

WordPress Syllabus

<u>Introduction to WordPress</u>	<u>Domain & Hosting Setup</u>
<ul style="list-style-type: none"> ● Overview of WordPress ● What is a CMS (Content Management System) ● WordPress.org vs WordPress.com ● Use cases (Blogs, Business Websites, E-commerce) 	<ul style="list-style-type: none"> ● What is a Domain Name ● What is Web Hosting ● Buying Domain & Hosting ● cPanel Basics ● Installing WordPress (Manual & One-click)
<u>WordPress Dashboard</u>	<u>Themes (Designing)</u>
<ul style="list-style-type: none"> ● Dashboard Overview ● General Settings ● User Roles & Permissions ● Media Library Management 	<ul style="list-style-type: none"> ● What are Themes ● Free vs Premium Themes ● Installing & Activating Themes ● Customization (Colors, Fonts, Layout) ● Responsive Design
<u>Plugins (Functionality)</u>	<u>Content Management</u>
<ul style="list-style-type: none"> ● What are Plugins ● Installing & Managing Plugins ● Important Plugins: <ul style="list-style-type: none"> ● SEO Plugins ● Security Plugins ● Backup Plugins ● Contact Form Plugins 	<ul style="list-style-type: none"> ● Posts vs Pages ● Categories & Tags ● Adding Images & Videos ● Page Builders Introduction
<u>Page Builders</u>	<u>SEO (Search Engine Optimization)</u>
<ul style="list-style-type: none"> ● Introduction to Elementor ● Drag & Drop Page Design ● Creating Landing Pages ● Custom Layout Design 	<ul style="list-style-type: none"> ● SEO Basics ● On-page SEO ● Keywords & Meta Tags ● Using SEO Plugins ● Speed Optimization
<u>E-commerce (WooCommerce)</u>	<u>Security & Backup</u>
<ul style="list-style-type: none"> ● Introduction to WooCommerce ● Adding Products ● Payment Gateway Integration ● Order & Shipping Management 	<ul style="list-style-type: none"> ● Website Security Basics ● SSL Certificate ● Backup Tools ● Malware Protection

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<u>Performance Optimization</u>	<u>Customization (Basic Development)</u>
<ul style="list-style-type: none">● Caching● Image Optimization● CDN Basics● Website Speed Improvement	<ul style="list-style-type: none">● HTML, CSS basics in WordPress● Theme customization● Child themes● Basic PHP understanding● Custom CSS
<u>Advanced WordPress Development</u>	<u>Migration & Maintenance</u>
<ul style="list-style-type: none">● Custom Post Types (CPT)● Custom Fields● Theme Development basics● Plugin Development basics● REST API (WordPress API)	<ul style="list-style-type: none">● Website migration● Backup restore● Updating themes & plugins● Bug fixing
<u>Deployment & Live Website</u>	<u>Project Work</u>
<ul style="list-style-type: none">● Making Website Live● Connecting Domain● Hosting Deployment● Final Testing	<ul style="list-style-type: none">● Blog website● Business website● Portfolio website● E-commerce website● Final project deployment
<u>Freelancing & Career</u>	
<ul style="list-style-type: none">● Freelancing platforms (Fiverr, Upwork)● Client handling● Pricing strategy● Portfolio banana● Interview preparation	

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