Marketing Plan

Walker Chapel Historic Cemetery

June 2024 to December 2025

Walker Chapel UMC
4102 N. Glebe Road
Arlington, VA 22207
703-538-5200
www.walkerchapel.org
www.chapelcemetery.org

Chapter 7: Marketing Technology

The technology list used by Walker Chapel is mindboggling, yet we do use each of the options listed below, not all in one website, but spread across the four websites used by the Chapel. The design objective is to employ software packages developed and supported by others and only resorting to internal development where the requirement is unique to the Chapel or the available packages are unrealistically expensive.

The discussion starts with the platforms we use such as Google, Bigin, and Elementor. We then move on to the Social Media platforms we will use in 2024: Facebook, YouTube, and Instagram. We then identify the four websites we will be using: https://walkerchapel.org, https://chapelcemetery.org, https://thecolumbarium.cloud, and https://wallofmemories.cloud.

The discussion then shifts to the Cemetery Record System that has been in use for the past five years. It is built on a current technology base of WordPress, MySQL, PHP, JavaScript, SCSS, and HTML5. And finally, we list the 3rd party plugins used by our WordPress systems that enable us to enjoy a robust and contemporary database of our most important records.

Platforms

Google

Google is an American multinational technology company that specializes in internet-related services and products. It's the world's most popular search engine, allowing users to search for information by entering keywords or phrases. Google uses algorithms to analyze and rank websites based on their relevance to the search query. Our goal is to see our websites ranked within the top three organic search results when Internet users around the world see an entity like us.

Bigin CRM

Bigin is a cloud-based customer relationship management (CRM) system for small businesses that helps with customer operations. It's designed to help businesses find, keep, and catch customers, and to make their customer-centric operations more effective. Bigin offers a single system for all business needs, eliminating the need for spreadsheets and other third-party internal applications. It does integrate with a host of other applications when specialty services are needed like the interface to MailChimp or WooCommerce.

Some of Bigin's features are:

- Team pipelines: Unifies customer-facing operations into a single account. We can view our sales pipeline in a convenient layout and track the progress of the prospect journey from first contact to ROI Licensing. We can also use "restrict closure" to prevent other users from closing deals directly from a specific stage.
- Multichannel communication: Supports email, phone calls, WhatsApp, social media, meetings, and forms. We can call our customers, email them, or even follow them on Twitter all from within Bigin.
- Automation: Easy-to-create workflows from area and stage.
- Mobile-first: Access to business information on the go through responsive displays on our phones.
- Integrations: Bigin integrates with Google Workspace to sync contact and calendar information and has seamless integrations for Microsoft 365.

Elementor Hosting Services

Elementor Hosting is a managed WordPress hosting service from Elementor, a website builder for WordPress. It's designed to provide a streamlined experience for creating and publishing sites, with a focus on helping web creators focus on their website. Elementor Hosting is powered by cloud technology and offers a number of features, including:

- Built-in hosting: Uses Google Cloud Platform and includes 20 GB of storage and 100 GB of bandwidth
- Secure CDN: Uses Cloudflare for a secure CDN and a free SSL certificate
- Cloud hosting infrastructure: Automatically scales to meet a site's needs, even during periods of high traffic
- Integrated with Elementor: Includes all Elementor Pro features, widgets, kits, and templates, to reduce the need for extra plugins
- Security features: Includes DDoS and WAFF protection, SSL certificates, auto security updates, and 24/7 monitoring
- Backups: Offers auto daily backups and on-demand backups to restore a website if needed
- Transparent pricing: Offers fixed annual prices with no hidden hosting costs

Elementor Hosting is suitable for a variety of WordPress websites, including blogs, portfolios, business websites, eCommerce sites, and other sites that need to display product catalogs and collect payment and shipping information. Elementor is the hosting platform used by all cemetery websites.

GoDaddy.com Domain Registration Services

GoDaddy is a publicly traded American company that provides a variety of services for entrepreneurs, including domain registration, web hosting, and website building. GoDaddy's services are intended to help entrepreneurs name their ideas, create brands, attract customers, and manage their work.

All domains used by the cemetery are recorded and maintained at GoDaddy. This simplifies recordkeeping, renewals, and status of all websites.

MailChimp Email Marketing Software

Mailchimp is a marketing platform that helps businesses and organizations manage customer relationships, generate leads, and grow their business. It offers a variety of features, including email marketing, content management, and data analysis:

- Email marketing: Create, send, and track email campaigns using customizable templates and automated workflows. Mailchimp also offers Inbox Preview to see how emails will look with different email service providers.
- Content management: We can use tools like Canva to create visuals for marketing.
- Data analysis: We can use data-backed recommendations to find and engage customers across email, social media, landing pages, and advertising. Mailchimp also offers AI marketing tools, such as predictive demographics, generative AI, and smart recommendations.

