

Analysis of adequate usage of the Word Press correlated YouTube videos as auxiliary literature for website design, development and customization

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Abstract

In the age of software revolution, WordPress is perhaps widely used CMS, with up to 29% of all websites running on it in the whole world. A content management system (CMS) is any software that makes it easier to create and publish digital material. Technologies for constructing dynamic sites, blogs, communities, online commerce, because everything in among is included in this category. In this study, we show, maximum of 576 (98.46%) videos are HD (high definition) videos while listing number 9 (1.54%) are SD and the highest no of views and Like shown in the title is *How To Make a WordPress Website In 24 Easy Steps* and *How To Make a WordPress Website - For Beginners*. Furthermore, according to the survey identified total of 575 videos of YouTube license 10 had a creative commons license. The research also reveals the top twenty most liked, commented on, and watched videos.

Keywords: *WordPress, Content Management Software, You Tube, CMS*

About WordPress

WordPress was established as a blogging program, but it has elaborate into a valuable CMS over time. The most significant benefits of WordPress

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are the enormous number of plug-ins available. WordPress plug-ins can now handle all elements of a webpage architecture, institution, and SEO. The WordPress plug-ins are used essentially to add-ons that extend the capabilities to the graphical interaction and so many plugins accessible and grow in popularity among the general population. Many folks are perplexed when it comes to choosing plug-ins to make a task easier. A big WordPress population is ready to offer assistance about using them with the WordPress content management system.

Core Features of WordPress software

(a) Effectively Deal with Web Site Content

You may handily deal with the substance of your site however much you need, whenever you need. You can utilize the WordPress content administration framework from any advanced program and make updates to your site without realizing how to code.

(b) Limitless Pages, Posts, Items, and More

Try not to be restricted, you might add photographs, text, records, interfaces, and fuse media to the branches of knowledge of your pages all of a sudden, and there are no restrictions to the number of pages, articles, or merchandise you can make.

(c) Coordinated News and Blog Posting

Utilize the inherent writing for a blog and blog classification organization elements to easily add, update, and eliminate content on a case-by-case basis. You can add news stories to your program consistently.

(d) Adaptable Post Planning

Presents can be set on show up at indicated days and times, permitting you to foster substance early and distribute it when it's helpful for you. Fabricate pages in draft mode until you're willing

to report them.

(e) Reestablish Erased Pages and Rollback Forming

Utilizing the underlying variant control highlights, you may reestablish erased page content (before it is forever erased) and even roll final page text to past adaptations. Save pages so no one but you can see them, or distribute them live at whatever point you want them.

(f) Site Conveyability and Merchant Lock-in Evasion

WordPress doesn't need our customers to be attached to a particular specialist organization and the site might be moved to a viable climate if the need emerges by utilizing an open-source stage. If a CMS designer quits supporting a framework or raises estimating, utilizing "restrictive" CMS stages can bring about a total venture restart.

(g) Overseen Site Security

A site that is now and again down or has been hacked is futile and can prompt a deficiency of purchaser trust, imminent deals, natural pursuit positioning, and a horrible picture for your organization. As a component of our oversight web facilitating administrations, we deal with your WordPress CMS security, reinforcements, center overhauls, and updates.

(h) Center Overhauls and Module Updates

WordPress has the latest and forestall programming outdated nature by applying updates and center overhauls consistently. This keeps your site on the latest stable delivery improvement track, guaranteeing that you don't pass up the CMS update cycle.

(i) Security and Unwavering quality

Intelligence level Registering surveys and conveys advancements

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that guide the upkeep of your site. Outsider modules are exposed to a survey and testing method on our oversight stage to assist with forestalling security dangers and limiting execution influences on your site. Since something is new doesn't suggest it's the most ideal choice for your site.

(j) Programmed Reinforcements

To assist with forestalling information misfortune on account of calamitous disappointments, our oversight site facilitating administrations take computerized everyday site-level reinforcements just as uncovered metal reinforcements.

(k) Diversified Infrastructure

WordPress has a multi-layered framework that guarantees that your site is facilitated on a committed hub, while mail, DNS, and different administrations are facilitated on hubs that are appropriate for those settings.

