

# Course Curriculum

## Module 1: Introduction to WordPress

1. What is WordPress?
2. Why is WordPress so popular?
3. What kind of website can we create in WordPress?
4. Who is using WordPress?
5. What are the Features/Benefits of WordPress?
6. What are the limitations of WordPress?
7. Required things to develop a WordPress website.
8. Common Challenges while developing WordPress website.

## Module 2: Domain Name and Hosting

### Domain Name

1. What is a Domain Name and why is it required?
2. How to choose the best domain name?
3. From where to buy a domain name
4. How to buy the domain name for free or in less cost
5. Protect your domain name.

### Hosting

1. What is website hosting & why it is required
2. Types of website hosting
3. How to buy a website domain in your budget
4. How to connect the domain to the hosting

## Module 3: Setup WordPress, Dashboard Features and Settings

1. Installing WordPress on your chosen hosting platform

2. Navigating the WordPress dashboard and understanding its key features
3. Configuring basic settings for your website, including permalinks and reading settings

#### Module 4: Website Planning

1. Create a website sitemap. i.e list all the pages
2. Find the primary and secondary goals of the website
3. Get the logo or create a logo using AI tools or Canva
4. Selection of fonts, styles and colors
5. Find features you want to add to the website

#### Module 5: Creating Website Content

1. Gather website content from your existing material or
2. Content creation using Chatgpt
3. Collect all the inputs to implement the features listed in the last module. Example- Contact details, social profile links, map location etc.
4. Write Call to Action (CTA's) based on your website goals (At least 5)
5. Find good images and videos for free

#### Module 6: Choosing a Theme and Customizing Your Design

1. Exploring different WordPress themes suitable for small businesses
2. Selecting and installing a theme that aligns with your brand identity and goals
3. Customizing your theme's appearance, including colours, fonts, and layout options

#### Module 7: Creating Website Pages and design it using Elementor Page Builder

1. Create pages as per the sitemap
2. Setup Menus
3. Design header and Footer of the website
4. Design pages using the Elementor page builder
5. Add media to the pages
6. Add effects to elements and sections
7. Formatting text and adding media (images, videos) to your content

## Module 8: Creating Blog and Organize blog content

1. Setup Blog
2. Add posts
3. Organizing posts with categories and tags
4. Manage comments

## Module 9: Adding Functionality with Plugins

1. Understanding the role of plugins in extending your website's functionality
2. Exploring essential plugins for small business websites, such as contact forms, social media integration, and SEO optimization
3. Installing and configuring plugins to enhance your website's features

## Session 10: Build Ecommerce Websites in WordPress

1. **Setup & Configuration:** Install WooCommerce, configure settings, and set up payment gateways.
2. **Design & Customization:** Customize it to match your brand, and create a user-friendly layout.
3. **Product Management:** Add products, manage inventory, and set up variations.
4. **Sales Optimization:** Write compelling descriptions, add high-quality images, and implement cross-selling.
5. **Shipping Setup:** Configure shipping options, rates, and classes.

6. **Order & Customer Management:** Process orders, manage customer accounts, and set up email notifications.
7. **Marketing Strategies:** Create discounts, set up email marketing, and implement abandoned cart recovery.

## Module 11: Optimizing Your Website for Search Engines (SEO)

1. Understanding the basics of search engine optimization (SEO) and its importance for your website's visibility
2. Implementing on-page SEO techniques, including keyword optimization, meta tags, and internal linking
3. Leveraging SEO plugins to improve your website's search engine rankings

## Module 12: Maintaining and Securing Your WordPress Site

1. Implementing best practices for website maintenance, including regular backups and updates
2. Enhancing website security to protect against cyber threats and vulnerabilities
3. Troubleshooting common issues and seeking support resources when needed
4. Add and configure SSL certificate

## Module 13: Website Speed Optimization

1. **Optimize Images:** Reduce file size, choose appropriate formats, implement lazy loading.
2. **Optimize Videos:** Compress videos, use optimized formats, consider hosting options.
3. **Third Party Code Optimization:** Audit, remove unnecessary scripts, load asynchronously.

4. **CSS, JS Minification:** Minify files, concatenate, implement browser caching.
5. **Content Delivery Network (CDN):** Set up CDN, optimize caching, utilize CDN features.

#### Module 14. Most Common WordPress issues

1. Fixing Posts and Pages if They Break
2. Fixing Broken Widgets
3. Fixing Theme Issues
4. Fixing Plugins
5. Identifying and Fixing Common Database Issues

#### Module 15: Making Website Live

1. **Testing:** Thoroughly test the website on different browsers and devices to ensure a consistent user experience.
2. **Launch:** Once satisfied with the design and functionality, launch the website for public access.