

# Ananta Yoga

**Name:** Suzen Kumar Mohanty

**Email:** [suzenkumarmohanty@gmail.com](mailto:suzenkumarmohanty@gmail.com)

**Project Date:** 09/08/2025

**Technologies Used:** Wordpress

# Introduction

- ❑ Purpose: To design and develop a functional WordPress website.
- ❑ Platform: WordPress CMS
- ❑ Focus: UI/UX, SEO, performance, security.
- ❑ Client: Annanta Yoga – Yoga For Life.

# Project Objectives

- ❑ Build a responsive and user-friendly website.
- ❑ Showcase services, courses, and yoga programs.
- ❑ Integrate contact and admission forms.
- ❑ Improve SEO visibility and loading performance.
- ❑ Ensure mobile-first design and security.

# Website Features

- ❑ Home, About, Services, Gallery, Contact pages.
- ❑ Admission Form with WhatsApp + Google Sheets integration.
- ❑ SEO-optimized content.
- ❑ Mobile-friendly responsive design.
- ❑ SSL security and spam protection.
- ❑ Social media integration.

# Technology Used

- ❑ WordPress CMS
- ❑ Elementor/Custom Theme
- ❑ Plugins: Yoast SEO, WPForms, Security plugins
- ❑ Hosting: Shared/Cloud Hosting
- ❑ Additional Tools: Google Sheets, WhatsApp API

# Design & UI/UX

- ❑ Clean and professional layout.
- ❑ Yoga-themed color palette.
- ❑ Smooth animations and transitions.
- ❑ Easy navigation & fast-loading pages.

# Development Process

- 1. Requirement Gathering
- 2. Wireframing & UI Design
- 3. WordPress Setup & Theme Development
- 4. Plugin Integration
- 5. Form Automation Setup
- 6. SEO Optimization
- 7. Testing & Deployment

# SEO Optimization

- Keyword placement
- Meta titles & descriptions
- Image compression & alt tags
- High-speed optimized pages
- Sitemap and robots setup

# Security Measures

- SSL Installation
- Firewall & Spam Protection
- Backup System
- Safe Plugin Usage

# Testing & Deployment

- Cross-browser testing
- Responsiveness testing
- Speed testing
- Final deployment & monitoring

# Conclusion

- The WordPress website for Annanta Yoga is fully functional,
- responsive, SEO-optimized, and designed to enhance
- user engagement and business growth.

# References

- **Ministry of AYUSH – Yoga Resources**

Used for understanding authentic yoga principles, benefits, and guidelines.

<https://yoga.ayush.gov.in/>

- **International Yoga Federation**

Used for global yoga standards, posture guidelines, and certification references.

<https://internationalyogafederation.org/>

- **Yoga Alliance**

Used for learning about yoga styles, instructor standards, and training references.

<https://www.yogaalliance.org/>

- **Art of Living – Yoga Articles**

Used for understanding breathing techniques, meditation, and wellness routines.

<https://www.artofliving.org/>

- **MDN Web Docs (For Website Development)**

Used for HTML, CSS, JavaScript, forms, animations, and responsive design.

<https://developer.mozilla.org/>



THANK YOU