(l) WordPress Website architecture

We can make customized sites that stick out and impart your message when we manage WordPress website architecture. WordPress sites can be responsive, easy to refresh and incorporate every one of the elements of a static site without forfeiting the upsides of a powerful WordPress site.

Objective and Methodology of the Study

The present work deals with the YouTube video related to the WordPress CMS. The specific objectives of the study are as follows

- ❑ To find out the Like, Dislike, most viewed video related to WordPress.
- ❑ To find out the growth of YouTube videos related to WordPress.

- ❑ To determine the top ten most popular videos, like and comment.
- ❑ To determine the features of WordPress-related YouTube videos.
- ❑ To examine different licenses of YouTube videos related to WordPress.

Methodology

In this article, the researcher analysed YouTube videos through Webometrics analyser software to migrate data via YouTube and used an application programming interface (API) on 8th November 2021. There was a total of 605 videos retrieved from YouTube and the researcher check every video, after checking all video 20 video was not related to this topic, and finally, the researcher work upon a total of 585 genuine videos.

Literature Review

Daniel T. Murphy, Minhaz F. Zibran, Farjana Z. Eishita described WordPress as the world's most popular Content CMS, which supports around 455 million websites. Third-party plugins are blamed for the success of WordPress-powered websites. They test the effectiveness of 11 Internet security scan plugins in detecting existing vulnerabilities in 51 vulnerable plugins. They discovered that certain protection suite plugins were completely ineffective, and that even the most effective plugins were unable to detect critical flaws.

Mario Tomiša, Marin Milković, Marko Čačić describe WordPress as a well-known website CMS that is built on the Php and the MariaDB or MySQL Relational Database Management System (RDBMS). On a virtual machine, they built up a WordPress-based normal website and its static version. The findings show that using a stable edition of a regularly dynamic Plugin website might offer considerable computer and patron benefits for website operations.

Patel, S. K., Rathod, V. R., and Prajapati, J. B. (2011). compared with

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so many Open Source CMS accessible on the marketplace and found that WordPress is anticipating a large no of add-one to handle the site better. Prior to 2009, WordPress is a wonderful platform for blogging, but now it also provides good content management.

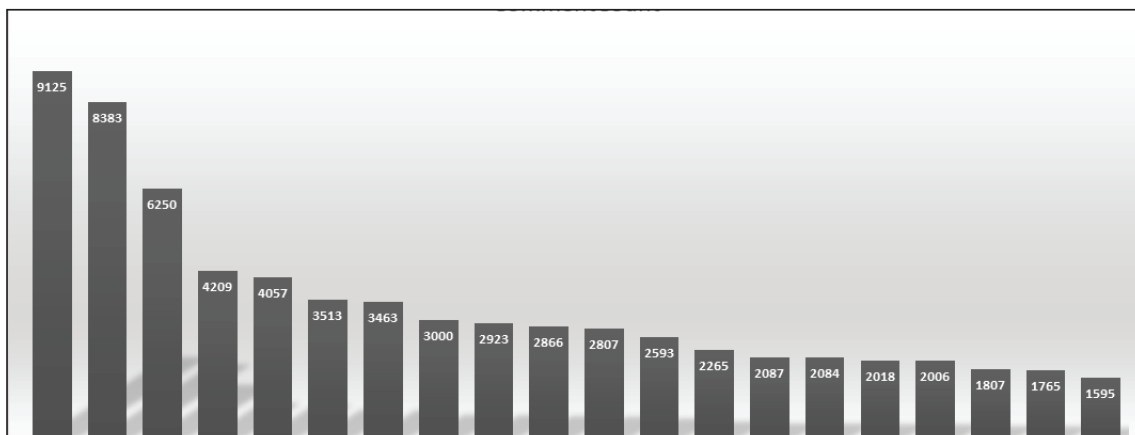
Avila, J., Sostmann, K., Breckwoldt, J., & Peters, H. (2016) evaluated the possibilities to construct a sophisticated Electronic Portfolio WordPress, a free and open-source software, has been used to create a system with mobile capabilities, which is more flexible and helps in learning activities of students. They design and evaluated a model for an e-portfolio system using open-source software which is commercially free in mobile capabilities.

