



# WEBSITE DESIGN

## COURSE OUTLINE

AUGUST, 2024



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## WEBSITE DESIGN AND DEVELOPMENT

### COURSE OUTLINE

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## FACILITATORS

TIKO JOY  
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# MODULE 1: INTRODUCTION TO WORDPRESS

## What is WordPress?

- What's a CMS
- Other examples of CMS
- Overview of WordPress

## Why WordPress?

- Benefits of using WordPress
- Popular websites using WordPress
- WordPress community and resources



## MODULE 2: SETTING UP YOUR ENVIRONMENT

### Choosing and Buying a Domain Name

- What is a domain name?
- How to choose the right domain name
- Registering a domain name

### Web Hosting

- What is web hosting?
- Types of hosting (Shared, VPS, Dedicated, Managed WordPress Hosting)
- Recommended hosting providers

### Introduction to cPanel

- What is cPanel?
- Navigating the cPanel dashboard
- Essential cPanel features for WordPress





## MODULE 3: INSTALLING WORDPRESS

### Manual Installation via cPanel

- Downloading WordPress
- Creating a MySQL database
- Uploading files via File Manager
- Running the installation script

### One-Click Installations

- Using Softaculous or similar tools
- Configuring basic settings



# MODULE 4: EXPLORING THE WORDPRESS DASHBOARD

## Overview of the Dashboard

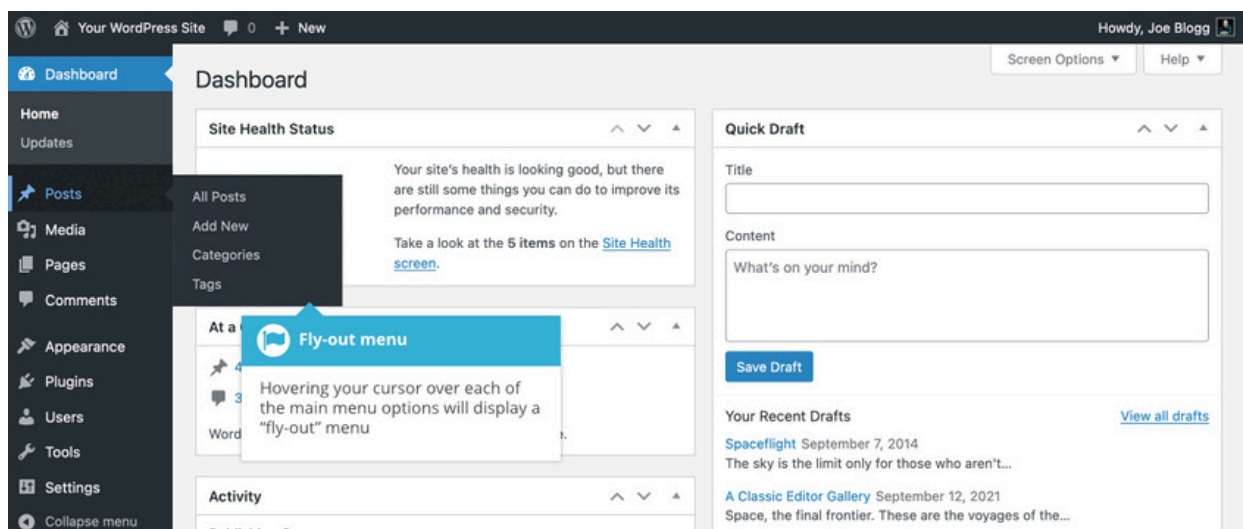
- Key components and navigation

## Customizing Your Profile

- User profiles and settings

## General Settings

- Site title and tagline
- Timezone, date format, etc.



