WORDPRESS SYLLABUS

Module 1: Introduction to WordPress & Local Setup

- What is WordPress & its benefits
- Domain & Hosting basics
- Local server installation
- Introduction WordPress manually

Module 2: WordPress Dashboard & Settings

- WordPress file structure
- Admin dashboard overview
- Permalinks, timezone, users, privacy
- Site identity settings
- Discussion & media settings

Module 3: Pages, Posts

- Difference between Pages vs Posts
- Categories & tags
- Using media library & optimizing images
- Gutenberg Block editor usage & layouts
- Reusable blocks & block patterns

Module 4: Themes, Customization & Menus

- Installing free & premium themes
- Customizer options (logo, colors, typography)
- Homepage & blog page setup
- Creating navigation menu: header, footer & sidebar
- Widgets introduction

Module 5: Plugins & Contact Forms

- What is a plugin & best usage practices
- Installing, updating & deleting plugins
- Must-have plugins for new websites
- Creating contact forms using WPForms / Contact Form 7
- Embedding forms in pages

Module 6: Adding Slider & Responsive Website Design

- Installing slider plugin (Smart Slider 3 / MetaSlider)
- Creating hero image slider
- Embedding sliders in pages
- Understanding responsive layout & breakpoints
- Checking website responsiveness on devices

Module 7: Elementor Page Builder & Starter Templates

- Installing Elementor + Starter Templates plugin
- Elementor interface & structure
- Importing ready-made Starter Templates (Astra)
- Creating custom Home, About & Contact pages

Module 8: Custom Templates & Advanced Elementor Design

- Custom Header & Footer design using Theme Builder
- Global font, global color & typography system
- Creating custom single-page design
- Responsive editing for tablet & mobile

Module 9: WooCommerce Setup & Initial Configuration

- Installing WooCommerce plugin
- Setup wizard configuration
- Store settings overview
- WooCommerce pages (Shop, Cart, Checkout, Account)

Module 10: Product Management in WooCommerce

- Adding simple & variable products
- Product categories, attributes & tags
- Inventory, pricing & SKU management
- Product gallery & product SEO basics

Module 11: Shipping & Taxes

- Shipping zones & methods setup

- Flat rate & free shipping configuration

Module 12: Website Design for eCommerce

- Customizing Shop page layout with Elementor
- Custom single product page
- Related products, upsell & cross-sell
- Improving cart & checkout page design

Module 13: Payment Using UPI / QR Code

- Offline payment gateways concept
- Adding UPI ID manually
- Adding custom QR Code image for payments
- Plugins for QR checkout
- Manual order verification process

Module 14: SEO Optimization Basic Tips

- What is SEO & why it matters
- Installing & using Rank Math / Yoast SEO
- SEO optimized permalinks & slugs
- Writing meta title & meta description
- Image optimization & alt text
- XML sitemap submission (Intro concept)

Module 15: Blog Writing & Publishing Strategy + Deployment

- How to write SEO-friendly blogs
- Keyword usage & readable formatting
- Featured images & categories
- How to publish & schedule posts
- Installing performance & backup plugins
- Migrating website from local to live server (All-in-One Migration / Duplicator)