Mailchimp also has tools to help manage and interact with audiences, including:
- Campaign Manager: Streamline omnichannel marketing
- Content Optimizer: Use data to improve marketing
- Creative Assistant: Generate designs
- Customer Journey Builder: Automate campaigns
- Subject Line Helper: Write compelling headlines

Our Bigin CRM interfaces with MailChimp and our websites. The visitor need only fill out a simple contact form which when submitted creates the customer's record in Bigin and at MailChimp.

Google Ads

Google Ads descriptions are a part of Google Search Ads, which are a type of Google Ads that appear on search engine results pages (SERPs). Ad descriptions are similar to leads and can expand on the idea introduced in the headline. Google Ads descriptions can be up to 90 characters long, and we can include up to two descriptions in a Google Search Ad. A subscription to Google Ads opens a wealth of site analytics unavailable elsewhere.

We will be using Google Ads for outreach to people we do not even know but who may be interested in what we offer. The trick will be to geo-locate the people as we do wish to constrain our population to a manageable part of the globe.

Meta Ads

Ads Manager is a starting point for running ads on Facebook, Instagram, Messenger or Audience Network. It's an all-in-one tool for creating ads, managing when and where they'll run, and tracking how well our campaigns are performing towards our marketing goals.

We will be using Meta Ads within Facebook and Instagram. Facebook has increasingly reinforced the use of paid ads by reducing the potential for organic (free) promotions. Within Meta Ads we can limit the reach of the Ad and thereby somewhat control the cost.

Vimeo Video Hosting

Vimeo is a video hosting and sharing platform that allows users to create, edit, manage, and promote videos. Vimeo offers tools for video creation, editing, and broadcasting, as well as enterprise software solutions. It also provides a way for video professionals to connect with other professionals and clients. Vimeo is **ad-free** and makes money through subscription plans for businesses and content creators, as well as software as a service (SaaS).

Vimeo's features include:
- High-definition video: Vimeo focuses on delivering high-definition video across a range of devices.
- Video analytics: Vimeo offers sophisticated video analytics to help creators present their work in the best way possible.
- Live streaming: Vimeo allows users to host live, pre-recorded, or hybrid webinars.
- Accessibility: Vimeo's embeddable player complies with WCAG 2.0 AA and Section 508 standards for accessibility, which helps educators reach any audience.

We will be using Vimeo for videos presented on our websites because we will then have greater control over the presentation and the follow-on actions after the presentation.

Social Media Platforms

Facebook

Facebook is a social media platform that allows users to connect with others online, share content, and engage with different types of content. Users can create free profiles, share photos, videos, status updates, and other content, and interact with others by liking, commenting, and sharing. Facebook also has features that help users find people they may know, such as a friend finder that scans email addresses in a user's address book.

Mark Zuckerberg and some Harvard University students founded Facebook in 2004 as a digital directory for students. It has since grown to become the world's largest social network, with over 800 million users. Facebook has also become a platform for digital marketing, advertising, and business engagement.

We will be using Facebook because the user base closely resembles the personas, we defined in Chapter 2. Facebook has a robust set of features and options, loosely constructed over 20 years. It fell a bit out of favor over the past five years and the company turned to the "Metaverse" future, but has started to return to its core and popularity. It remains the most visited platform and offers incredible marketing tools to reach those around us.

YouTube

YouTube is an American online video sharing platform owned by Google. Accessible worldwide, YouTube was launched on February 14, 2005. It is the second-most visited website in the world, after Google Search. As of January 2024, YouTube has more than 2.7 billion monthly users, who collectively watch more than one billion hours of videos every day. As of May 2019, videos were being uploaded to the platform at a rate of more than 500 hours of content per minute and as of 2021, there were approximately 14 billion videos in total.

In October 2006, YouTube was purchased by Google for $1.65 billion. Google expanded YouTube's business model of generating revenue from advertisements alone, to offering paid content such as movies and exclusive content produced by and for YouTube. It also offers YouTube Premium, a paid subscription option for watching content without ads. YouTube incorporated Google's AdSense program, generating more revenue for both YouTube and approved content creators. In 2022,

YouTube's annual advertising revenue increased to $29.2 billion, more than $9 billion higher than in 2020.

Since its purchase by Google, YouTube has expanded beyond the core website into mobile apps, network television, and the ability to link with other platforms. Video categories on YouTube include music videos, video clips, news, short and feature films, songs, documentaries, movie trailers, teasers and TV spots, live streams, vlogs, and more. Most content is generated by individuals, including collaborations between "YouTubers" and corporate sponsors. Established media, news, and entertainment corporations have also created and expanded their visibility to YouTube channels in order to reach greater audiences.

