

Module 1: Introduction to WordPress

- What is WordPress? (CMS overview)
- Difference between WordPress.com and WordPress.org
- Installing WordPress (local server with XAMPP/WAMP or live hosting)
- Navigating the WordPress dashboard

Module 2: Website Setup & Configuration

- General settings (site title, tagline, timezone)
- User roles and permissions
- Managing updates (WordPress core, themes, plugins)
- Understanding posts vs. pages

Module 3: Themes & Customization

- Installing and activating themes
- Customizing themes with the WordPress Customizer
- Introduction to page builders (Elementor, Divi, Gutenberg editor)
- Creating menus, widgets, and sidebars

Module 4: Content Creation

- Writing and formatting blog posts
- Adding images, videos, and other media
- Categories and tags for organization
- Using the block editor (Gutenberg) effectively

Module 5: Plugins & Extensions

- What are plugins and how they work
- Installing and managing plugins
- Essential plugins (SEO, security, backup, contact forms)
- Creating custom functionality with plugins

Module 6: SEO & Analytics

- Basics of Search Engine Optimization (SEO)
- Using plugins like Yoast SEO or Rank Math
- Creating XML sitemaps
- Integrating Google Analytics and Search Console

Module 7: Security & Maintenance

- Best practices for WordPress security
- Backup solutions (UpdraftPlus, Jetpack)
- Managing spam comments
- Updating WordPress safely

Module 8: E-Commerce with WordPress

- Introduction to WooCommerce
- Setting up products, categories, and attributes
- Payment gateways and shipping options
- Managing orders and customers

Module 9: Advanced WordPress

- Custom post types and taxonomies
- Introduction to child themes
- Basics of PHP, HTML, and CSS for customization
- Integrating APIs and third-party services

Module 10: Final Project & Assessment

- Build a complete blog or business website
- Customize theme and plugins for functionality
- Optimize site for SEO and performance
- Present and review project

Learning Outcomes

By the end of this course, learners will:

- Understand WordPress fundamentals and dashboard navigation
- Create and manage content effectively
- Customize themes and use plugins for added functionality
- Secure, maintain, and optimize WordPress websites
- Build e-commerce sites with WooCommerce
- Develop and launch a fully functional website independently