Dewi Mulyati, Herga Mariska, Fauzi Bakri, 2019 studied Engagement, Explore, Explain, Elaborate, and Evaluate described as the 5E Learning Cycle Strategy by which they developed e-learning tools. By using WordPress they developed this electronic learning tools with five e-learning cycle strategy which showed a good result in an on-line learning environment.

Data Analysis

❑ Top 20 Comments video

Word Press is one of the most popular watching, likes, and comment videos. It is the most popular Control Management Software(CMS).



Among the Top 20 Comments videos identified with WordPress, the title 'How to Make a WordPress Website | WordPress Tutorial for Beginners | Elementor Tutorial in Hindi' by Channel CodeWithHarry get maximum comment count of 9125. After that 'How To Make a WordPress Website - In 24 Easy Steps' by Tyler Moore get an 8383 comment count.

Video Quality

HD	SD	Total
576	9	585

Among the total 585 videos studied under the uploaded YouTube videos deals with WordPress, maximum 576 (98.46%) videos are HD (high definition) videos while list number 9 (1.54%) are SD (standard definition).

Video license:

Most of the videos of CMS were categorized into 2 different licenses- Creative Common Licence (CC) and YouTube license.

Creative Commons	Youtube	Total
10	575	585

Out of the total uploaded 585 videos maximum of 575 (98.29%) videos were licensed under YouTube license and very few 10 (1.71%) videos were found under CC (Creative Common license).

Growth of Video

From the analysis of videos related to Word Press uploaded in YouTube under the study covered from the year 2012 to 2021.

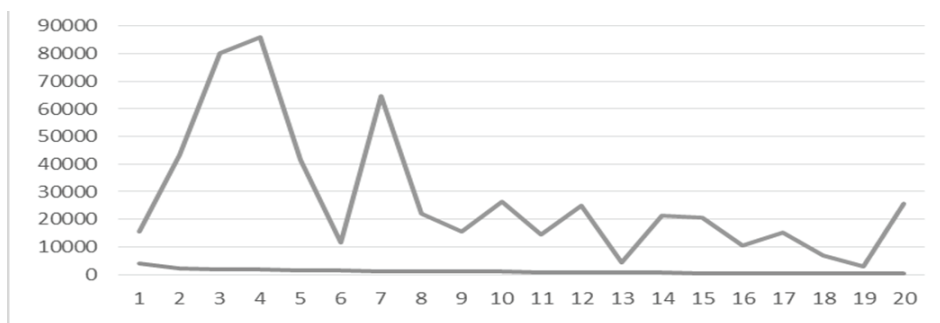
Year	No of Video
2012	2
2013	1
2014	2
2015	10

2016	15
2017	24
2018	69
2019	87
2020	182
2021	193
Total	585

From the study it is clear that the maximum number of videos uploaded in the year 2021 was 193 is in the 1st position, followed by 182 in 2020 and 87 in 2019. It was found that the number of videos gradually increases from 2012 to 2019 slowly. But in 2020 it increases suddenly 87 to 182.

Top 20 Like & Dislike Video

This graphic represents that Top 20 like & dislike videos deals with Word Press were uploaded on the YouTube site under study.