We will be using YouTube's feature when videos and shorts we create are targeted for communities outside our own. There is also a potential for establishing a subscription service for what we offer.

Instagram

Instagram is a free social media app and photo-sharing service owned by Meta that allows users to upload, edit, and share photos and videos. Users can also post stories, which are photos or videos that are only available for 24 hours. Other features include digital filters, a messaging system, and a Discover tab to explore content from other users. Users can share their content publicly or privately with other users they follow.

Instagram was founded in 2010 and started as a location-based app called Burbn, where users could check in, share photos, and earn points for spending time with friends.

People of all ages use Instagram for a variety of reasons, including sharing aspects of their lives, following celebrities, discovering products and services, and keeping up with trends. Instagram is considered an important platform for social interaction, digital marketing, and creative expression.

We will be using Instagram as many of its features are similar to Facebook, but the audience is different. The blogs, videos and reels we create for Facebook will be useful with just a bit of tweaking for Instagram.

Websites

Walker Chapel has four websites in development. All four websites below are cross-linked for ease in moving from site to site and to enhance the credibility of the sites for Google ranking. All share in the iconography of Walker Chapel, but each has a distinct mission and audience.

Each website contains over 21,000 individual files and consumes over 12GB of space not including media libraries and databases and is hosted by Elementor Hosting Services. This makes learning one, learning all, greatly simplifying carrying the workload by fewer staff.

https://walkerchapel.org The primary website of Walker Chapel UMC.

https://chapelcemetery.org The primary website for the cemetery.

https://thecolumbarium.cloud   The marketing website for the columbaria.

https://wallofmemories.cloud The Wall of Memories repository of stories, documents, photographs, videos, and other memories of all who wish to memorialize a person, place, or event that was significant in their lives.

Cemetery Record System

The Cemetery Record System has been in use for over five years. It contains all knowledge about the main cemetery and the Memorial Garden. This summer it has expanded to include the three columbaria.

All information is stored in a MySQL relational database. At the center of the database is the individual main cemetery gravesite, a 40-inch wide, 8-foot space, owned by Walker Chapel and licensed to individuals for the purpose of interment of human remains. Gravesites are contained within lots of varying sizes, The most common configuration is a lot with three gravesites but there are some with only one gravesite and some with five gravesites. Lots are arranged in rows originating at the grassy access road down the middle of the cemetery and stretching out to the boundaries of the cemetery. The road bisects the cemetery into a left side and a right side. To make it easier to present on paper, the sides are again bisected forming two areas on each side for a total of four areas.

The Memorial Garden contains small granite stones arranged in rows and columns, like a spreadsheet.

The new columbaria are likewise represented as rows and columns but are vertical rather than horizontal.

The main cemetery gravesites, the Memorial Garden stones, and the Columbaria niches are all represented in the relational database as the primary objects within the cemetery.

A many-to-many relationship exists between licensees and the gravesite objects. A licensee may hold a license to multiple gravesite objects and a gravesite object may have multiple licensees. This is a

complex relationship common to relational databases and requires a cross-reference table between the gravesite object and the individual licensee.

The third real-world element is the grave. Each gravesite object has the potential of containing two casketed interments or six cremains interments. The grave record contains details regarding the passing of an individual and the parties participating in their final care.

There are many supporting tables. Dictionaries for categories, a library for uploaded documents and images, and system tables that support easy activation of new data fields and page layout adjustments without any programming knowledge.

The database is augmented by a library of photographs of each gravesite and stone in the main cemetery and lot photographs showing the gravesites within the lot. A video library is available that is a video capture of each row from origin to boundary showing the gravesite boundaries as white lines on the ground and graves as orange lines (revealed by a ground penetrating radar study).

The Cemetery Record System produces Right of Interment Licenses and Interment Certificates for the main cemetery along with listings of gravesites and availability of plots. The Memorial Garden has a simple Memorial License because no interment or ashes are contained in the garden.

The Cemetery Record System produces Right of Inurnment Licenses and Inurnment Certificates for the Columbaria and graphic displays of the face of each columbarium with inscriptions and available niches.

The Cemetery Record System has been created as a plugin for WordPress and has pages that allow cemetery staff with little computer knowledge to easily interact with the database. There is a front-page query that homes in on the gravesites of interest, a results list of gravesites that fit the query, and a main dashboard to view and update the gravesite, licensees, and graves. A reports option supports the printing of licenses, certificates, and listings.

