# WordPress Course Outline

## 1. Introduction to WordPress

* What is WordPress?  
  WordPress is an open-source content management system (CMS) that allows users to create and manage websites easily. It's widely used for blogs, business sites, e-commerce, and more.
* Why Use WordPress?  
  WordPress is user-friendly, highly customizable, and has a vast community for support. It offers a wide range of themes and plugins to enhance functionality.

## 2. Setting Up WordPress

* Choosing a Hosting Provider  
  Select a hosting provider that supports WordPress, such as Bluehost, SiteGround, or WP Engine.
* Domain Registration  
  Register a domain name that represents your website's identity.
* Installing WordPress  
  Use one-click installations provided by hosting services or manually install WordPress by downloading it from WordPress.org and uploading it to your server.
* Initial Configuration  
  Set up basic settings like site title, tagline, timezone, and permalink structure in the WordPress dashboard.

## 3. WordPress Dashboard Overview

* Navigating the Dashboard  
  Familiarize yourself with the WordPress dashboard, including sections like Posts, Pages, Media, Appearance, Plugins, and Settings.
* Understanding User Roles  
  Learn about different user roles (Administrator, Editor, Author, Contributor, Subscriber) and their permissions.

## 4. Creating Content

* Posts vs. Pages  
  Understand the difference between posts (time-sensitive content) and pages (static content) and when to use each.
* Creating and Managing Posts

Adding New Posts: Use the Gutenberg editor to create and format posts.  
markdown  
Copy code  
## Example Title

This is a sample post content with \*\*bold\*\* text and \*italic\* text.

* + Categories and Tags: Organize content with categories (broad topics) and tags (specific keywords).
* Creating and Managing Pages  
  Add static pages like About, Contact, and Services.

## 5. Media Management

* Uploading Media Files  
  Learn how to upload images, videos, and documents through the Media Library.
* Image Optimization  
  Optimize images for better performance by using appropriate sizes and formats.
* Using Media in Posts and Pages  
  Insert media files into posts and pages and use the block editor to create galleries.

## 6. Themes and Customization

* Choosing a Theme  
  Explore free and premium themes available in the WordPress repository and third-party websites.
* Installing and Activating Themes  
  Install a new theme via the dashboard or by uploading a ZIP file.
* Customizing Themes  
  Use the WordPress Customizer to modify site identity, colors, menus, and widgets.
* Creating Child Themes  
  Learn how to create a child theme to customize your site without affecting the parent theme.

## 7. Plugins and Functionality

* What are Plugins?  
  Plugins extend the functionality of WordPress, allowing you to add features without coding.
* Installing and Activating Plugins  
  Install plugins from the WordPress repository or by uploading ZIP files.
* Essential Plugins
  + SEO Plugins: Yoast SEO, All in One SEO Pack.
  + Security Plugins: Wordfence, Sucuri Security.
  + Caching Plugins: W3 Total Cache, WP Super Cache.
  + Contact Form Plugins: Contact Form 7, WPForms.

## 8. Menus and Widgets

* Creating Custom Menus  
  Learn how to create and manage navigation menus for easy access to different sections of your site.
* Using Widgets  
  Add widgets to your sidebar or footer areas for additional content like recent posts, categories, and search bars.

## 9. SEO Best Practices

* Understanding SEO  
  Learn the basics of Search Engine Optimization and its importance for website visibility.
* SEO Plugins  
  Use SEO plugins to optimize content, manage meta tags, and create XML sitemaps.
* Content Optimization  
  Optimize content for relevant keywords and improve readability for better rankings.

## 10. Security and Backups

* Securing Your WordPress Site  
  Implement security measures such as using strong passwords, limiting login attempts, and keeping themes and plugins updated.
* Creating Backups  
  Use plugins like UpdraftPlus or BackupBuddy to create regular backups of your site.

## 11. Troubleshooting Common Issues

* White Screen of Death  
  Learn how to troubleshoot the white screen error by deactivating plugins and themes.
* 404 Errors  
  Fix 404 errors by updating permalinks or ensuring that the content exists.
* Memory Limit Exhaustion  
  Increase PHP memory limit to resolve memory issues.

## 12. E-commerce with WooCommerce

* Introduction to WooCommerce  
  WooCommerce is a popular plugin that turns your WordPress site into an online store.
* Installing and Configuring WooCommerce  
  Learn how to install WooCommerce and set up essential configurations like payment gateways, shipping methods, and tax settings.
* Adding Products  
  Add simple, variable, and grouped products with descriptions, images, and prices.

## 13. Advanced Topics

* Custom Post Types  
  Create custom post types for unique content, such as portfolios or testimonials.
* Custom Fields with ACF  
  Use Advanced Custom Fields (ACF) plugin to add custom fields for more complex content management.
* Multilingual Sites with WPML  
  Learn how to create a multilingual website using WPML plugin for reaching a broader audience.

## 14. Maintaining Your WordPress Site

* Regular Updates  
  Keep WordPress core, themes, and plugins updated to ensure security and functionality.
* Performance Optimization  
  Use caching, image optimization, and performance testing tools like Google PageSpeed Insights to improve site speed.