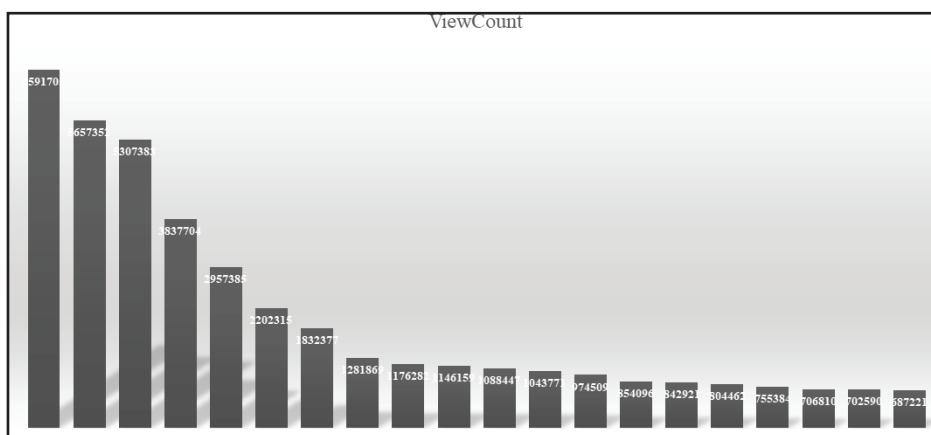


From this graph, it was found that the Title 'How To Make a WordPress Website - For Beginners' holds the 1st position with 86130 likes in the year 2019. The 2nd position is occupied by the title 'How To Make a WordPress Website - In 24 Easy Steps' with 80147 likes published in the year 2018 followed by 'How To Make a WordPress Website | WordPress Tutorial for Beginners | Elementor Tutorial In Hindi' with 64528 likes of 2020. From the table, it was found that the title 'How to Create a WordPress Website in 10 Minutes Using Hostinger' with 3926 Dislike Count published in the year 2020 was the most Dislike video. 'I Paid \$100 For a Website on Fiverr |

LOOK AT WHAT I GOT' of 2019 with 2174 Dislike was the 2nd most Dislike video

Top 20 Most View Video

From the analysis of the Top 20 Most View Video, it was found that the title 'How To Make a WordPress Website' published in the year 2015 was occupied the 1st position with 6591705 View Count.



How To Make a WordPress Website - In 24 Easy Steps of 2018 with 5657352 View Count occupied the 2nd position followed by 'How To Make a WordPress Website - For Beginners' of 2019 with 5307383 View Count.

Findings

- ❑ From the study it is clear that the maximum number of videos uploaded in the year 2021 was 193 which is in the 1st position, followed by 182 in 2020 and 87 in 2019 out of a total of 585 videos.
- ❑ Most viewed the title 'How to Make a WordPress Website' published in the year 2015 was occupied the 1st position with 6591705 View Count. 'How To Make a WordPress Website - In 24 Easy Steps' of 2018 with 5657352 View Count occupied the 2nd position followed by 'How To Make a WordPress Website - For Beginners' of 2019 with 5307383 View Count.
- ❑ Commented the title 'How to Make a WordPress Website |

WordPress Tutorial for Beginners | Elementor Tutorial in Hindi' gets a maximum comment count of 9125. After that 'How To Make a WordPress Website - In 24 Easy Steps' get 8383 comment counts.

- ❑ Like the Title 'How To Make a WordPress Website - For Beginners' holds the 1st position with 86130 likes in the year 2019. The 2nd position is occupied by the title 'How To Make a WordPress Website - In 24 Easy Steps' with 80147 likes published in the year 2018 followed by 'How To Make a WordPress Website | WordPress Tutorial for Beginners | Elementor Tutorial In Hindi' with 64528 likes of 2020.
- ❑ Dislike that the title 'How to Create a WordPress Website in 10 Minutes Using Hostinger' with 3926 Dislike Count published in the year 2020 was the most Dislike video. 'I Paid \$100 For a Website on Fiverr | LOOK AT WHAT I GOT' of 2019 with 2174 Dislike was the 2nd most Dislike video.
- ❑ Among the total 585 videos studied under the uploaded YouTube videos deals with WordPress, maximum 576 (98.46%) videos are HD (high definition) videos while list number 9 (1.54%) are SD (standard definition).
- ❑ Maximum 575 (98.29%) videos were licensed under YouTube license and very few 10 (1.71%) videos were found under CC (Creative Common license).
- ❑ From the above findings, it is clear that in the COVID-19 situation most people want to know the usefulness of website creation used by WordPress software.
- ❑ From the study, it is also clear that 'How To Make a WordPress Website - In 24 Easy Steps' of 2018 gets 2nd most viewed, 2nd most commented, and 2nd most liked video.

Conclusion

WordPress is a 'GNU' general public license program that may be used to create and deploy technologically sophisticated e-Portfolio systems including mobile characteristics. Institutions that do not have access to

proprietary software can adapt the WordPress e-portfolio system that suits their demands with little expense. In this article, the researcher shows that in 2019(87) the growth of video is 87 but in 2020 and 2021 on the pandemic condition the development of video is growing firstly, 2020 (182) and 2021(193) and like, dislike, no. of views and no. of comments are increasing simultaneously.

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