The Cemetery Record System is currently password protected and known only to cemetery staff and summer interns. The plan is to open portions of the database to the cemetery websites for visual displays of availability for individuals and families seeking a resting place for themselves and their loved ones.

Plugin Software Packages

A plugin is a stand-alone software package designed and supported by a 3rd party company and, for our purposes, runs in a WordPress system. As of January 2024, 44,000 different WordPress plugins were

responsible for about 1.3 billion plugin downloads on WordPress.org. WordPress contributors can earn badges for their contributions, including contributor and team badges.

Activity Log

WordPress Activity Log is a plugin that records and monitors user and system changes on a WordPress website or multisite network. It can help:
- Identify suspicious behavior: see who is logged in to the site in real time and remotely terminate sessions. It can also send email and SMS notifications when suspicious activity occurs.
- Improve user accountability: see when a post was published, who published it, and if a plugin or theme was activated or deactivated.
- Ease troubleshooting: see when specific processes start and finish, such as file imports, campaigns, and integration syncs. This can help check for errors if something isn't working as expected.
- Manage the site: generate reports on user and website changes. Also filter activities by date range, activity type, and more.

Advance Custom Fields Pro

ACF PRO is a premium version of the free WordPress plugin Advanced Custom Fields (ACF) that adds more features and functionality. ACF PRO is at the heart of the Wall of Memories platform and allows us to use native WordPress features without any additional custom programming. ACF PRO includes:
- PHP Blocks: A customizable framework for developing custom block types for the WordPress Block Editor
- Repeatable Fields: Create a set of sub fields that can be repeated
- Flexible Content Field: Define groups of sub fields and add, edit, and reorder them
- Options Pages: Add extra admin pages to edit ACF fields
- Gallery Field: Manage a collection of images
- Clone Field: Reuse existing fields and field groups

Akismet Anti-spam: Spam Protection

Akismet Anti-spam is a WordPress plugin that uses machine learning and AI to filter spam from comments, contact forms, and trackbacks. It's offered by Automattic, the company that created WordPress.com. Akismet is included by default on new WordPress installations and is the most popular anti-spam plugin in the official directory.

Akismet works by analyzing user-submitted text in real time and comparing it to a global database of spam. It then uses information about spam from all participating sites to create rules that block future spam.

Akismet's features include:
- Automatic spam checking: Automatically checks all comments and contact form submissions for spam
- Status history: Each comment has a status history that shows whether Akismet caught or cleared it
- Discard feature: Blocks the worst spam to save disk space and speed up your site
- Integration with WP Admin: Makes it easier to moderate spam

Classic Editor

Classic Editor is an official plugin maintained by the WordPress team that restores the previous ("classic") WordPress editor and the "Edit Post" screen. It makes it possible to use plugins that extend that screen, add old-style meta boxes, or otherwise depend on the previous editor.

Code Snippets

Code snippets are reusable blocks of code that can be used to perform a specific task or function. They can be used to avoid typing repetitive code, save time, and include common coding patterns in applications. It is used primarily to extend a feature or to override a vendor's style of an html element.

Duplicate Page

The Duplicate Page plugin for WordPress allows users to duplicate pages, posts, and custom post types with a single click. The plugin saves the duplicates as drafts, pending, private, or public, and it can clone posts created with Gutenberg, the classic editor, or page builders. The plugin also duplicates all content, categories, tags, featured images, and settings to the new post.

Duplicator Pro

Duplicator makes it easy to create complete WordPress files and database backup within minutes. Duplicator Pro can be used to create unlimited on-demand backups, or schedule automated backups on daily, weekly, monthly, or even hourly basis to ensure your website is fully protected at all times. We use Duplicator to copy complete websites for installation on a local host.

Ele Custom Skin

Elementor Custom Skin is a WordPress plugin that allows users to create skins for the Posts and Posts Archive widgets in Elementor Page Builder. Users can design a loop item like a single template and use it as a skin to create a post grid. This gives users more creative freedom when designing blog pages, archive pages, listings, and more.

Elementor Custom Skin allows users to:
1. Create a Custom Grid Template
2. Place the Post Item Widget (placeholder) in the template
3. Use sections, columns, and other widgets to create the template

Elementor Pro

Elementor Pro is a premium extension of Elementor that offers advanced features to help users build WordPress websites. It includes more widgets, templates, and blocks than the free version, and can help users speed up their workflow and create more advanced content. Elementor Pro is the primary design tool for all cemetery websites.

