

# WORDPRESS SYLLABUS

## Module 1: Introduction to WordPress

- What is WordPress and how it works
- Types: WordPress.com vs WordPress.org
- Features and benefits of WordPress
- Overview of CMS (Content Management System)
- Setting up local server (XAMPP/WAMP)

## Module 2: Installation & Setup

- Installing WordPress locally and on hosting
- Dashboard overview
- General settings configuration
- Permalinks setup
- User roles and permissions

## Module 3: Themes & Customization

- Installing and activating themes
- Customizing themes using Customizer
- Header, footer, menus setup
- Theme options and layouts
- Child themes basics

## Module 4: Plugins

- What are plugins
- Installing and managing plugins
- Essential plugins (SEO, security, backup)
- Plugin configuration and updates

## Module 5: Pages & Posts

- Creating pages and posts
- Categories and tags
- Media management (images, videos)
- Page vs Post difference

## Module 6: Gutenberg Editor

- Introduction to Block Editor
- Using blocks (text, image, gallery, video)
- Custom layouts using blocks
- Reusable blocks

## Module 7: Website Design & Layout

- Designing homepage
- Creating landing pages
- Using page builders (Elementor basics)
- Responsive design

## Module 8: SEO Basics in WordPress

- Installing SEO plugins (Yoast SEO)
- On-page SEO
- Meta tags and keywords
- Sitemap creation
- Image optimization

## Module 9: E-commerce with WooCommerce

- Introduction to WooCommerce
- Product creation and categories
- Payment gateway setup
- Order management

- Shipping settings

## Module 10: Security & Backup

- Website security basics
- Security plugins
- Backup strategies
- Malware protection

## Module 11: Performance Optimization

- Speed optimization
- Caching plugins
- Image compression
- CDN basics

## Module 12: Customization Basics

- Introduction to HTML, CSS in WordPress
- Custom CSS
- Widget areas
- Menu customization

## Module 13: Migration & Deployment

- Moving website from local to live server
- Domain and hosting setup
- SSL configuration
- Website maintenance

## Module 14: Freelancing & Business

- Creating client websites
- Portfolio building
- Pricing strategies

- Client communication

## **Module 15: Real-World Projects**

- Business Website
- Blog Website
- E-commerce Store
- Portfolio Website