⭐ WORDPRESS — COMPLETE COURSE NOTES

📘 1. WordPress Kya Hota Hai? (Introduction)

✔️ Simple Definition

WordPress ek CMS (Content Management System) hai jisse hum bina coding seekhe, sirf click se website bana sakte hai.

✔️ WordPress se kya-kya bana sakte ho?

- Business Website

- Blog Website

- Portfolio

- E-commerce Store (WooCommerce)

- LMS Website

- Job Portal

- News Website

- Membership Website

- Booking Website

✔️ Example

Agar tum ek "Bakery Website" banana chahte ho:

- WordPress install karo

- Cooking theme install karo

- Pages banao

- Products add karo

- Store ready!

⭐ 2. WordPress ke 2 Types

✔️ (1) WordPress.com

- Hosted by WordPress

⭐ WORDPRESS — COMPLETE COURSE NOTES

- Limited customisation

- Paid plan me full freedom

✔️ (2) WordPress.org (BEST)

- Free install

- Full control

- Plugins, themes, custom code allowed

Hum WordPress.org use karte hain.

⭐ 3. WordPress Install Kaise Kare (3 Methods)

🔷 Method 1: Localhost (Laptop Me Free Website)

Tools:

- XAMPP / WAMP

Steps:

1. XAMPP install

2. htdocs folder me wordpress paste

3. Database banaye (phpMyAdmin)

4. WordPress install complete

Example:
Website URL (local):

localhost/mywebsite

🔷 Method 2: CPanel (Live Website)

Steps:

1. cPanel login

⭐ WORDPRESS — COMPLETE COURSE NOTES

2. Softaculous ➜ WordPress

3. Install

4. Domain me live website ready

🔷 Method 3: VPS / Cloud Hosting

Best for high traffic websites.

- DigitalOcean

- AWS

- Google Cloud

⭐ 4. WordPress Dashboard Samajhna (VERY IMPORTANT)

Dashboard Side Menu:

Menu	Use
Posts	Blog posts add karna
Pages	"About Us", "Contact" jese pages banana
Media	Images, PDF upload
Themes	Website ka design change
Plugins	Extra features add karna

Appearance Menu, Widgets, Customizer

Users	Admin/Editor add
Settings	Website ka system control

⭐ 5. Themes Kya Hote Hai? (Website Design)

⭐ WORDPRESS — COMPLETE COURSE NOTES

✔️ WordPress theme = Website ki skin + layout + structure

Popular Free Themes:

- Astra

- GeneratePress

- OceanWP

- Blocksy

✔️ Example:

Astra theme install kiya ➔
Tum apni website ko Business, E-commerce, Education, koi bhi look de sakte ho.

⭐ 6. Plugins Kya Hote Hai? (Extra Features)

✔️ Plugins = Apps jise install karke website ko power milega

Need	Plugin
SEO	RankMath / Yoast
Backup	UpdraftPlus
Speed	LiteSpeed / WP Rocket
Contact Form	WPForms
Security	Wordfence
Page Builder	Elementor / Gutenberg

✔️ Example

Contact form banana hai?
➔ WPForms plugin install karo ➔ Drag & drop se form ready!

⭐ WORDPRESS — COMPLETE COURSE NOTES

⭐ 7. Pages Ka Kaam (Static Pages)

Common Pages:

- Home
- About
- Services
- Contact
- Products
- Blog
- FAQ
- Privacy Policy
- Terms & Conditions

✅ Example:

Contact Page me hamesha hote hai:

- Address
- Google map
- Contact form
- Working hours

⭐ 8. Posts Ka Kaam (For Blogging)

Posts = Articles jo "Blog Page" par dikhte hain.

Example Post:

- "How to Make a Website"

⭐ WORDPRESS — COMPLETE COURSE NOTES

- "Top 10 WordPress Plugins"

Categories + Tags bhi add hote hain.

⭐ 9. Elementor Page Builder (VERY IMPORTANT)

Elementor se:

- Drag & drop
- No coding
- Beautiful pages

Widgets:

- Button
- Heading
- Gallery
- Form
- Counter
- Icon box
- Price table

✅ Example

Home Page Create:

1. Hero Banner
2. Services
3. Testimonials
4. Contact Button

⭐ WORDPRESS — COMPLETE COURSE NOTES

⭐ 10. WooCommerce (E-Commerce Website)

WooCommerce WordPress ka shopping system hai.

WooCommerce me hota hai:

- Products

- Cart

- Checkout

- Orders

- Payments (RazorPay, PayPal, Stripe)

- Shipping

- Coupons

✅ Example

Agar tum mobile shop bana rahe ho:

- Product: iPhone 15

- Price: 79999

- Stock: 50

- Images: 5

- Description: Full details

Aur website live!

⭐ 11. WordPress Security

Must-have:

- Wordfence Security

- Limit Login Attempts

⭐ WORDPRESS — COMPLETE COURSE NOTES

- Regular Backup (UpdraftPlus)

✅ Example

Daily backup schedule set:

- Time: 12AM
- Cloud: Google Drive
- Auto Backup

⭐ 12. WordPress Speed Optimization

Plugins:

- LiteSpeed Cache
- Asset CleanUp
- Smush (Image compression)

Steps:

- Images compress
- Cache enable
- Minify CSS/JS
- Use CDN (Cloudflare)

⭐ 13. WordPress SEO (Google Ranking)

Steps:

1. SEO plugin install (RankMath)
2. Keywords use karo
3. Clean permalinks
4. Schema setup

⭐ WORDPRESS — COMPLETE COURSE NOTES

5. Sitemap submit to Google

✅ Example

URL hona chahiye:

example.com/digital-marketing-tips

Not:

example.com/?p=225

⭐ 14. WordPress Backup & Restore

Backup Methods:

- Plugin (UpdraftPlus)
- Manual (Files + Database)

Backup Locations:

- Google Drive
- Dropbox
- OneDrive

⭐ 15. WordPress Errors & Fixes (Common Problems)

Error	Solution
White Screen	Plugin disable
500 Error	.htaccess fix
Memory Error	Increase RAM in wp-config
Not Uploading	File Permission fix

⭐ 16. WordPress Full Website Development Flow

⭐ WORDPRESS — COMPLETE COURSE NOTES

1. Domain + Hosting purchase

2. WordPress install

3. Theme install

4. Plugins install

5. Header/Footer set

6. Pages create

7. Home page design

8. Forms create

9. Speed optimize

10. Security setup

11. SEO setup

12. Launch website

⭐ 17. WordPress Real-Life Projects (Examples)

✔️ Project 1: Business Website

Theme: Astra
Builder: Elementor
Plugins: Contact Form, SEO

✔️ Project 2: E-commerce Store

WooCommerce
Payment Gateway: RazorPay

✔️ Project 3: Blogging Website

Theme: GeneratePress
SEO: RankMath

✔️ Project 4: LMS Website

Plugin: LearnPress / Tutor LMS

⭐ WORDPRESS — COMPLETE COURSE NOTES

✔️ Project 5: Job Portal

Plugin: WP Job Manager

⭐ 18. WordPress Learning Path (1 Month Plan)

Week 1: Basics + Pages + Posts

Week 2: Themes + Elementor

Week 3: WooCommerce + Blog + SEO

Week 4: Speed + Security + Hosting

⭐ 19. Summary (Short Revision)

- WordPress ek CMS hai

- Themes → design

- Plugins → features

- Elementor → page builder

- WooCommerce → online store

- SEO → Google me rank

- Backup, security, speed zaroori