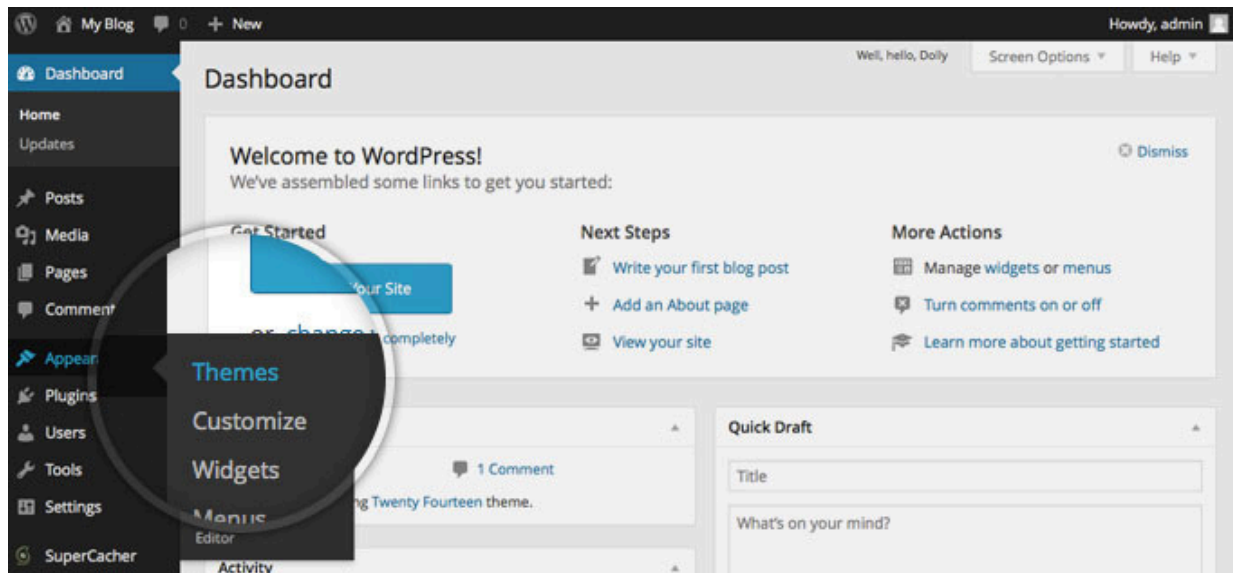
# MODULE 5: THEMES AND CUSTOMIZATION

## Choosing and Installing Themes

- Free vs. premium themes
- Installing themes from the repository
- Uploading and activating a theme

## Customizing Themes

- Using the WordPress Customizer
- Theme options and settings
- Basic CSS modifications



## MODULE 6: PLUGINS

### Introduction to Plugins

- What are plugins?
- Finding and installing plugins

### Essential Plugins

- SEO plugins (e.g., Yoast SEO)
- Security plugins (e.g., Wordfence)
- Performance plugins (e.g., W3 Total Cache)
- Backup plugins (e.g., UpdraftPlus)





# MODULE 7: CREATING CONTENT

## Posts vs. Pages

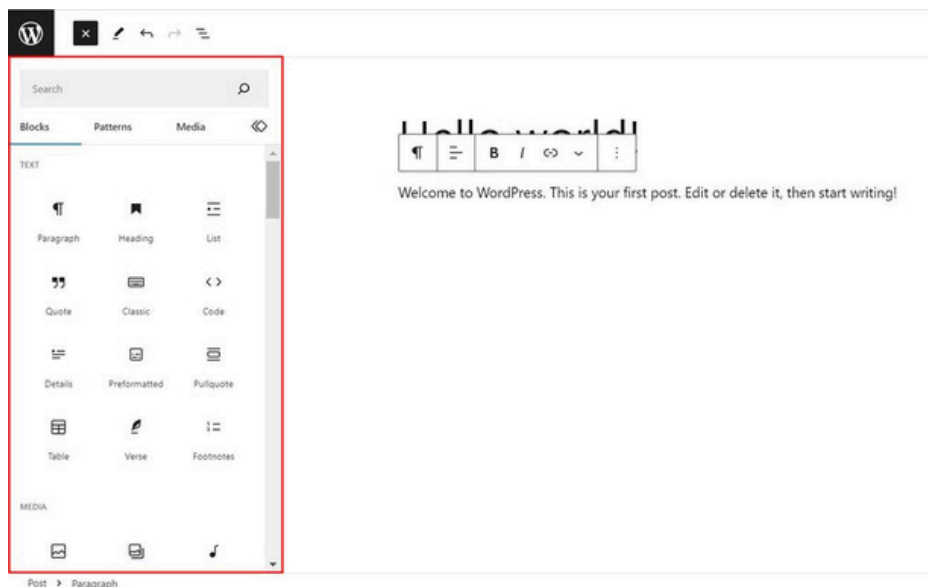
- Differences between posts and pages
- Creating and editing posts
- Creating and editing pages

## Using the Block Editor (Gutenberg)

- Introduction to the block editor
- Common blocks and their uses

## Categories and Tags

- Organizing content with categories
- Using tags effectively



## **MODULE 8: SEO AND ANALYTICS**

### **Introduction to SEO**

- What is SEO?
- On-page SEO best practices

### **Using SEO Plugins**

- Setting up Yoast SEO or Rank Math
- Optimizing content with SEO plugins

### **Google Search Console**

- Setting up Google Search Console
- Submitting sitemaps
- Analyzing performance and fixing issues

### **Google Analytics**

- Setting up Google Analytics
- Key metrics to track
- Integrating Google Analytics with WordPress