Some of the features that Elementor Pro offers are:
- Widgets: 60 additional widgets for building every part of a website, including headers, footers, blogs, and portfolios
- Theme builder: Customize every part of a theme
- Pop-up builder: Create pop-ups
- Dynamic content: Create dynamic content
- Form builder: Create sophisticated forms and integrate them visually
- Custom field capabilities: Add custom fields
- Role permissions: Assign roles to users and grant permissions to specific widgets for each role
- Notes: Leave comments, feedback, and suggestions for others working on the website

File Manager Advanced

Advanced File Manager is a WordPress plugin that allows us to manage the files on our websites. It offers a variety of features, including:

- File operations: Users can edit, delete, upload, download, zip, copy, rename, archive, and extract files
- File access: Logged in and non-logged in users can access and manage files on the website front end

- User roles: Users can restrict access to the file manager based on role
- Private folders: Users can set private folder paths so that only certain users can access files
- Shortcodes: Users can use shortcodes to provide different access levels for users
- Other features: Users can preview PDFs, use drag and drop, and access files inside and outside of the WordPress directory

Advanced File Manager also has a responsive design that works on tablets and phones.

FileBird Pro

FileBird enhances our media library with a clean user interface, native icons, smooth drag & drop, dynamic gallery, and advanced sort options. With a better organization, it becomes easy to insert images into Gutenberg blocks, find old files, and remove unused images.

Frontend Admin (Premium)

Frontend Admin Premium is a WordPress plugin that allows users to display any admin page in the frontend of their site. This includes settings pages, theme settings, WooCommerce settings, and more. Users can also allow their users to perform actions like editing WooCommerce products, publish events, and manage WooCommerce stores from the frontend.

Some other features of Frontend Admin Premium are:
- Form builder: Allows users to save custom meta data to pages, posts, and users
- Dynamic PDF generation: Allows users to generate dynamic PDFs
- Analytics and stats: Allows users to display settings and reports pages in the frontend, and view stats about web traffic

Frontend Admin Premium is open-source software and can be used on WordPress multisite. It is what makes the Wall of Memories site available to the public.

http and https

HTTP and HTTPS are both protocols that transfer data over a network. HTTPS is a more secure version of HTTP.

HTTP stands for *Hypertext Transfer Protocol*, and is the primary protocol used to send data between a website and a web browser. HTTP was developed in 1989 by Tim Berners-Lee, the creator of the World Wide Web. HTTP communications are sent in plaintext, which makes them vulnerable to cyberattacks, especially when using unsecured networks like public Wi-Fi. HTTPS became the web standard in 2018 after Google labeled HTTP as "not secure" and called for more stringent privacy controls.

Image Optimizer by Elementor

Image Optimizer by Elementor is a WordPress plugin that helps optimize images on a website. It can compress, resize, and reduce the size of images in popular formats like JPEG, PNG, WebP, and GIF. The plugin can help improve a website's performance and SEO by making it load faster.

Some features of Image Optimizer by Elementor are:

- Compression: Choose between lossless or lossy compression. Lossless compression retains the image's original quality while reducing its file size, while lossy compression reduces the file size more but may slightly reduce image quality.
- WebP conversion: Automatically convert uploaded images to WebP, a modern image compression format that can reduce file size while maintaining image quality.
- AVIF conversion: Automatically convert uploaded images to AVIF, another modern image format that can compress images more effectively than JPEG and PNG while maintaining image quality.
- Resize: Resize large images, or automatically resize them to a smaller size.
- Metadata: Clear image metadata, such as camera angle, settings, and GPS location.
- Optimization: Optimize images in the background, or trigger optimization on-demand or when images are uploaded.
- Batch or single image: Optimize images one at a time or in a batch.

- Backups: Save an original copy of the optimized image, or permanently delete backups to save server space.

Print My Blog

Print My Blog is a WordPress plugin that allows users to print their blog content in a variety of formats, including PDFs, ePubs, and printed materials. It can also be used to create other documents, such as white papers, brochures, and course materials.

Print My Blog integrates with WordPress' open-source code and over 58,000 plugins to create richer documents. It can automatically format content for print, and it includes features to make website content look good on paper, such as replacing hyperlinks with footnotes and page references, and replacing videos with screenshots and URLs.

PublishPress Capabilities

PublishPress Capabilities is a WordPress plugin that allows users to manage their site's permissions and capabilities. This includes controlling user roles, access permissions, and admin menus:

User roles: Users can edit user roles, such as Administrator, Editor, Contributor, and Subscriber. They can create or copy existing roles and customize them in the same way as the default WordPress roles. New roles can be added to a single site or an entire multisite network. Users can also choose specific permissions for each role.

Access permissions: Users can control permissions for their WordPress posts, pages, media, and custom post types. For example, they can control who can publish posts, or control permissions for files in the site's media library.

Admin menus: Users can control admin menu links and restrict access to admin menu screens by user roles. They can also remove items from the WordPress admin, toolbar, and dashboard widgets.

