

WordPress Development Course Outline

(Beginner to Advanced)

Module 1: Introduction to WordPress

- ✓ **What is WordPress? (WordPress.org VS WordPress.com)**
- ✓ **History & Use Cases**
- ✓ **Domain & Hosting Basics**
- ✓ **Installing WordPress (Local & Live Server)**

Module 2: WordPress Dashboard & Settings

- ✓ **Understanding the Admin Panel**
- ✓ **Posts VS Pages**
- ✓ **Media Library**
- ✓ **Managing Users**
- ✓ **General Reading, Writing & Permalinks settings**

Module 3: Themes & Customization

- ✓ **What are themes?**
- ✓ **Installing Free & Premium Themes**
- ✓ **Using the Customizer**
- ✓ **Introduction to block editor (Elementor)**
- ✓ **Page Builders (Elementor)**
- ✓ **Creating Menus, Widgets, Slidebars**

Module 4: Plugins & Site Enhancement

- ✓ What are plugins?
- ✓ Must have Plugins (SEO, Security, Backups, Forms, etc.)
- ✓ Installing and Configuring Plugins
- ✓ Fluent Forms, Elementor, Templately, etc.

Module 5: Website Projects

- ✓ Personal Blog
- ✓ Business Website
- ✓ Portfolio Website
- ✓ Non-profit/NGO Website

Module 6: E-commerce with WooCommerce

- ✓ What is WooCommerce?
- ✓ Installing WooCommerce Plugin
- ✓ Product Setup (Simple, Variable, Digital, etc.)
- ✓ Payment Gateways Integration
- ✓ Shipping, Tax, Coupons
- ✓ WooCommerce Customization

Module 7: WordPress Theme Development (Advanced)

- ✓ **HTML to WordPress Conversion**
- ✓ **WordPress Theme Hierarchy**
- ✓ **Custom Theme Development**
- ✓ **Child Themes**
- ✓ **Using PHP in WordPress**
- ✓ **WordPress Hooks: Actions & Filters**

Module 8: SEO Security & Performance

- ✓ **On-Page SEO (Using Rank Math or Yoast SEO)**
- ✓ **Speed Optimization (Caching, Image Optimization)**
- ✓ **Securing WordPress (Limit Login, Firewall Plugins)**
- ✓ **Backup & Restore (Updraft Plus, All-in-One WP Migration)**

Module 9: Freelancing & Deployment

- ✓ **Moving Site from Local to Live Server**
- ✓ **Client Communication & Brief**
- ✓ **WordPress Maintenance**
- ✓ **Creating Fiverr & Upwork Profiles**
- ✓ **Building a WordPress Portfolio**

Final Project

- ✓ **Building a Client's Website**
- ✓ **Hosting & Deployment**
- ✓ **Final Presentation**