## **MODULE 9: WEBSITE SECURITY**

### **Importance of Security**

- Common security threats
- Best practices for securing WordPress

### **Using Security Plugins**

- Setting up Wordfence or Sucuri
- Regular scans and monitoring

### **Backup Strategies**

- Importance of regular backups
- Setting up automatic backups



## **MODULE 10: ADVANCED TOPICS**

### **Custom Post Types and Taxonomies**

- Creating custom post types
- Creating custom taxonomies

### **Introduction to Page Builders**

- Using Elementor or Beaver Builder
- Designing custom layouts

### **E-commerce with WordPress**

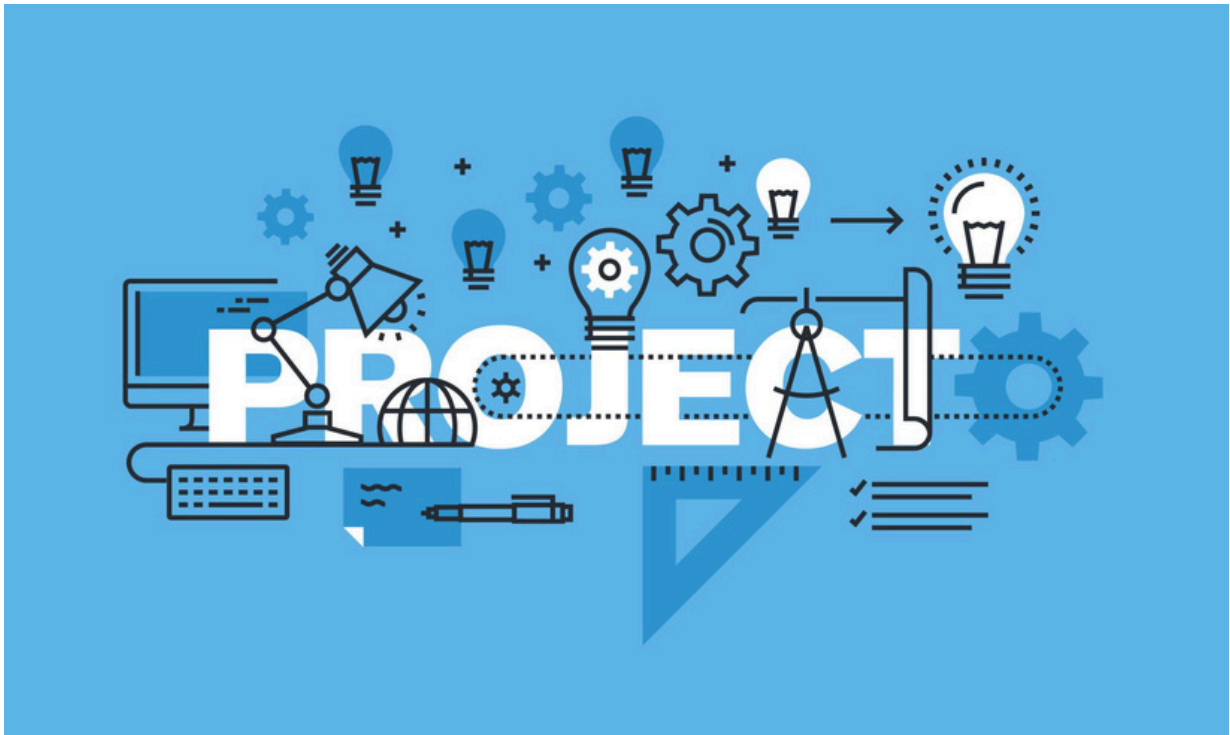
- Setting up WooCommerce
- Managing products, orders, and payments



## MODULE 11: FINAL PROJECT

### Building a Complete Website

- Planning and designing the website
- Implementing learned skills
- Testing and launching the website