PublishPress Capabilities has a free version and a Pro version with additional features

Site Kit by Google

Google Site Kit is a WordPress plugin that helps users manage and integrate Google's website performance and analytic tools into a centralized location in the WordPress dashboard. It combines insights from multiple Google tools into a single dashboard, including:

- Google Search Console: Shows which queries users search for that lead them to your site, your average search position, and how many people see and click on your results
- Google Analytics: Provides access to relevant stats in your WordPress dashboard
- PageSpeed Insights: Shows your site's PageSpeed Insights results, which can help you understand how Chrome users experience your site and get recommendations for optimizing your site speed
- AdSense: Shows metrics for your ads, including earnings, RPM, impressions, and page CTR

Site Kit can help users:
- Verify site ownership
- Make informed decisions quickly
- Get aggregated insights from Google products
- Manage access to site data
- Set up and configure key Google products, including Google Tag Manager
- Get authoritative and up-to-date advice on how to succeed on the web
- Provide a scalable, easy way for users to provision and access key Google tools and metrics

Site Kit is available for all WordPress sites and doesn't require code editing.

WordPress Importer

WordPress importer is a plugin that allows users to import data from other blogging services or move data between WordPress sites. It can import content such as: Posts, Pages, Comments, Custom fields, Categories, Tags, Custom post types, and Authors.

Yoast Duplicate Post

Yoast Duplicate Post is a WordPress plugin that lets users duplicate posts or pages with a single click. The plugin copies everything, including the featured image, meta data, and SEO optimizations, that are made in Yoast SEO. Users can use the plugin for a variety of reasons, such as: Reusing a format, making extensive updates, and Merging multiple posts.

Yoast SEO Premium

Yoast SEO is a WordPress plugin that helps optimize a website's content and keywords to improve search engine rankings. It analyzes a page's content and provides suggestions for improvement, including:

- Traffic light system: Provides feedback on content using a green, orange, and red system
- Inclusive language analysis: Provides feedback on potentially non-inclusive words or phrases
- Google preview: Shows how a page will appear in search results
- SEO and readability analysis
- Managing content
- Canonical URL tags
- Redirects tool
- Building site structure and internal links
- Text link counter
- Internal linking suggestions tool
- Previewing pages on Facebook and Twitter/X
- 24/7 support
- Schema.org structured data integration
- Crawl settings to optimize how search engines crawl a site

Yoast SEO is available in both free and premium versions. The premium version includes additional features, such as: AI-optimized SEO titles and meta descriptions, Automatic redirects and internal linking suggestions, Technical SEO, and Optimizing content for synonyms and related keywords. We will first be using Yoast SEO Premium on the https://thecolumbarium.cloud website.

Application Development Software

WordPress

WordPress is a free, open-source content management system (CMS) that allows users to build and manage websites and blogs. It's written in PHP and uses a MySQL database. WordPress is known for being easy to use, even for people without coding experience. It has a straightforward interface and includes a template system and plugin architecture that allow users to customize their websites.

WordPress can be used to create a variety of websites, including: Blogs, Portfolios, Online stores, Learning management systems, Membership sites, Media galleries, Mailing lists, and Traditional websites. WordPress is available for self-hosting, which means users can download and install the software on their own server. This gives users more control over their site, including its appearance and configuration. WordPress also has a large community of developers who contribute to the software's development.

Microsoft Visual Studio

Visual Studio is an integrated development environment (IDE) developed by Microsoft. It is used to develop computer programs including websites, web apps, web services and mobile apps. Visual Studio uses Microsoft software development platforms including Windows API, Windows Forms, Windows Presentation Foundation (WPF), Microsoft Store and Microsoft Silverlight.

Visual Studio includes a code editor supporting IntelliSense (the code completion component) as well as code refactoring. The integrated debugger works as both a source-level debugger and as a machine-level debugger. Other built-in tools include a code profiler, designer for building GUI applications, web designer, class designer, and database schema designer. It accepts plug-ins that expand the functionality at almost every level—including adding support for source control systems (like Subversion and Git) and adding new toolsets like editors and visual designers for domain-specific languages or toolsets for other aspects of the software development lifecycle (like the Azure DevOps client: Team Explorer).

Visual Studio supports 36 different programming languages and allows the code editor and debugger to support (to varying degrees) nearly any programming language, provided a language-specific service exists. Built-in languages include C, C++, C++/CLI, Visual Basic .NET, C#, F#, JavaScript, PHP, TypeScript, XML, XSLT, HTML, and CSS. Support for other languages such as Python, Ruby, Node.js, and M among others is available via plug-ins.

MySQL

MySQL, the most popular Open-Source SQL database management system, is developed, distributed, and supported by Oracle Corporation.

