developing and optimizing a WordPress website for a sports academy using essential digital marketing and SEO tools. The objective was to create a responsive website, improve website visibility on search engines, and integrate analytics tools for performance tracking.

Website Details

Website	https://joshchampionsacademyblr.gt.tc/
Robots.txt	https://joshchampionsacademyblr.gt.tc/robots.txt
XML Sitemap	https://joshchampionsacademyblr.gt.tc/wp-sitemap.xml

Project Implementation

- Installed WordPress using Softaculous Apps Installer
- Installed and configured Yoast SEO Plugin
- Installed and customized a basic WordPress theme
- Configured XML Sitemap and Robots.txt
- Linked website with Google Search Console
- Integrated Google Analytics
- Integrated Google Tag Manager

Skills Demonstrated

- WordPress Website Development
- Technical SEO Setup
- Google Analytics Integration
- Google Tag Manager Setup
- Search Console Integration
- SEO Plugin Configuration
- Website Optimization

Future Improvements

Future improvements for the project include advanced on-page SEO optimization, keyword research implementation, page speed optimization, content marketing, local SEO, and social media integration.

Conclusion

This project demonstrates practical knowledge of WordPress website development, technical SEO implementation, and analytics integration using industry-standard digital marketing tools.