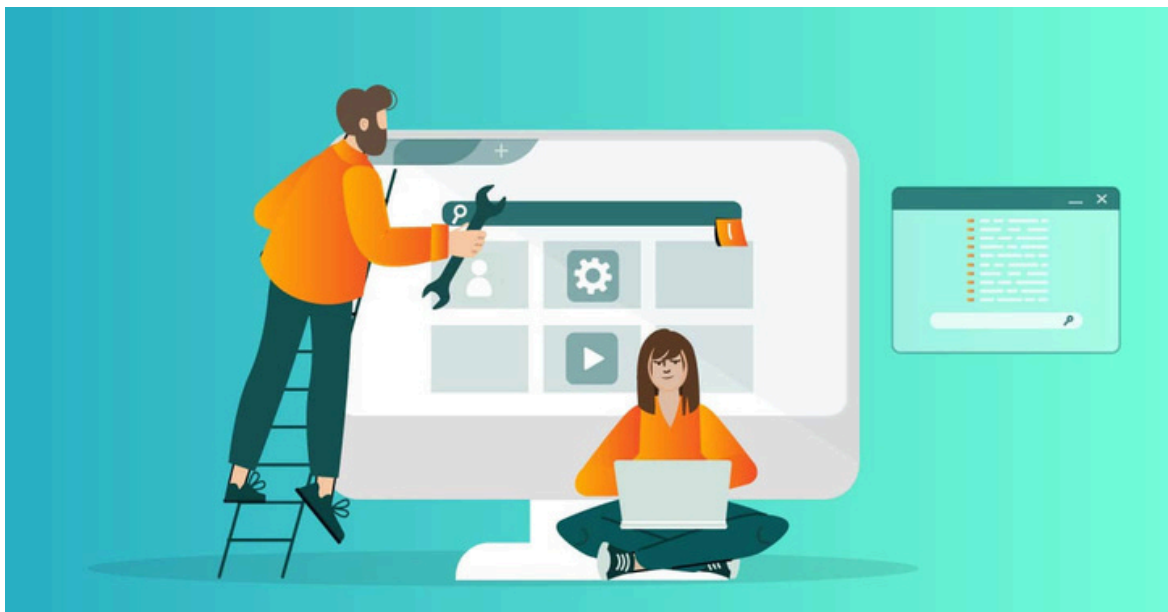
## MODULE 12: Q&A AND TROUBLESHOOTING

### Common Issues and Fixes

- Troubleshooting common WordPress problems
- Where to find help and resources

### Open Q&A Session

- Addressing specific student questions
- Providing additional resources and support



# REQUIREMENTS

## Internet Access

-Student will need internet access through the course as we shall develop on live servers to enable us access all the technologies like google console, google analytics, SEO, and many more.

## Computer

-A student will require a computer through the course. In order to design responsive website (Good on computer, tablets, phones), one needs to develop while testing on these gadgets. We are looking at learning professional skills, hands-on skills not writing notes.

## Domain name and Hosting.

-Through the course, each student needs a domain name and hosting servers where our website files will be stored and for self-learning purposes. We shall cover cpanel as shared in the course outline above.

*For those who have them already, that's really good, for those who don't have, we have partnered with a hosting provider who promised to give 50% Off discount on their packages.*

*Coupon codes and prices will be shared by **HOSTLIKA.COM** who is our hosting partner.*

# WHY LEARN WORDPRESS

- **Wide Adoption:** WordPress powers a significant portion of websites globally, providing ample opportunities for development and customization.
- **User-Friendly Interface:** It allows non-technical users to manage and update content easily through a straightforward dashboard.
- **Extensive Theme Options:** A vast array of themes cater to different design preferences and functionalities.
- **Plugin Ecosystem:** Rich plugin repository extends WordPress's core functionality, enabling custom features without coding from scratch.
- **SEO-Friendly:** Built-in SEO features and plugins like Yoast SEO help optimize websites for search engines.
- **Responsive Design:** Themes and plugins are often designed with responsiveness in mind, ensuring compatibility across devices.
- **Community Support:** Active community forums and resources provide guidance, troubleshooting, and continuous learning opportunities.
- **Scalability:** Suitable for both small blogs and large-scale websites, adaptable to growth and increasing traffic.
- **E-commerce Capabilities:** WooCommerce integration facilitates easy setup and management of online stores.
- **Customization Flexibility:** Offers extensive customization options through themes, plugins, and custom code development.

# WHY LEARN WORDPRESS

- **Customization Flexibility:** Offers extensive customization options through themes, plugins, and custom code development.
- **Content Management System (CMS):** Efficiently manages content, media, and user roles, suitable for content-heavy websites.
- **Security Features:** Regular updates, robust security plugins, and best practices ensure a secure website environment.
- **Multilingual Support:** Ability to create multilingual websites with plugins like WPML or Polylang.
- **Integration with Other Platforms:** Seamless integration with various third-party services and platforms for enhanced functionality.
- **Accessibility Features:** Built-in accessibility features and plugins support compliance with accessibility standards.
- **Performance Optimization:** Tools and plugins available to optimize website speed and performance.
- **Learning Curve:** Provides a stepping stone for learning web development due to its structured environment and documentation.
- **Client Satisfaction:** Clients often prefer WordPress for its ease of use, versatility, and extensive support options.
- **Monetization Opportunities:** Ability to create and manage websites for clients, potentially generating income.
- **Continuous Development:** WordPress continues to evolve with updates, ensuring compatibility with modern web standards and technologies.

## PARTNERS



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# **FREE COURSE**

**LEARN HOW TO DEVELOP RESPONSIVE  
WEBSITES TODAY**

**LET'S LEARN TOGETHER**