A database is a structured collection of data. It may be anything from a simple shopping list to a picture gallery or the vast amounts of information in a corporate network. To add, access, and process data stored in a computer database, takes a database management system such as MySQL Server. Since computers are very good at handling large amounts of data, database management systems play a central role in computing, as standalone utilities, or as parts of other applications.

MySQL databases are relational. A relational database stores data in separate tables rather than putting all the data in one big storeroom. The database structures are organized into physical files optimized for speed. The logical model, with objects such as databases, tables, views, rows, and columns, offers a flexible programming environment. You set up rules governing the relationships between different data fields, such as one-to-one, one-to-many, unique, required or optional, and "pointers" between different tables. The database enforces these rules, so that with a well-designed database, our application never sees inconsistent, duplicate, orphan, out-of-date, or missing data.

The SQL part of "MySQL" stands for "Structured Query Language". SQL is the most common standardized language used to access databases. Depending on the programming environment, SQL may be entered directly (for example, to generate reports), embed SQL statements into code written in another language, or use a language-specific API that hides the SQL syntax.

SQL is defined by the ANSI/ISO SQL Standard. The SQL standard has been evolving since 1986 and several versions exist. In this manual, "SQL-92" refers to the standard released in 1992, "SQL:1999" refers to the standard released in 1999, and "SQL:2003" refers to the current version of the standard.

MySQL software is Open Source. Open-Source means that it is possible for anyone to use and modify the software. Anybody can download the MySQL software from the Internet and use it without paying anything. The MySQL software uses the GPL (GNU General Public License), http://www.fsf.org/licenses/, to define what may and may not be done with the software in different situations.

The MySQL Database Server is very fast, reliable, scalable, and easy to use. MySQL Server can run comfortably on a desktop or laptop, alongside other applications, web servers, and so on, requiring little or no attention. When dedicated on an entire machine, the settings can be adjusted to take advantage of all the memory, CPU power, and I/O capacity available. MySQL can also scale up to clusters of machines, networked together.

MySQL Server was originally developed to handle large databases much faster than existing solutions and has been successfully used in highly demanding production environments for several years. It is under constant development. MySQL Server today offers a rich and useful set of functions. Its connectivity, speed, and security make MySQL Server highly suited for accessing databases on the Internet.

MySQL Server works in client/server or embedded systems. The MySQL Database Software is a client/server system that consists of a multithreaded SQL server that supports different back ends, several different client programs and libraries, administrative tools, and a wide range of application programming interfaces (APIs).

PHP

Client / Server technology is today's standard. The client is the workstation, tablet, or phone. The Server is the big machine in the cloud that is accessed over the Internet.   PHP is the language of the Server.

PHP (recursive acronym for PHP: Hypertext Preprocessor) is a widely used open-source general-purpose scripting language that is especially suited for web development and can be embedded into HTML.

An example:

```
<!DOCTYPE html>
<html>
   <head>
     <title>Example</title>
   </head>
   <body>
     <?php
        echo "Hi, I'm a PHP script!";
     ?>
   </body>
</html>
```

Instead of lots of commands to output HTML (as seen in C or Perl), PHP pages contain HTML with embedded code that does "something" (in this case, output "Hi, I'm a PHP script!"). The PHP code is enclosed in special start and end processing instructions <?php and ?> that allow you to jump into and out of "PHP mode."

What distinguishes PHP from something like client-side JavaScript is that the code is executed on the server, generating HTML which is then sent to the client. The client would receive the results of running that script, but without knowing what the underlying code. It is possible to configure the web server to process all the HTML files with PHP, to secure proprietary code.
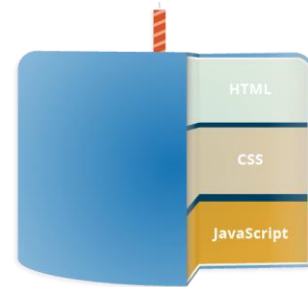
JavaScript

Client / Server technology is today's standard. The client is the workstation, tablet, or phone. The Server is the big machine in the cloud that is accessed over the Internet.   JavaScript is the language of the Client.

JavaScript is a scripting or programming language that allows programmers to implement complex features on web pages — every time a web page does more than just sit there and display static information — displaying timely content updates, interactive maps, animated 2D/3D graphics, scrolling video jukeboxes, etc. — JavaScript is probably involved. It is the third layer of the layer cake of standard web technologies.

The three layers of standard web technologies are

<div align="center">HTML, CSS and JavaScript.</div>

HTML is the markup language that we use to structure and give meaning to web content, for example defining paragraphs, headings, and data tables, or embedding images and videos in the page.

CSS is a language of style rules used to apply styling to HTML content, for example setting background colors and fonts, and laying out content in multiple columns.

JavaScript is a scripting language that enables creation of dynamically updating content, control multimedia, animate images, and pretty much everything else.

The three layers build on top of one another nicely. Let's take a button as an example. We can mark it up using HTML to give it structure and purpose:

HTML: <button type="button">Player 1: Chris</button>

Then add some CSS to get it looking nice:

CSS: button {
 font-family: "helvetica neue", helvetica, sans-serif;
 letter-spacing: 1px;
 text-transform: uppercase;
 border: 2px solid rgb(200 200 0 / 60%);
 background-color: rgb(0 217 217 / 60%);
 color: rgb(100 0 0 / 100%);
 box-shadow: 1px 1px 2px rgb(0 0 200 / 40%);
 border-radius: 10px;
 padding: 3px 10px;
 cursor: pointer;
}

The add JavaScript to implement dynamic behavior:

JavaScript: const button = document.querySelector("button");

button.addEventListener("click", updateName);

function updateName() {
 const name = prompt("Enter a new name");
 button.textContent = `Player 1: ${name}`;
}

Wampserver

WampServer is a Web development platform on Windows that allows creation if dynamic Web applications with Apache2, PHP, MySQL and MariaDB. WampServer automatically installs everything needed to intuitively develop Web applications. WampServer is available for free (under GPML license) in both 32 and 64 bit versions.

Composer

Composer is an application-level dependency manager for the PHP programming language that provides a standard format for managing dependencies of PHP software and required libraries. It was developed by Nils Adermann and Jordi Boggiano, who continue to manage the project. They began development in April 2011 and first released it on March 1, 2012. Composer is strongly inspired by Node.js's "npm" and

Ruby's "bundler". The project's dependency solving algorithm started out as a PHP-based port of openSUSE's libzypp SAT solver.

Composer runs from the command line and installs dependencies (e.g. libraries) for an application. It also allows users to install PHP applications that are available on "Packagist" which is its main repository containing available packages. It also provides autoload capabilities for libraries that specify autoload information to ease usage of third-party code.

Gulp

gulp is an open-source JavaScript toolkit, used as a streaming build system (similar to a more package-focused Make) in front-end web development. It is a task runner built on Node.js and npm, used for automation of time-consuming and repetitive tasks involved in web development like minification, concatenation, cache busting, unit testing, linting, optimization, etc.

gulp uses a code-over-configuration approach to define its tasks and relies on its small, single-purpose plugins to carry them out. The gulp ecosystem includes more than 3500 such plugins.gulp is a build tool in JavaScript built on node streams. These streams facilitate the connection of file operations through pipelines. gulp reads the file system and pipes the data at hand from one single-purposed plugin to another through the .pipe() operator, doing one task at a time. The original files are not affected until all the plugins are processed. It can be configured either to modify the original files or to create new ones. This grants the ability to perform complex tasks through linking its numerous plugins. The users can also write their own plugins to define their own tasks. Unlike other task runners that run tasks by configuration, gulp requires knowledge of JavaScript and coding to define its tasks. gulp is a build system which means apart from running tasks, it is also capable of copying files from one location to another, compiling, deploying, creating notifications, unit testing, linting, etc.

TCPDF

TCPDF is a free and open-source software PHP class for generating PDF documents. TCPDF is the only PHP-based library that includes complete support for UTF-8 Unicode and right-to-left languages, including the bidirectional algorithm.
In 2009 TCPDF was one of the most active of over 200,000 projects hosted on SourceForge (best ranked 6th on 3 April 2010). TCPDF is also one of the most used PHP libraries in the world, due to it being already included in the most popular PHP-based CMS and applications, including: Joomla! 1.5, Drupal, Moodle, phpMyAdmin, Xoops, Elxis CMS][8] ImpressCMS, Jelix, SugarCRM, Symfony, TYPO3, Vtiger CRM, Yii Framework, CMS Made Simple, DaDaBIK and many others. Html2Pdf PHP script by Laurent Minguet is based on TCPDF v5.0.002. This library allows generating PDF documents specified via a subset of html

without learning underlying TCPDF api. The TCPDF class was originally derived in 2002 from the public domain FPDF class written by Olivier Plathey but now has been almost entirely rewritten and hundreds of new features added.

Summary

It takes a world full of software, written and supported by others in foreign lands, to make our websites work. Without their contribution to WordPress, often without compensation, we would not be able to reach out across the globe.   Computers can now be commanded by ordinary people without a great technical knowledge because the complexity of our repetitive actions have been codified and enabled through global libraries of software that allows a simple click to open the world.